

## Course Descriptions Exchange 2018-2019

Course Title Alliances and M&As  
 Course Code EBC4043  
 ECTS Credits 6,5  
 Assessment Whole/Half Grades

| Period | Start    | End      | Mon | Tue | Wed | Thu | Fri |
|--------|----------|----------|-----|-----|-----|-----|-----|
| 4      | 4-2-2019 | 5-4-2019 |     | X   |     |     | X   |

Level Advanced  
 Coordinator Paul Hünernund For more information: [p.hunernund@maastrichtuniversity.nl](mailto:p.hunernund@maastrichtuniversity.nl)  
 Language of instruction English

Goals We study state-of-the-art knowledge on alliances and M&As in terms of both academic contributions and more practitioner's oriented knowledge. M&As and alliances are discussed from various theoretical perspectives. Students learn to combine these concepts and confront them with empirical findings.

Description This course discusses firm alliances and mergers and acquisitions (M&As) from a strategy and innovation perspective. It aims at providing a better understanding of the purpose of alliances and M&As and the process of setting up these specific forms of organization. In what way can alliances and M&As help to source new knowledge and create competitive advantage? What are the advantages but also challenges that come with this type of organizational structure? A special focus is put on how to form, manage, and reap benefits of broader alliance networks. The course aims in particular at studying M&As and alliances from various theoretical perspectives but also from a more practitioners-oriented lens. Students learn to combine these different approaches and confront them with empirical findings.

Literature Academic material

Prerequisites Courses and workload are very demanding for all IB Master courses. Exchange students need to have obtained a bachelor degree with a major in Business. Exchange students need to major in strategy in their Master.  
 An advanced level of English

Teaching methods PBL / Lecture

Assessment methods Final Paper / Participation / Written Exam

Evaluation in previous academic year For the complete evaluation of this course please click <http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM>

This course belongs to the following programme / specialisation

|  |                         |
|--|-------------------------|
| Master Business Research   | IB Electives            |
| Master Business Research - Operations Research                                   | IB Electives            |
| Master Human Decision Science  | Electives               |
| Master International Business - Accountancy                                      | Electives               |
| Master International Business - Controlling                                      | Electives               |
| Master International Business - Entrepreneurship and SME Management              | Electives               |
| Master International Business - Organisation: Management, Change and Consultancy | Electives               |
| Master International Business - Strategic Corporate Finance                      | Electives               |
| Master International Business - Strategy and Innovation                          | Compulsory Courses      |
| Master International Business - Sustainable Finance                              | Electives               |
| SBE Exchange Master  | Master Exchange Courses |
| SBE Non Degree Courses   | Master Courses          |