

光华管理学院 2023 年度 战略管理与国际经营 方向

IPHD 培养方案 IPHD Program Curriculum 2023 of Strategic Management and International Operations Major Guanghua School of Management

一、 培养目标

战略管理研究的核心问题是企业（公司）如何在竞争环境下取得可持续的竞争优势和超群绩效。研究层面包括多方面：如企业的外部环境，企业内部资源和能力，企业行为与决策，战略实施与过程等。研究的主题和内容涉及广泛，如企业多元化经营，战略联盟，收购与兼并，技术创新与知识管理，组织变革，公司治理结构与领导力等。本专业研究广泛采用来自经济学，社会学，组织学，行为学等多学科的理论、方法和有用成果。特别强调的是，由于信息科技和全球化的迅速发展，一个国际视角在战略管理研究中具有越来越重要的地位，研究的内容亦包括国际化和跨国管理等。在本专业，国际管理是与战略管理密切结合的一个重要研究方向。

本专业致力于从事主要针对中国企业以及在华外资企业的战略管理问题相关的前沿性研究，并为学生及企业管理者提供战略制订与实施方面的最佳训练。本专业招收对学术研究有强烈奉献精神的学生，旨在教育和培养能进行高质量科学研究和教学的学者，促进中国乃至全球经济、管理研究的发展，为大专院校，特别是商学院培养优秀的研究人才和教师。

1. Train objectives

The core of the strategic management research is how enterprises obtain sustainable competition advantage and maintain outstanding performance in the competitive environment. The research covers multiple aspects, e.g., the external environment of enterprises, internal resources and capacities of enterprises, corporate behavior and decision-making, strategic implementation, and process, etc. The research involves wide topics and content, such as corporate diversified operations, strategic alliances, acquisitions and mergers, technical innovation and knowledge management, organizational transformation, corporate government structure and leadership, etc. The research of this major widely adopts theories, methods, and useful achievements in multiple disciplines such as economics, sociology, history, behavioristics. It is especially stressed that, due to the rapid development of information technology and globalization, an international

perspective plays an increasingly important role in strategic management research, and the content of research also includes internationalization and transnational management, etc. In this major, international management is an important research concentration in close combination with strategic management. This major commits to frontier research related to strategic management issues mainly about Chinese enterprises and foreign enterprises in China and provides students and corporate managers with the best practice in respect of strategy formulation and implementation. This major admits students with spirits of utter devotion to academic research, aims to cultivate scholars who can carry out high-quality scientific research and teaching, promote the development of economics and management research in China and the world, and cultivate excellent research talents and teachers for universities and colleges, especially business schools.

二、 科研能力与创新成果的基本要求

本专业博士研究生应当：

1. 具有强烈的从事学术工作的动机与兴趣
2. 具有能够从事原创学术研究所需要的系统、扎实的本专业先进知识，以及足够的相关领域的知识，熟练掌握本专业的研究方法
3. 能够胜任一流商学院的教学工作
4. 具有从事创新性研究的能力
5. 能够熟练地运用至少一门外语进行学术交流与沟通
6. 通过发表高质量的毕业论文和学术论文，证明学术能力
7. 博士生申请学位时，需进行创新性成果申报。自 2022 年 9 月 26 日起，学生提出的经导师审核通过的所有创新性成果均可被认定。

2. Basic requirements for scientific research ability and level

The doctoral candidates of this major shall:

1. have strong motivation and interest in academic work
2. have systemic and solid frontier knowledge of this major required for the original academic research, as well as enough knowledge in related fields, and mastery of the research methods of this major
3. be competent at teaching in first-class business schools
4. could carry out innovative research
5. can proficiently use at least one foreign language for academic exchange and communication
6. demonstrate research abilities through publishing high-quality

graduation dissertations and academic papers.

7. When applying for a doctoral degree, students need to apply for innovative achievements. Starting from September 26, 2022, all innovative achievements proposed by students and approved by supervisors can be recognized.

三、 学位论文基本要求

本专业博士研究生学位论文应具有在国际顶尖学术期刊以及国内权威学术期刊发表的潜力。研究成果应当具有原创性，应当主要由研究生独立完成，一般应当有三篇可独立发表论文的工作量。论文语言中英文均可。

3. Basic requirements for the academic dissertation

The academic dissertation of doctoral candidates of this major shall have the potential to be published in international and domestic top academic journals . The research shall have original achievements, be mainly completed by the doctoral students independently, and generally have the workload of three academic papers(both in Chinese and English) which can be published independently.

