



PERSONA CIENCIA EMPRESA

UNIVERSITAT RAMON LLULL

**Code:** 80509**Name of the subject:** Entry Barriers and Strategic Alliance**GENERAL CHARACTERISTICS**

<b>Number of credits ECTS:</b>	3.5
<b>Language/s</b>	Catalan Spanish English
<b>Type</b>	Normal
<b>Professor/s</b>	

**DESCRIPTION****BRIEF DESCRIPTION AND JUSTIFICATION**

1. By adopting the perspective of a global entrepreneur, to study the structure & the essence of the forces reshaping today's business environment and global competitive landscape during the first two decades of the 21st century.
2. To provide students with the core concepts, frameworks, and techniques of strategic management that will enable them to make better decisions both for their companies and themselves.
3. Profound changes in the nature of the global economy are giving rise to new ways of creating competitive advantage based on collaborative relationships externally with other firms. This course will also help students understand

**COMPETENCIES**

As a consequence of the assimilation of the subject's learning contents, the student will be able to:

- Identify, analyze and propose strategies to overcome entry barriers faced by companies in a global context (CE6).
- Understand the principles of leadership, and apply them in a global context (CE8).
- Develop an ethical behavior during the practice of professional activities (CT1).
- Apply the new learnings in professional situations (CT6).

**PREREQUISITES**

- Requirements legally established to access postgraduate programs.
- English proficiency (TOEFL 7.0 or equivalent).

## CONTENTS

1. Entry barriers in selected industries.
2. Entrepreneurial approach according cultures and markets.
3. Bi-lateral or multi-lateral agreements and treaties.
4. Protections: outright ban, quotas, cumbersome application and review processes, local partner requirements and local content requirements.
5. Strategic alliance and partnerships:
  - o Joint venture,
  - o Licensing,
  - o Franchising,
  - o Management contract,
  - o Reciprocal distribution agreement.

## METHODOLOGY

### TRAINING ACTIVITIES:

Training activities	ECTS Credits	Competencies
Lectures presenting concepts and procedures	1,00	CE6, CE8, CT1, CT6
Practical sessions (exercises, case resolution)	1,00	CE6, CE8, CT1, CT6
Assignments by Students	0,50	CE6, CE8, CT1, CT6
Seminars or tutorials	0,50	CE6, CE8, CT1, CT6
Personal study activities	0,25	CE6, CE8, CT1, CT6
Assessment sessions	0,25	CE6, CE8, CT1, CT6
Internship in Company	-	
<b>TOTAL</b>	<b>3,50</b>	

### EXPLANATION OF TEACHING METHODOLOGY

The methodology applied to this course is based on:

- Lectures provided by the instructor.
- Case studies pre-assigned to the students.
- Independent study.
- Dialogue teaching.

## EVALUATION

### METHODS OF EVALUATION

Evaluation Methods	Weight	Competencies
Final exam	30%	CE6, CE8, CT1, CT6
Partial exams	-	
Following up activities	20%	CE6, CE8, CT1, CT6
Homework and presentations	-	
Experimental work or fieldwork	-	

Projects	25%	CE6, CE8, CT1, CT6
Evaluation of the company or institution	-	
Participation	25%	CE6, CE8, CT1, CT6

## LEARNING OUTCOMES

Taking the perspective of the global entrepreneur, the structure of strategic alliances within the global competitive landscape is studied during the first two decades of the twenty-first century.

Students are provided with the basic concepts, frameworks and techniques of strategic management that will enable them to make better decisions for their companies and themselves.

This course will help students understand the essence and structure of various forms of strategic alliances and partnerships that are being carried out in the current global market, to get better competitive advantages.

## EVALUATION

1. One final exam.
2. Case reports and presentations.
3. Class participation.
4. Attendance is compulsory, and a maximum of two (2) class misses is allowed.

## EVALUATION OF COMPETENCIES

Develop an ethical behavior during the practice of professional activities: this competence is assessed through the discussions and case presentations in class.

Apply the new learnings in professional situations: this competence is assessed through the assignments completed throughout the course

## BIBLIOGRAPHY

### Bibliography

- Grant, R.M., *Contemporary Strategy Analysis*, 8th ed., Wiley
- Timmons, J.A., Spinelli, S. Jr., *New Venture Creation Entrepreneurship for the 21st Century*, 9th ed., McGraw-Hill

## DOCUMENT RECORD

## PREVIOUS CHANGES

## LAST REVISION

July the 1st 2017. Dr. Carlos Malet on behalf of Dr. Jung-Chin Shen.

