

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 724	International Enterprises and Strategic Alliances	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	The main objective of this course is to provide a relatively comprehensive survey of the literature on international strategic alliances and partnerships and help students to develop an understanding of the strategic foundation, the governance structure and the dynamics of these organizational structures
Content	Lecturing, literatüre review and research paper.
References	<ul style="list-style-type: none">• Doz Y.L. & Hamel G.; Alliance Advantage: The Art of Creating Value through Partnering, Harvard Business School Press, Boston MA.• Garette B. & Dussauge P. Les Stratégies d'Alliance, Les Editions d'Organisation, Paris.• Beamish Paul W. & Killing J. Peter (Eds.), Cooperative Strategies: Asian Pascific Perspectives, New Lexington Press• Beamish Paul W. & Killing J. Peter (Eds.), Cooperative Strategies: North American Perspectives, New Lexington Press, San Francisco• Beamish Paul W. & Killing J. Peter (Eds.), Cooperative Strategies: European Perspectives, New Lexington Press, San Francisco

Theory Topics

Week	Weekly Contents
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