四、 前沿讲座基本要求

本专业方向以三种形式安排研究生参加到前沿讲座中间。

- 1.本专业方向开设 Frontiers in Organization and Strategic Management 课程，由本专业教授和外请教授为学生介绍某些领域的最新进展。

- 2.本系经常邀请国内外学者、也安排本系教授提供研究讲座，介绍各自最新的研究成果，要求研究生参加。

- 3.若干位教授经常安排研究兴趣接近的研究生进行更加具有互动的研讨。

Frontiers in Organization and Strategic Management 课程，每年开设一次。其它方式的交流为不定期。

本专业的大部分课程都是以互动式的研讨为主要教学方式。每次课前学生要阅读 3-5 篇学术论文；上课时就有关文献展开讨论；老师在组织学生讨论时，引导学生思考新的研究题目和思路。

除一般研讨课程外，博士生每学期将参加由国内外知名教授主讲的学术报告 5 次左右。

每门课程大约有 10 次左右的研讨；至少要提交 5 篇个人作业；期末要提交一篇学期论文或研究计划，撰写的回顾性文章应当达到在学术刊物上发表的水平，研究计划能够实施。

4. Basic requirements for the seminar

This major arranges postgraduates to attend the frontier lectures in three forms.

1. This major offers the course “Frontiers in Organization and Strategic Management” , where professors in and out of this major introduce the latest

progress in certain fields to students.

2. This department often invites scholars at home and abroad(also professors from this department) to give research lectures introducing their latest research achievements, requiring doctoral students to attend the lectures.

3. Professors often arrange doctoral students with similar research interests to have more interactive discussions.

The course “Frontiers in Organization and Strategic Management” is offered once each academic year. Various other forms of teacher-student exchanges will also be held irregularly.

Most courses of this major adopt interactive discussion as the main teaching method. Students shall read 3-5 academic dissertations before each class; discuss relevant literature in classes. The teacher shall guide students to think about new research topics and ideas when organizing discussions.

Except the general seminars, doctoral candidates will attend about 5 academic reports lectured by famous professors at home and abroad each semester.

Each course includes about 10 discussions; at least 5 personal assignments shall be submitted; an academic dissertation or research plan shall be submitted at the end of the semester. The written retrospective articles shall reach the level of publication in academic journals, and the research plan can be implemented.

五、 年度审核基本要求

博士生需每年进行年度审核, 各系评估小组应从学生本人的课程学习能力、学术科研能力、参与研究情况、助研岗位情况、思政岗位情况以及外语水平的提高等方面对学生进行评价。

5. Basic requirements for the annual review

All doctoral students shall be reviewed annually. The evaluation team of each department shall evaluate the students from the following aspects, course learning ability, academic research ability, research participation, posts held as research assistants , posts held as ideological and political assistants, and the improvement of foreign language ability.

六、 综合考试基本要求

我院博士生学科综合考试采取口试加笔试的方式进行。其中笔试 2 天, 各 9 小时。

学科综合考试口试和笔试成绩分别按百分制给出, 各占总分数的 50%。总分 70 分以下为不及格。博士生综合考试不及格者, 允许补考一次。

学科综合考试一般安排在学生第 4 个学期结束后进行。

6. Basic requirements for the qualifying examination

The qualifying examination for doctoral candidates of our department comprises a written exam and an interview. The written exam takes 2 days, 9 hours each day. The scores of the written exam and the interview are evaluated based on a maximum of 100 points each. Only when the weighted total score of these two scores (each accounting for 50%) reaches 70 points, the student is considered qualified. The doctoral candidates who fail the qualifying examination are allowed to attend a complementary examination once.

Students are generally arranged to attend the qualifying examination at the end of the 4th semester.

