**Course Format**

**College of Management ,National Sun Yat-sen University**

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| **Chinese Course Title** | **競爭理論（二）** | | | **Course Number** |  |
| **English Course Title** | **COMPETITIVE THEORY（Ⅱ）** | | | | |
| **Class Format** | **lecture** | **Requirement** | **NONE** | **Department** |  |
| **Instructor** | Cher-Min Fong | | | **Credit** | **3** |
| **Course Description** | | | | | |
| This course is provided for PhD. Students. It will provides a comprehensive and balanced introduction to advance strategic management. | | | | | |
| **Course Objective** | | | | | |
| We enable students to understand the latest issues of advance strategic management. And we will add many practical cases to make sure that students know how to use tools, frameworks and techniques for analysis and set strategies in the real business enviornment. | | | | | |
| **Teaching Format** | | | | | |
| Lecture-based | | | | | |
| **Grading Standard** | | | | | |
| Curricular participation: 30%  Group presentation: 30%  Final report: 40% | | | | | |
| **Reference/Text** | | | | | |
| Arikan A. 2009. Interfirm Knowledge Exchanges and the Knowledge Creation Capability of Clusters. *The Academy of Management Review ARCHIVE* **34**(4): 658-676.  Bell SJ, Tracey P, Heide JB. 2009. THE ORGANIZATION OF REGIONAL CLUSTERS. *Academy of Management Review* **34**(4): 623-642.  Hitt, M.A., Ireland R.D. and Hoskisson R.E. (2003) Strategic Management: Competitiveness and Globalization (Concepts). South-Western Publishing. | | | | | |
| **Course content/ Progress / Documents** | | | | | |
| The emerging economy  The institutional theories  The entry strategies  Sources of competitive advantages | | | | | |