

MODULE SPECIFICATION FORM

Module Title: Industry Networks, Partnerships & Core Alliances	Level: 6	Credit Value: 20
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Module code: BUS617	Cost Centre: GAMG	JACS2 code: N611
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Trimester(s) in which to be offered: 2	With effect from: September 2013
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Office use only: To be completed by AQSU:	Date approved: Date revised: Version no:
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Existing/New: New	Title of module being replaced (if any): None
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Originating Academic Department: Business and Management	Module Leader: Dr Leslie Davies
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Module duration: 200 hours	Status: core/option/elective (identify programme where appropriate): Core
Scheduled learning & teaching: 33 hours	
Independent study: 167 hours	

Programme(s) in which to be offered: BSc (Hons) Entrepreneurship BSc (Hons) App Design	Pre-requisites per programme (between levels):
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<p>Module Aims:</p> <ol style="list-style-type: none"> To provide the theoretical underpinning, knowledge and skills for students to engage in effective partnerships for business. To understand the social and professional context for effective networking and the development of partnerships and alliances.
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Expected Learning Outcomes:

Knowledge and Understanding:

At the end of this module, students will be able to:

1. Critically evaluate how and why business-to-business relationships, networks partnerships and alliances are formed.
2. Conceptually understand how to create value from networking, partnerships and alliances.
3. Assess the significance of delivering joint projects that manage customer expectations, needs and requirements in the modern business environment.
4. Critically evaluate the role of market and industry research within a partnership structure.

Transferable/Key Skills and other attributes:

Project management skills;
Working in collaborative teams;
Interpretation and evaluation of data;
Effective problem solving and decision making;
Effective communication – oral and written;
Cognitive skills of critical thinking, analysis and synthesis.

Assessment: please indicate the type(s) of assessment (e.g. examination, oral, coursework, project) and the weighting of each (%). ***Details of indicative assessment tasks must be included.***

Assignment 1- Team project. Students are to work in teams of 5 or 6 and work together on a case study and a new product development (NPD) scenario whereby they plan and propose delivery of a NPD; identifying appropriate industry partnerships with which to supply the project with the right resources.

Assignment 2- Report. Students work on their own business idea and apply network and supply chain theory to business practice; identifying the resource requirements of the new venture and the outputs expected from networks and supply chains.

Assessment	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count (or equivalent if appropriate)
1	LO 1,3	Team Project	40%		2,000
2	LO 2, 4	Report	60%		2,000

Learning and Teaching Strategies:

Main theme lectures to introduce students to the underlying theoretical principles of the module, illustrated by contemporary examples with particular relevance to forming relationships, alliances and networks prior to and at the business start-up stage. Students will progress during tutorials to work as a team on a project and develop experience of controlling and managing project delivery with partners.

For the second part of the module student will research theory of networks, partnerships and alliances and, apply this to their own business idea, supported by the course tutor and the recommended reading, journal articles and online e-learning support. Group tutorials encourage wider discussion of the lecture topics to develop an appreciation of the linkages between theory and real-life business to provide further depth of individual understanding.

Syllabus outline:

Business to business contexts
Relationship marketing
Networks and new venture creation
Partnerships
Alliances, mergers and acquisitions
Supply Chains
Joint business projects

Bibliography:**Essential reading:**

Brennan, R., Canning, L., and McDowell, R. (2011) 2nd Edn. Business-to-Business Marketing, Sage Publications: London. ISBN-10: 1849201560 ISBN-13: 978-1849201568.

Other indicative reading:

Duening, T., Hisrich, R.D., and Lechter, M.A. (2009) Technology Entrepreneurship: Value Creation, Protection and Capture, Elsevier Academic Press: Burlington, MA.
ISBN-10: 0123745020 ISBN-13: 978-0123745026.

Journals:

Journal of Business Venturing.
Journal of Small Business Management
Journal of Research in Marketing & Entrepreneurship
Industrial Marketing Management
Technovation