

MODULE SPECIFICATION PROFORMA

<b>Module Title:</b>	Industry Networks, Partnerships & Core Alliances	<b>Level:</b>	6	<b>Credit Value:</b>	20
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<b>Module code:</b>	BUS617	<b>Is this a new module?</b>	No	<b>Code of module being replaced:</b>	N/A
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<b>Cost Centre(s):</b>	GAMG	<b>JACS3 code:</b>	N611
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<b>With effect from:</b>	September 17
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<b>School:</b>	Business	<b>Module Leader:</b>	Graham Jackson
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Scheduled learning and teaching hours	33 hrs
Guided independent study	167 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	<b>200 hrs</b>

<b>Programme(s) in which to be offered</b>	Core	Option
BSc (Hons) Business Development Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

<b>Pre-requisites</b>
N/A

Office use only

Initial approval: September 13

Date revised: February 17 (to incorporate new programmes)

Version: 2

**Module Aims**

- 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.

**Intended Learning Outcomes**

Key skills for employability

- KS1 Written, oral and media communication skills  
 KS2 Leadership, team working and networking skills  
 KS3 Opportunity, creativity and problem solving skills  
 KS4 Information technology skills and digital literacy  
 KS5 Information management skills  
 KS6 Research skills  
 KS7 Intercultural and sustainability skills  
 KS8 Career management skills  
 KS9 Learning to learn (managing personal and professional development, self-management)  
 KS10 Numeracy

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

Key Skills

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 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

**Derogations**

None

**Assessment:**

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 number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,3	Group Project	40		2000
2	2,4	Report	60		2000

**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