七、 选题报告基本要求

博士生应在广泛调查研究、阅读文献资料、明确主攻方向、了解前沿成果和发展动态的基础上，提出学位论文选题。就选题意义、前人相关成果、材料基础与实验条件、理论与方法等方面作学位论文选题报告，尽可能广泛地听取专家意见。

7. Basic requirements for the dissertation proposal

Graduate students are required to put forward the dissertation proposal based on extensive investigation, literature reading, and the understanding of the frontier achievements and development trends in their main research area. The topic should be of great significance to academic development, economic construction, and social progress. Within the specified time, student should make a report on the topic selection of the dissertation in terms of the significance of the topic, previous relevant achievements, material basis and experimental conditions, theories, and methods, etc. Students need to listen to expert opinions as widely as possible.

八、 论文审查 (预答辩) 基本要求

博士生一般在申请学位论文答辩的3个月以前进行论文的全面审查(预答辩)。向导师、指导小组成员、本专业和相关专业的专家全面报告研究成果和论文写作进展，听取导师和专家的意见，确定是如期答辩、还是延期答辩，进一步修改和完善学位论文。

8. Basic requirements for the dissertation submission

Generally, doctoral students are required to conduct dissertation submission (a comprehensive review) 3 months before applying for oral defense. Student should comprehensively report the writing progress and research results of the dissertation to the advisor, teachers, and steering group members of the major and related majors, who will determine whether the oral defense could be conducted as scheduled or postponed. Students should listen to their opinions carefully, and

further revise and improve the dissertation.

九、 本方案课程设置

学分要求:

总学分最低 41 学分, 其中必修课 31 学分, 选修课 10 学分(其中 8 学分需选修本系开设的选修课)。

选修课范围: 鼓励研究生在选修学分部分, 经导师 (或系主任) 批准后, 选修对自己研究有帮助的其它院系开设的研究生水平课程, 计入有效学分。

9. Curriculum

Credit requirements:

The minimum total credits require 41, including 31 credits of compulsory courses and 10 credits of general elective courses(among this 10 credits, 8 credits offered by our department are required).

Scope of general elective courses: : students are encouraged to take the postgraduate-level courses offered by other schools and departments which are helpful to their own research study upon the approval of the advisor (or the director of the department), and such courses will account for valid credits.

序号 Num ber	课程编号 Course number	课程名称 Course name	课程英文名称 English name of course	课程类型 Course type	学分 Cred it	开课 学期 Course semester	备注 Rema rk
1		基础汉语	Elementary Chinese	公共必修 compulsory	2	1or2	
2	61410008	中国概况	Lecture Series on Contemporary China	公共必修 compulsory	2	1	
3	02802140	学术思想与学术写作	Academic Thinking and Academic Writing	公共必修 compulsory	1	3	
4	02810090	高级微观经济学	Advanced Microeconomics	专业必修 compulsory	3	1	
5	02810100	高级计量经济学	Advanced Econometrics	专业必修 compulsory	3	1	
6	02814540	管理研究方法(1)	Methods and Design in Management Research	专业必修 compulsory	3	1	
7	02803280	统计运算与数据分析	Statistical Computing and	专业必修	4	2	

			Data Analysis	compulsory			
8	02803320	管理学的心理学基础	Psychological Foundation for Management	专业必修 compulsory	2	2	
9	02801592	管理的社会学基础	Sociological Foundation for Management	专业必修 compulsory	2	2	
10	02801591	管理的经济学基础	Economics Foundation for Management	专业必修 compulsory	2	2	
11	02804000	实验设计与分析	Experimental Design and Analysis	专业必修 compulsory	2	3	
12	02803330	战略管理研究：理论基础与现象议题	Strategy Research: Foundation and Domain	专业必修 compulsory	3	3	
13	02814720	国际经营研究	International Business Research	专业必修 compulsory	2	3	
14	02802890	经典原著选读	Selected Readings of Classic Works	选修 general elective	3	1	
15	02802980	机器学习与经管研究	Machine Learning for Social Science Research	选修 general elective	2	2	
16	02802960	宏观研究研讨班	Frontier Seminars on Macro Management Topics	选修 general elective	2	2	
17	02802970	实践、觉察与洞见	Management Practice, Insights and Sense-Making	选修 general elective	2	3	
18	02803040	管理研究哲学	Philosophy in Management Research	选修 general elective	2	3	
19	02804180	管理数据的高级技术	Advanced Techniques for Management Data	选修 general elective	4	2	
20	02801860	创业学研究：整合的视角	Entrepreneurship Research: an integrated perspective	选修 general elective	2	3	

