

# Strategic Alliances and Partnerships

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## Definition of alliance

An alliance is a **cooperation** or **collaboration** which aims for a **synergy** where each partner hopes that the **benefits** from the alliance will be **greater** than those from **individual efforts**

# Definition of alliance

A joining of **forces** and **resources**, for a specified or indefinite period, to achieve a **common objective**

## Examples of alliances:

with educational institutions; with companies; with chambers of commerce, etc.

## Formal – Informal experience

**Formal** - long & complicated to put in place ie) articulation agreements between schools

**Informal** - accepted practice & more flexible – faster reaction time

# Reasons for alliances

- Indirect or direct prestige
- Market penetration – geographical reasons
- Increase institutional turnover (income)
- Product/services development - new courses; online courses; Executive programs
- Enhance competitiveness in domestic & global markets

## SWOT analysis

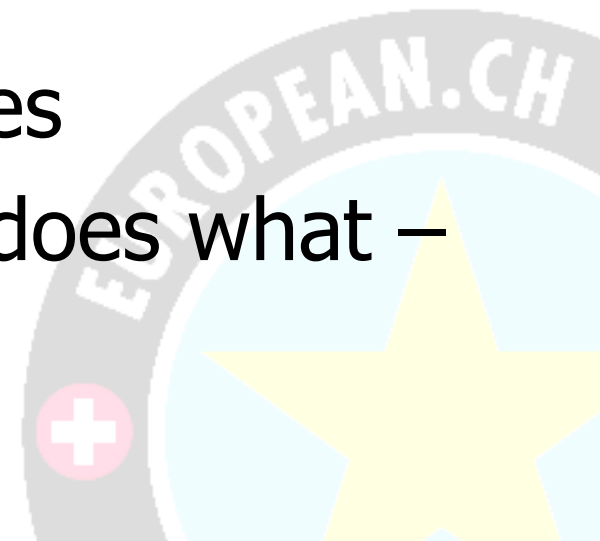
of setting up partnership, especially the

- economy view and
- all stakeholders



# Steps in setting up partnership

- Home institutional strategy & support of senior management
- Partner assessment – identify decision-makers
- Negotiation of realistic objectives
- Follow up of operations – who does what – who is in charge of what



## Usefulness of networks

IACBE, ACBSP, etc.







# Win-win situation for everybody

