

2014 年 战略管理 方向研究生课程设置

学分要求：

总学分最低 38 学分，其中必修课 25 学分，选修课 13 学分；

列表中标号 16—21 的六门课程要求选修 3 门；标号 22—25 的四门课程要求选修 2 门；

序号	课程编号	课程名称	课程英文名称	课程类型	学分	开课学期	备注
1	61400001	中国马克思主义与当代	The Theory of Marxism	校必修	2	1	博士生（含硕转博学生）、直博生
2		博士生外语	Foreign Language	校必修	2		博士生（不含硕转博学生）、直博生
3	02813010	应用统计学（中文）	Applied Statistics	院必修	3	1	
4	02810090	高级微观经济学（中文）	Advance Microeconomics	院必修	3	1	
5	02814540	Methods and Design in Management Research	Methods and Design in Management Research	IPHD 必修	3	1	
6	02804070	Classics in Strategy Research	Classics in Strategy Research	方向必修	1	1	
7	02804080	Economics Foundation of Strategy	Economics Foundation of Strategy	方向必修	1	1	
8	02804090	Organization Theory Foundation of Strategy	Organization Theory Foundation of Strategy	方向必修	1	1	
9	02814720	International Business Research	International Business Research	方向必修	2	2	
10	02804100	Strategic Entrepreneurship Research	Strategic Entrepreneurship Research	方向必修	2	3	
11	02804110	Industry and Market Evolution	Industry and Market Evolution	方向必修	1	3	
12	02804120	Organization Studies of Strategy	Organization Studies of Strategy	方向必修	1	2	
13	02804130	Learning ,Capability and Advantage	Learning , Capability and Advantage	方向必修	2	4	
14	02804140	Strategy Research on Chinese Enterprises	Strategy Research on Chinese Enterprises	方向必修	1	4	
15		Strategy Research Workshop	Strategy Research Workshop	方向必修	0	4	不计学分

16	02814900	统计运算与处理 (中文)	Data Computing and Analysis	选修	2	1	
17	02804030	Multivariate Analysis and SEM in Management Research	Multivariate Analysis and SEM in Management Research	选修	2	3	
18	新课	Advanced Statistics and Data Management	Advanced Statistics and Data Management	选修	2	4	
19	02804000	Experimental Design and Analysis	Experimental Design and Analysis	选修	2	2	
20	02814770	Advanced Topics on Data Analysis (for special methods such as multi-level analysis, social network analysis)	Advanced Topics on Data Analysis (for special methods such as multi-level analysis, social network analysis)	选修	2	2	
21	02804020	Regression Analysis in Management Research	Regression Analysis in Management Research	选修	2	1	
22	02814910	Consumer Behavior Seminar I- Judgment and Decision Making	Consumer Behavior Seminar I- Judgment and Decision Making	选修	2	1	
23	02814930	Seminar on Consumer Behavior II- Information Processing	Consumer Behavior Seminar II- Information Processing	选修	2	2	
24	02813110	Organizational Behavior	Organizational Behavior	选修	2	1	
25	02811820	产业经济学专题	Topics in Industrial Economics	选修	3	2	
26		北大其它院系课程		选修	2	1-4	必选, 需先获得系里认可