

课程大纲

课程编号: 02814920
课程名称: 战略管理 I
周学时/总学时: 3/54
任课教师: 谢绚丽
先修课程: n/a

授课对象: IPHD
英文名称: Strategy I
学 分: 3
开课学期: 2012 年秋

任课教师联系方式: 62757267, xxl@gsm.pku.edu.cn

辅导、答疑时间: TBD

一、项目培养目标

学习目标 1 系统掌握从事学术研究所需要的专业知识及理论。

具体目标 1、系统掌握本学科基础知识及基本理论

具体目标 2、掌握本学科前沿知识和理论、具有足够的相关领域的知识

具体目标 3、熟练掌握本学科的研究方法

学习目标 2 具有从事创新性研究的能力; 能够撰写并发表高质量的毕业论文和学术论文

具体目标 1、撰写高质量的毕业论文和学术论文

具体目标 2、具有高水平的分析能力和批判思维能力, 能够创造性地解决问题

学习目标 3 具有宽阔的国际视野, 能够与国际学者进行交流、合作的能力。

具体目标 1、具有优秀的口头交流和文字交流能力

具体目标 2、能够熟练地运用至少一门外语进行学术交流与沟通

学习目标 4 了解学术伦理, 具有强烈的社会责任感、关注社会问题

具体目标 1、了解社会责任感的重要性

具体目标 2、了解学术生涯中的学术道德问题

具体目标 3、关注现实社会问题

二、课程概述

This is a core strategic management course that surveys the most influential and classic works in strategy area. The course will also cover economics, sociology and psychology views of strategic management, providing a basic understanding of strategy theories. This course should be approached as an opportunity to gain exposure to the entire field. Having said that, certain topics that are addressed in detail in future core and elective courses in strategy area will not be covered.

三、课程目标 (包括学生所提高的技能要求)

- (1) Each student should develop a basic understanding and overview of historical and current concepts, theory, and research in the field of strategic management.
- (2) Each student should develop the abilities to summarize, integrate, evaluate and extend theory and research in strategic management.
- (3) Each student should be able to apply theory and research to the practice of strategic management.
- (4) Each student should develop process skills that will lead to success in the PhD program and during his or her career. These skills emphasize the abilities to think clearly and quickly and to communicate effectively and efficiently both orally and in writing.

四、内容提要及学时分配

SESSION	CONTENT
1	Introduction to Strategic Management
2	Economics View of Strategy - I/O Economics
3	Economics View of Strategy – TCE
4	Economics View of Strategy – Agency Theory
5	Economics View of Strategy–Schumpeterian/Dynamic View of Strategy
6	Resource Based View of Strategy – Classic work
7	Resource Based View of Strategy
8	Knowledge Based View of Strategy
9	Learning Based View of Strategy – Classic work
10	Learning Based View of Strategy
11	Psychological Views of Strategy
12	Sociological Views of Strategy – Institutional Theory
13	Sociological Views of Strategy – Ecological Theory
14	Sociological Views of Strategy – Resource Dependence & Network Theory
15	Student Presentations and Closing Discussion
16	Final Paper Due

五、教学方式

Each article will be assigned to a discussion leader, who will prepare a short written synopsis / critique of the article. While I will take responsibility for leading all seminar discussions, you are expected to provide consistent and thoughtful input through your responses to discussion questions and your own comments.

六、教学过程中 IT 工具等技术手段的应用

PPT

七、教材

TBD

八、参考书目

TBD

九、教学辅助材料，如 CD、录影等

TBD

十、课程学习要求及课堂纪律规范

The readings assigned for the week are listed in the syllabus and should be completed prior to class. Each student should attend the class and participate in the class discussion.

十一、学生成绩评定办法（需详细说明评估学生学习效果的方法）

Class Preparation and Participation (20% of grade) - Each participant is required to come prepared to class. Since class discussion is an integral part of the course, absences and lack of preparedness are unacceptable. All students are required to read all chapters and articles assigned on the syllabus.

Article Journals (20% of grade) - In addition to the assigned reading, all students are required to prepare a journal that summarizes their preparation for each class. This journal should contain three components for each topic:

1. A summary of important ideas, concepts, theories, models, methods, results, and conclusions for each reading. One to two pages should be devoted to each reading. Keeping notes on articles that you read is an excellent habit to establish that will save you time and energy in the future. Including copies of any summary models or tables in the journal will help refresh your memory of the article as you go back to it in the future.
2. An evaluative statement of the literature. This statement should address key strengths (contributions) as well as weaknesses in the readings for the week. This discussion should be approximately one page.
3. An extension statement that outlines no more than one or two future theoretical and/or empirical directions for each topic. This statement should be specific and creative and should flow from the evaluation statement. You should develop these hypotheses using the theory from the week and describe in some detail the methodology that you would use to test them.

Students are often asked to share their ideas from their journals during class. Journals should be brought to each class. I will collect the journals on the last day of the course for grading and feedback; however, on any given week, journal entries may be collected, so be sure to keep up and bring your journals to class.

Individual Term Paper (60% of grade) - All students are required to prepare a proposal that relates a topic(s) covered in class to their own research interests. This proposal may be a valuable start on the student's summer research project, it may identify a general area of interest,

or it may eliminate a topic from the student's potential set of interests. The evaluative and extension statements from your journals are a good place to develop ideas for this proposal.

The term paper should follow the following logical steps: (1) define a research question, (2) review and critique the extant literature, (3) develop a few testable hypotheses, (4) propose a data source and methods for testing the proposed hypotheses, and (5) discuss the implications and extensions of your research. Each paper should be written in the form of the front end of an empirical journal article.

In our last session participants will present their research paper to others in the class. The presentation will follow the format of an Academy of Management presentation and will be about 15-20 minutes in length. Final proposals are due no later than Jan. 1. No late papers are accepted. Your final grade will reflect your paper and your presentation