

## International Co-operative Strategy

### Lecturer:

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### Introduction and Aims

A large number of companies today engage in co-operative strategies. A cooperative strategy aims to realize a company's objectives through cooperation with other firms, in alliances and partnerships, rather than through competition with them. A cooperative strategy can offer significant advantages for companies that are lacking in particular competencies, knowledge or resources, enabling them to secure these through links to other companies possessing complementary skills or assets. It may also offer easier access to new markets, and opportunities for mutual synergy and learning. Cooperative strategies are proving to be particularly important in facilitating international expansion. This module focuses on the benefits that can be gained through cooperation and how to manage the cooperation so as to realize them.

### Objectives and Learning Outcomes

#### By the end of the module students should be able to:

- To develop an understanding of the role of cooperative strategy, and its expression through strategic alliances, in the modern business context.
- To introduce perspectives from different disciplines that contribute to an understanding of cooperative strategy and strategic alliances.
- To understand the considerations involved in establishing alliances, selecting partners and choosing an alliance form.
- To understand issues arising in the management of strategic alliances,, with special reference to cross-border alliances.
- To provide an insight into factors impacting on the achievement of alliance objectives (including learning) and on how they may evolve over time.

### Assessment

- Individual Assignment (50%)
- Group Assignment 3,000 words (50%)