



POZNAŃ UNIVERSITY
OF ECONOMICS
AND BUSINESS

Syllabus

Field of study* : International Economic Relations

Module name		
Strategic technology alliances - technological co-operation in international business		
Module name in english		
Strategic technology alliances - technological co-operation in international business		
Module code		Method of evaluation
GM00S.110D(B).9038.17		Assessment
Field of study	Track	Year / semester
International Economic Relations	General academic	3 / 5
Specialisation	Language of instruction	Module
All	English	Elective
Number of hours		Block
Lectures: 30	Classes: 0	D(B)
Level of qualification	Mode of studies	Education field
First-cycle programme	Full-time	Social Sciences
Author	Łukasz Puślecki	
Teachers	Łukasz Puślecki	

Subject's educational aims

C1	to identify technological co-operation and strategic technology partnering in international business
C2	to present the main differences between strategic technology alliances (STA) and strategic alliances (SA) as well as the phenomenon of alliances in years 1970-2010
C3	to show different modes of strategic technology partnering and alliance

Subject's learning outcomes

Code	Outcomes in terms of	Learning outcomes within the field
Knowledge		
W1	student can identify the characteristic features of technological co-operation and the modes of strategic technology partnering	K1_W01, K1_W02
W2	student can characterize different features of STA and SA as well as determinants of their success	K1_W03
W3	student can identify alliance management tools and main trends in the field of alliances	K1_W08, K1_W12
Skills		
U1	student can characterize technological co-operation and strategic alliances of companies in international business	K1_U01

U2	student can give the most important determinants of success of alliance, describe alliance management tools which have influence on success rate of alliances (SRA)	K1_U07
U3	student can prepare the presentation of chosen example of strategic technology alliances (STA) or strategic alliances (SA)	K1_U13, K1_U15
Social competences		
K1	students learn how to manage international and R&D alliances	K1_K02, K1_K03
K2	students learn how to co-operate and realize cross-cultural alliances with people coming from different countries	K1_K07
K3	students learn how to work in international group	K1_K05

Study content

No.	Study content	Subject's educational aims	Subject's learning outcomes
1.	Introduction to SA and STA	C1	W1, U1
2.	Technological co-operation. Strategic technology partnering	C1, C2	W1, W2, U1, K1
3.	Modes of strategic technology partnering	C3	W2, U1, K1, K2
4.	Strategic alliances and strategic technology alliances (STA)	C2, C3	W2, U1, K1, K2
5.	Presentation of project proposals	C1, C2, C3	W1, W2, U1, K1, K2, K3
6.	Determinants of success in technology alliances. Failure and success rates of strategic alliances	C3	W2, U2, U3, K1, K2, K3
7.	How to create successful partnerships? Main trends in the field of alliances.	C3	W2, W3, U2, K1, K2, K3
8.	Sectoral Analysis, Case studies, Alliance Management	C2, C3	W3, U2, U3, K1, K2, K3
9.	Visit to Technology Park/ High-Tech Company/ Debate with invited guest	C1, C2, C3	W1, W2, W3, U1, U2, K1, K2, K3
10.	Presentation of team projects	C1, C2, C3	W1, W2, U1, U2, U3, K1, K2, K3

Bibliography

Obligatory

1. J. R. Harbison, P. P. Pekar, Smart Alliances: A Practical Guide to Repeatable Success, Jossey-Bass Inc Pub, 1998

Recommended

1. Ł. Puślecki, "Wpływ współpracy technologicznej krajów rozwiniętych gospodarczo na ich konkurencyjność międzynarodową", Wydawnictwo Naukowe GRADO, Toruń 2010
2. J. H. Dyer, B.C. Powell, M. Sakakibara, A.J. Wang, Determinants of Success in R&D Alliances, National Institute of Standards and Technology, Us. Department of Commerce, August 2006
3. G. Duysters, J. Hagedoorn, A note on organizational modes of strategic technology partnering, „Journal of Scientific & Industrial Research” 2000, Vol. 58

Entry requirements	Basic knowledge about international business and international strategies
Teaching methods	Project method
Method of evaluation	Final quiz, Class participation, Group project / Group work, Presentation

Settlement of ECTS points

Forms of student work	Average number of hours for student work*	
Project preparation	30	
Participation in lectures	30	
Preparation of multimedia presentation	15	
Student work in total	Number of hours 75	ECTS points 3
Contact hours (with the teacher)	Number of hours 30	ECTS points 1
Practical-class work	Number of hours 30	ECTS points 1

* one hour of classes = 45 minutes

Methods of evaluating the learning outcomes

Learning-outcome code	Methods of evaluation			
	Final quiz	Class participation	Group project / Group work	Presentation
W1	x			
W2	x			
W3	x			
U1			x	x
U2			x	x
U3			x	x
K1		x		
K2		x	x	x
K3		x	x	x

Effects

Code	Content
K1_K02	can work in a team and accept various roles, has elementary organizational skills, which allow for achieving objectives related to planning and undertaking professional activities
K1_K03	properly communicates with the environment, can correctly define priorities in the implementation of a task assigned by themselves or by others and accept responsibility for the undertaken actions
K1_K05	can effectively participate in undertaking and implementing team projects related to the functioning of contemporary economic entities in the conditions of progressing internationalization of economic activity and the development of integration processes
K1_K07	has the awareness of ethical conduct in the professional activity, with respect for the diversity of opinions and cultures; follows the rules of the Corporate Social Responsibility
K1_U01	can correctly interpret economic phenomena, properly analyze the causes and the course of economic processes, by means of instruments which are standard in the economic sciences
K1_U07	can identify and analyze relations between economic entities and other institutions, which are parts of the domestic and international environment; has the ability to understand them
K1_U13	has the ability to present their own point of view, supporting it with arguments based on selected theories, various authors' opinions and/or statistical data
K1_U15	has the ability to prepare presentations, in Polish and in English, in the area of international economic relations (in relation to a selected specialty in the department of international economics), by means of a broad range of theories and various sources
K1_W01	has an elementary knowledge of the economic sciences, particularly economics, finance and management and of their position in the system of sciences, including the related disciplines
K1_W02	knows the basic terminology and has an elementary and systematic knowledge of international economic relations and complementary areas, such as: international management, international trade, international logistics and international finance
K1_W03	has an elementary knowledge of various types and essential elements of domestic and international economic structures and institutions, including economic entities and their mutual relations, on the domestic, international and intercultural scale
K1_W08	knows the basic methods and instruments, including statistical, mathematical and IT instruments, as well as techniques of collecting data, allowing for the description and the analysis of economic entities on the international market and also the processes and phenomena occurring in them and between them, as well as facilitating the decision-making process (in relation to a selected specialty in the department of international economics)
K1_W12	knows and understands the concepts and the principles of the intellectual (industrial) property and copyright protection