21	02810070	管理学	Contemporary Management	选修 general elective	3	4	
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光华管理学院 2023 年度 战略管理与国际经营方向

学术硕士培养方案（留学生）

一、 培养目标

战略管理研究的核心问题是企业（公司）如何在竞争环境下取得可持续的竞争优势和超群绩效。研究层面包括多方面：如，企业的外部环境，企业内部资源和能力，企业行为与决策，战略实施与过程等。研究的主题和内容涉及广泛，如企业多元化经营，战略联盟，收购与兼并，技术创新与知识管理，组织变革，公司治理结构与领导力等。本专业研究广泛采用来自经济学，社会学，组织学，行为学等多学科的理论、方法和有用成果。特别强调的是，由于信息科技和全球化的迅速发展，一个国际视角在战略管理研究中具有越来越重要的地位，研究的内容亦包括国际化和跨国管理等。在本专业，国际管理是与战略管理密切结合的一个重要研究方向。

本专业致力于从事主要针对中国企业以及在华外资企业的战略管理问题相关的前沿性研究，并为学生及企业管理者提供战略制订与实施方面的最佳训练。本专业招收对学术研究有强烈奉献精神的学生，旨在教育和培养能进行高质量科学研究和教学的学者，促进中国乃至全球经济、管理研究的发展，为大专院校，特别是商学院培养优秀的研究人才和教师。

1、 Train objectives

The core issue of strategic management research is how a firm can achieve sustainable competitive advantage and superior performance in a competitive environment. The research themes include many aspects: for example, the external environment of the firm, the internal resources and capabilities of the firm, the behavior and decision-making of the firm, the implementation of the strategy and the process. The research topics and contents cover a wide range, such as diversification, strategic alliances, acquisitions and mergers, technological innovation and knowledge management, organizational change, corporate governance structure and leadership, etc. Strategic management research widely adopts theories, methods and useful results from economics, sociology, organization, psychology and other disciplines. It is particularly emphasized that, due to the rapid development of information technology and globalization, an international perspective become increasingly important in strategic management research, and the research topic also includes internationalization and transnational management. Thus, international management is also an important research direction closely integrated with strategic management.

We are dedicated to conducting cutting-edge research on strategic management issues of firms and providing students and business managers with the best training in strategy formulation and implementation. We attract students who have

a strong dedication to academic research, aim to educate scholars who can conduct high-quality scientific research and teaching, promote the development of economic and management research in China and the world, and cultivate excellent researchers and teachers for colleges and universities especially for business schools.

二、 科研能力与创新成果的基本要求

本专业学术硕士研究生应当：

1. 具有强烈的从事学术工作的动机与兴趣
2. 具有能够从事原创学术研究所需要的系统、扎实的本专业先进知识，以及相关领域的知识，熟练掌握本专业的研究方法
3. 具有从事创新性研究的能力
4. 能够熟练地运用至少一门外语进行学术交流与沟通
5. 通过发表高质量的毕业论文和学术论文，证明学术能力

2、 Basic requirements for scientific research ability and innovative achievements

Postgraduate students in this major should:

1. Have a strong motivation and interest in academic work.
2. Possess systematic and solid advanced knowledge of this major, and sufficient knowledge in related fields to be able to engage in original academic research and be proficient in the research methods of this major.
3. Ability to engage in innovative research.
4. Proficiency in at least one foreign language for academic communication.
5. Demonstrate academic competence by publishing high-quality dissertations and academic papers.

三、 学位论文基本要求

本专业学术硕士研究生学位论文应具有在国际权威学术期刊和顶级会议发表的潜力。研究成果应当具有原创性，应当主要由研究生独立完成，并一般应当至少有一篇可独立发表论文的工作量。

3、 Basic requirements for the dissertation

The postgraduate dissertation of this major should have the potential to be published in top international academic journals. The research results should be original, mainly completed by graduate students independently, and generally have the workload equaling to one independently published paper.

