

中国社会科学院大学企业战略与创新课程大纲

课程基本信息 (Course Information)					
课程编号 (Course ID)	1232022036	学时 (Credit Hours)	32	学分 (Credits)	2
课程名称 (Course Name)	企业战略与创新				
	Enterprise Strategy & Innovation				
先修课程 (Prerequisite Courses)	《微观经济学》、《管理学原理》				
课程简介 (Description)	<p>本课程是面向经济学、管理学、社会学专业本科生的专业选修课，将以马克思主义为指导，向学生提供企业战略管理与创新管理的基础知识、分析方法，着重就企业经营过程中发展战略、产品与服务创新、组织架构创新等方面的案例进行介绍，并在教学中积极探索中国特色管理学的学科体系、学术体系、话语体系。课程将围绕二十世纪70年代以来兴起的企业资源、竞争优势与动态能力理论，介绍企业在构建竞争优势的过程中，如何运用组织变革、知识管理、组织学习、战略创业等策略及实践，形成企业的动态能力；并在理论的基础上讨论企业的创新模式、创新动力和创新成效。本课程是面向经济学院高年级本科生的专业选修课，涉及企业战略与创新管理的理论和案例。课程将向学生提供企业战略与创新的基础知识、分析方法，并对当前研究前沿问题进行讨论。本课程的设置和讲授将有利于经济大类专业的学生理解经济运行中微观个体企业的运作与竞争方式，培养学生从企业现象进入研究问题的思考能力。</p>				
课程简介 (Description)	<p>Enterprise Strategy & Innovation will center around enterprise resource, competition advantages and the dynamic capabilities perspective that emerged in 1970s. The course will introduce how the enterprises apply the strategies and practice such as organizational change, knowledge management, organizational learning, strategic entrepreneurship in constructing the competitive advantages, where the dynamic capabilities have been thus formulated. Based on the theoretic learning, the innovation made, innovation dynamism and innovation effect of the enterprises will also be discussed. The course is a major selective course, designed for the senior undergraduate students in the school of economy. The theories and cases relevant to enterprise strategy and innovation management will be covered. From the course, the students could harvest the basic knowledge, analysis approaches on enterprise strategy and innovation and make the discussion about the frontier issues. Through the content and settings, the course can be helpful to the economics students to understand the operation and competition mode of the micro entities in economy. It could also cultivate the students a capacity to think about the issues and then make the research from the phenomenon in enterprises.</p>				
教材 (Textbooks)	《战略过程：概念、情境与案例》第5版-英文版 约瑟夫·兰佩尔(Joseph Lampel)亨利·明茨伯格(Henry Mintzberg)等 机械工业出版社 2017				
参考资料 (Other References)	《管理学基础文献选读》 罗卫东 浙江大学出版社 2008 《公司战略:企业的资源和范围》(美)大卫·J.科利斯 东北财经大学出版社 2005				