



UNIVERSITI TEKNOLOGI MARA

CTM513: STRATEGIC ALLIANCE

Course Name (English)	STRATEGIC ALLIANCE APPROVED
Course Code	CTM513
MQF Credit	3
Course Description	This course provides students to the theory and concept of strategy in management in the application within the art, film and theatre industry. The course covers issues such as the business environments analysis, strategic competition tools and strategic alliances tools within the business context.
Transferable Skills	Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving.
Teaching Methodologies	Lectures, Field Trip, Case Study, Reading Into Writing Task, Discussion, Presentation, Small Group Sessions
CLO	CLO1 Explain the concept of strategy and strategy management CLO2 Distinguish appropriate competitive strategies and alliance strategies within the creative industry CLO3 Apply the appropriate strategic skills in executing the strategic plan
Pre-Requisite Courses	No course recommendations
Topics	
1. Course Briefing 1.1) The Concept of Alliance	
2. Public Relations 2.1) A discussion on how a strategic alliance and public relation could help a company expand into a new market or develop an advantage over a competitor.	
3. Managing Conflict 3.1) A discussion on how implementing and managing an alliance may raise a conflict and mistrust, particularly when competitive or proprietary information is involved.	
4. The Art of Negotiation. 4.1) Successful strategic alliances are built on establishing and nurturing relationships through numerous negotiation and drafts of contracts.	
5. Strategic Alliance 5.1) Corporate Analysis Research.	
6. Strategic Capabilities and Opportunities 6.1) Corporate Analysis Research.	
7. Presentation 1 7.1) Presentation of corporate research.	
8. Understanding the Internal and External Environment of a Business 8.1) Exchanging Research Findings.	
9. Competitor Analysis and Competative Advantages 9.1) Discussion and Comparison 9.2) Field Trip.	
10. Case Study Research 10.1) Project Research	
11. Field Trip: Stage and Event Road Trip Activity 11.1) Strategic Analysis Activity 11.2) Report Writing 11.3) Field Trip	

12. Presentation 2

12.1) Presentation on Analysis and Competitive Advantages.

13. Strategic Alliance Project

13.1) Role Play

13.2) Practical in Negotiation

14. Final Assignments Report

14.1) Essays and Reports Submission.

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Presentation 2: Students are to present on topics and analysis covered throughout the semester relating to coursework and theme.	40%	CLO3
	Group Project	Coursework Analysis Essay: Group will analyse subject and write an analysis essay relating to theme and mock negotiation practicum.	30%	CLO2
	Presentation	Presentation 1: Students are to present on topics and analysis as specified for coursework and theme. Student will prepare for a mock practicum of a negotiation.	30%	CLO1

Reading List	Recommended Text	<ul style="list-style-type: none"> • Tobie S. Stein, Jessica Bathurst 2008, <i>Performing Arts Management</i>, Allworth Communications, Inc. [ISBN: 9781581156508] • McKie, S 2000, <i>Customer Role Management</i>, Planet IT • Brian Tjemkes 2232, <i>Strategic Alliance Management</i>, Routledge [ISBN: 978-041568129] • Mike Nevin 2014, <i>A Strategic Alliance Handbook: A Practitioner's Guide Business yo Business Colloboration</i>, Gower Pub Co [ISBN: 978-056608779] • Ard- Pieter de Man 2014, <i>Alliances: An Executive Guide to Designing Successful Strategic Partnership</i>, Wiley [ISBN: 978-111848639] • Miles, M. B. , and Huberman, A. M., 1994, <i>Qualitative Data Analysis: An Expanded Sourcebook</i>, Sage Publications Inc, Thousand Oaks CA, USA
Article/Paper List	Recommended Article/Paper Resources	<ul style="list-style-type: none"> • Van Bennekom, F. C. , and Blaisdell, M., 2000, "How Broad How Deep: Lessons From a CRM Implementation," <i>Cutter IT Journal</i>, Vol 13, No 10, 12-16
	Reference Article/Paper Resources	<ul style="list-style-type: none"> • Davenport, T. H.; Harris, J. G.; and Kohli, A. K., 2001, "How Do They Know Their Customers So Well?," <i>Sloan Management Review</i>, Volume 42, 63-73
Other References	This Course does not have any other resources	