

Course Syllabus

1. **Name of Curriculum** Bachelor of Business Administration
Mahidol University International College
2. **Course Code** ICMI 355 **Course Title** Business Alliances
3. **Number of Credits** 4 **(Lecture / Lab)** (4-0)
4. **Prerequisites** ICMB 232
5. **Type of Course** Required and Elective Course
6. **Semester / Academic Year** Second, Third / 2004-2005

7. Course Description

Examines the potential advantage created by developing alliances within and between industries. It explores the strategic potential, and then covers the methods of developing and managing such relationships.

8. Course Objective

The course aims to explore and address the importance and potential competitive advantages created by developing alliances within and across industries as an alternative growth and expansion strategy of a firm. Students will be familiarized with various aspects of business alliances; including, the differences in business alliance structures, the process of identifying potential strategic partners, the strategies in developing good governance structure and managing relationship to maximize synergy creation of an alliance.

9. Course Outline

Week	Topic			Instructor
	Lecture / Seminar	Hour	Lab.	
1	Introduction to business alliances Motives for alliance	4	-	OAL
2	Type and Structure of Alliance	4	-	OAL
3	Type and Structure of Alliance	4	-	OAL
4	Partner Selection	4	-	OAL
5	Launching and negotiating alliance agreement	4	-	OAL
6	Midterm Examination Managing the alliance	2	-	OAL
		2		
7	Managing the alliance	4	-	OAL
8	Strategic planning and control	4	-	OAL
9	Human resource management	4	-	OAL
10	Cultural issues in business alliances	4	-	OAL
11	Break Up of alliances	4	-	OAL
	Final Examination	2	-	OAL
	Total	46	-	

10. Teaching Methods

Lecture, case discussion

11. Teaching Media

Power point slides, handouts

12. Course Assessment

Group case study and presentation	20%
Individual assignment	15%
Mid-term Examination	20%
Final Examination	35%
Class participation	10%
Total	100%

13. Course Evaluation

A	B+	B	C+	C	D+	D	F
85-100	80-84	75-79	70-74	65-69	60-64	55-60	0-54

14. Reference

Fred A. Kuglin, **Building, Leading, and Managing Strategic Alliances**, AMACOM 2002

James D. Bamford, **Mastering Alliance Strategy: A comprehensive guide to design, management, and organization**, Jossey-Bass, 2003

Ed Rigsbee, **Developing Strategic alliances**, Crisp, 2000

Robert J. Mockler, **Multinational Strategic Alliances**, Jonh Wiley & Sons, 2000

Peter Lorange and Johan Roos, **Strategic alliances: formation, implementation, and evolution**, Cambridge, Mass: Blackwell, 1992

M. Cauley de la Sierra, **Managing global alliances: key steps for successful collaboration**, Addison-Wesley, 1995

15. Instructors

Mrs. Orawan Amartayakul Lim

16. Course Coordinator

Dr. Somchat Visitchaichan

Head of International Business