

Economics Foundation of Strategy

课程编号: 02804080

授课对象: 研究生

学 分: 1

任课教师: 武常岐

课程类型: 方向必修

开课学期: 2013 年秋

先修课程: Classics in Strategy Research

任课教师联系方式:

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辅导、答疑时间:

待定

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; and dynamic resource-based 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 studies and business practice are highlighted.

三、课程目标（包括学生所提高的技能要求）

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 economic principles to analyze the 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.
- Wernerfelt, B. & Montgomery, C. A. 1986. What is an Attractive Industry? *Management Science*. 32(10): 1223-1230.
- 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.

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. & Meckling W.H. 1976. Theory of the firm: Managerial behavior, agency costs and ownership structure. *Journal of Political 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.
- Penrose E. T. 1959. *The Theory of the Growth of the Firm*. New York: Wiley
- Robert, John, 2007, *The modern theory of the firm*.

Session 5: Dynamic theory of the firm

Nelson, R. (1991). "Why Do Firms Differ, and How Does it Matter?", *SMJ*, Vol. 12, Special Issue, pp. 61-74.

Nelson, R. R. & Winter, S. G. 1982. *An Evolutionary Theory of Economic Change*. Cambridge, MA: Belknap Press of Harvard University Press.

Dosi, G., Malerba, F., and Teece, D. 2003. Twenty years after Nelson and Winter's an evolutionary theory of economic change: A preface on knowledge, the nature of organizations and the patterns of organizational change. *Industrial and Corporate Change*, 12, 2, 147.

Session 6: Course integration

五、教学方式

课堂讲授、专题讨论

六、教学过程中 IT 工具等技术手段的应用

PPT 演示

七、教材

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

Readings: Journal articles.

八、参考书目

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

九、教学辅助材料，如 CD、录影等

No。

十、课程学习要求及课堂纪律规范

课前认真阅读相关文献。

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）

课前准备和课堂讨论 30%，文献综述 30%，测验 40%。