

Economics Foundation of Strategy

课程编号：02804080

学 分：1

课程类型：必修课

先修课程：初级微观经济学

授课对象：博士生

任课教师：武常岐

开课学期：2014 秋

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辅导、答疑时间：预约

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 course prepares the students with a good understanding of the essential economics theories of strategy; it also shows the inter-relationships of major theories of the firm, transaction costs theory, property rights theory, agency theory, among others. The course emphasizes the complementarities among the theories of organization and the potential for integrating these theories in the broad theoretical foundations of strategy. The implication of these theories to empirical regularities and business practice are highlighted.

三、课程目标（包括学生所提高的技能要求），本课程目标如何服务于项目的培养目标

After taking this course, students should be able to having a good understanding of literature on theory of the firm and industrial organization; they should be able to apply economics principles to analyzethe strategic behavior of the firms and evolution of the industry and the organizations; they should be able to formulate empirically testable hypotheses based on those theories; they should be able to integrate economics theories of organization with other theoretical foundations of strategies.

四、内容提要及学时分配

Session 1: Industrial organization theory

Porter, M.E. 1981. The contributions of industrial organization to strategic management. *Academy of Management Review*, 6, 609-620.

Schmalensee, Richard. 1985. Do markets differ much? *American Economic Review*, 75(3), 341-351.

Rumelt, Richard P. 1991. How much does industry matter? *Strategic Management Journal*, 12(3), 167-185.

Salant, Stephen W, Sheldon Switzer and Robert J Reynolds, 1983, Losses from horizontal merger: The effects of an exogenous change in industry structure on Cournot-Nash equilibrium, *The Quarterly Journal of Economics*, 98(2), 185-199.

Session 2: Transaction cost economics

Coase, R. H. 1937. The nature of the firm. *Economica*, 4: 386-405

Williamson, O. E. 1975. *Markets and Hierarchies*. New York, NY: Free Press. (Page 1-40)

Williamson, O.E. 1981. The Economics of organization: The transaction cost approach. *American Journal of Sociology*, 87(3): 548-577.

Session 3: Agency theory

Jensen, M.C. and Meckling W.H. 1976. Theory of the firm: Managerial behavior, agency costs and ownership structure. *Journal of Financial Economics*, 3: 305-360.

Fama, E.F. & Jensen, M.C. 1983. Separation of ownership and control. *Journal of Law and Economics*, 26: 301-325.

Eisenhardt, K. 1989. Agency theory: An assessment and review. *Academy of Management Review*, 14: 57-74.

Session 4: Property right theory of the firm

Grossman, Jean and Oliver Hart, 1986, The costs and benefits of ownership: A theory of vertical and lateral integration, *Journal of Political Economy*.

Hart, Oliver, 1995, *Firms, Contracts, and Financial Structure*, Oxford University Press. Chapters 2-3

Session 5: Game theory and information economics

Brandenburger, A. M. & Nalebuff, B. J. 2002. The right game: Use game theory to shape strategy. *Harvard Business Review*. 57-71.

Shapiro, C. 1989. The theory of business strategy. *The Rand journal of economics*, 20(1): 125-137.

Rysman, M. 2009. The economics of two-sided markets. *The Journal of Economic Perspectives*, 23(3): 125-143.

五、教学方式

课前准备、课堂讲授、讨论

六、教学过程中 IT 工具等技术手段的应用

电脑投影

七、教材

Joseph T. Mahoney, *Economic Foundations of Strategy*, Sage Publications, 2004.

八、参考书目

Joseph T. Mahoney, *Economic Foundations of Strategy*, Sage Publications, 2004.

John Roberts, *The Modern Firm: Organizational Design for Performance and Growth*, Oxford University Press, 2007.

Spulber, Daniel, 1992, Economic analysis and management strategy: A survey, *Journal of Economics & Management Strategy*, 1(3) 535–574.

Rumelt, Richard P., Dan Schendel, David J. Teece, 1991, Strategic management and economics, *Strategic Management Journal*, 12, Special Issue, 5–29.

Spulber, Daniel, 1994, Economic analysis and management strategy: A survey continued, *Journal of Economics & Management Strategy*, 3(2) 355–406.

Caves, Richard E., 1980, Industrial organization, corporate strategy and structure, *Journal of Economic Literature*, 18 (1) 64-92.

Caves, Richard E., 1998, Industrial organization and new findings on the turnover and mobility of firms, *Journal of Economic Literature*, 36 (4) 1947-1982.

九、教学辅助材料，如 CD、录影等

十、课程学习要求及课堂纪律规范

学生课前要仔细阅读指定的文献，课堂时间主要用来讨论经典文献。

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）

课程成绩的评定方法按照出席情况(20%)，参与讨论情况(40)和课程报告(40%)来确定。