

Internal and External Business Relationship Management (Postgraduate) ACC-ISS403

Course Description

This course is designed to help students understand how a firm may maintain its internal and external relationships. In recent years in response to globalization, technological evolution, deregulation, shortened product life cycles, and intensified competition, companies have increased their investment in maintaining relationships with strategic partners. Retaining great people is also important for companies to stay competitive in today's business environment.

Required Texts

No required textbook for this course

All readings will be handed out during lectures

Prerequisite

Postgraduate status needed. Students are assumed to have knowledge that is required for this course.

Course Requirements

Component	Weight
Midterm Exam	30%
Final Exam	40%
Term Paper	15%
Participation	15%

Learning Outcomes

- Understand the importance of maintaining strategic partnerships with external business partners
- Develop effective communication skills
- Develop the ability to build positive working relationships with internal personnel
- Able to demonstrate the methods that can help companies to form alliances with keep external partners to compete in today's business environment

Evaluation and Grading

A	93-100	B-	80-82	D+	67-69
A-	90-92	C+	77-79	D	63-66
B+	87-89	C	73-76	D-	60-62
B	83-86	C-	70-72	F	0-59

Course Hours

The course has 20 class sessions in total. Each class session is 150 minutes in length, for a total of 3000 minutes of in-class time. Students are expected to spend 15-20 hours per week outside of class. The University awards **4** credits for this course. Different universities may count course credits differently. Consult officials at your own home institution.

Attendance

Occasionally, due to illness or other unavoidable circumstance, a student may need to miss a class. The University's policy requires a medical certificate to be excused. Any absence may impact on the student's grade. Moreover, **the University's policy is that a student who has more than 3 absences will fail the course. Arriving late or leaving early will count as a partial absence.**

Academic Honesty

The University expects all students to do their own work. Instructors will fail assignments that show evidence of plagiarism or other forms of cheating and will also report the student's name to the University administration. A student reported to the University for cheating is placed on disciplinary probation; a student reported twice is suspended or expelled.

Disability Accommodation

Any student who needs special accommodation due to the impact of disability should inform the University within 10 days before the program starts.

Tentative Schedule

Class 1

Introduction to the course

Class 2

The nature of strategic partnerships

Class 3

Managing strategic partnerships

Class 4

Strategic outsourcing

Class 5

Building alliance capabilities and organizations

Class 6

Joint ventures

Class 7

Integration strategies

Class 8

Market environment, structure and pricing strategies

Class 9

Product differentiation

Class 10

Review

Midterm Exam

Class 11

Introduction to internal business relationship management

Class 12

Company culture and policies

Class 13

Employee training and development

Class 14

Organizational structure

Class 15

Hiring and retaining star employees

Class 16

Salaries, bonus, and the whole compensation package

Class 17

Performance review

Class 18

Internal promotions

Class 19

Inter-group/department relationship management

Class 20

Review

Final Exam