**Course Format**

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

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| **Chinese Course Title** | **產業組織理論** | **Course Number** |  |
| **English Course Title** |  **INDUSTRIAL ORGANIZATION THEORY** |
| **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 industrial organization theory. |
| **Course Objective** |
| We enable students to understand the issues of industrial organization theory. And we will add many practical cases to make sure that students know how to use tools, frameworks and techniques for analysis and improve business performance in the real enviornment. |
| **Teaching Format** |
| Lecture-based |
| **Grading Standard** |
| Curricular participation: 30%Group presentation: 30%Final report: 40% |
| **Reference/Text** |
| Brouthers KD, Brouthers LE. 2000. Acquisition or greenfield start-up? Institutional, cultural and transaction cost influences. *Strategic Management Journal* **21**(1): 89.Brouthers KD, Brouthers LE, Werner S. 2003. Transaction Cost-Enhanced Entry Mode Choices and Firm Performance. *Strategic Management Journal* **24**(12): 1239-1248.Scott, W.r. (1995) Institutions and organizations. Thousand Oaks : SAGE. |
| **Course content/ Progress / Documents** |
| The emerging economyThe institutional theoriesThe entry strategiesSources of competitive advantages |