四、 选题报告基本要求

选题必须体现本专业的培养目标，需突出现实性，注重分析解决当前企业实践和社会现实生活中的热点、难点和焦点问题，符合科研基本要求，体现研究与实践相结合的原则。同

时，应特别注意有利于自己综合应用所学知识，有利于学术能力的培养和体现，并能保证本专业所应当具有的基本技能的训练。

4、 Basic requirements for the dissertation proposal

The topic selection must reflect the training objectives of the major, highlight the reality, focus on analyzing and solving the hotspots, difficulties and focal issues in the current corporate practice and social real life, conforming to the basic requirements of scientific research and reflecting the principle of combining research and practice. At the same time, special attention should be paid to the comprehensive application of the knowledge learned, the cultivation and reflection of academic ability, and the training of basic skills that the major should have.

五、 实习、实践基本要求

本专业方向以三种形式安排学术硕士研究生参加到前沿讲座。1.本专业方向开设 Frontiers in Organization and Strategic Management 课程，由本专业教授和外请教授为学生介绍某些领域的最新进展。2.本系经常邀请国内外学者、也安排本系教授提供研究讲座，介绍各自最新的研究成果，要求研究生参加。3.若干位教授经常安排研究兴趣接近的研究生进行更加具有互动的研讨。

Frontiers in Organization and Strategic Management 课程，每年开设一次。其它方式的交流为不定期。

本专业的大部分课程都是以互动式的研讨为主要教学方式。每次课前学生要阅读 3-5 篇学术论文；上课时就有关文献展开讨论；老师在组织学生讨论时，引导学生思考新的研究题目和思路。

除一般的研讨课程外，学术硕士研究生每学期将参加由国内外知名教授主讲的学术报告 3 次左右。

每门课程大约有 10 次左右的研讨；起码要提交 3 篇个人作业；期末要提交一篇学期论文或研究计划，撰写的回顾性文章应当达到在学术刊物上发表的水平，研究计划能够实施。

5、 Requirements for the internship and practice

Postgraduates are arranged to participate in the cutting-edge seminars in three forms. 1. Frontiers in Organization and Strategic Management courses are offered in this major. Department professors and external professors will introduce students to the latest progress in certain fields. 2. The department often invites domestic and foreign scholars, and also arranges professors of the department to give research lectures to introduce their latest research results, and graduate students are required to participate. 3. Some professors also arrange postgraduate students with similar research interests to conduct more interactive discussions. Most of the courses in this major are based on interactive seminars as the main teaching method. Students should read 3-5 academic papers before each class;

discuss relevant literature during class; teachers guide students to think about new research topics and ideas when organizing student discussions.

In addition to general seminar courses, postgraduate students will participate in about 3 academic reports each semester given by well-known professors at home and abroad.

There are about 10 seminars in each course; at least 3 individual assignments must be submitted; a term paper or research plan must be submitted at the end of the term. The retrospective articles written should reach the level of publication in academic journals, and the research plan can be implemented.

六、 课程设置

学分要求:

总学分不少于 30 学分，其中公共必修课 5 学分、专业必修课 11 学分、选修课 14 学分。

6、 Curriculum Structure

Credit requirements

The total credits should be no less than 30 credits, including 5 credits of public compulsory courses, 11 credits of major compulsory courses, and no less than 14 credits of major elective courses.

序号 Num ber	课程编号 Course number	课程名称 Course name in Chinese	课程英文名称 Course name in English	课程类型 Course type	学分 Credit	开课 学期 Course semester
1	04411003/0 4411004/04 411005	基础汉语	Elementary Chinese	公共必修 Compulsory	2	1or2
2	61410008	中国概况	Lecture Series on Contemporary China	公共必修 Compulsory	2	1
3	02802140	学术思想与学术写作	Academic Thinking and Academic Writing	公共必修 Compulsory	1	3
4	02804180	管理数据的高级技术	Advanced Techniques for Management Data	专业必修 Compulsory	4	2
5	02802960	宏观研究研讨班	Frontier Seminars on Macro Management Topics	专业必修 Compulsory	2	2
6	02803330	战略管理研究: 理论基础与 现象议题	Strategy Research: Foundation and Domain	专业必修 Compulsory	3	3
7	02804000	实验设计与分析	Experimental Design and Analysis	专业必修 Compulsory	2	3
8	02802890	经典原著选读	Selected Reading of Classic Works	专业选修 Elective	3	1

9	02814540	管理研究方法	Methods and Design in Management Research	专业选修 Elective	3	1
10	02801591	管理的经济学基础	Economics Foundation for Management	专业选修 Elective	2	2
11	02801592	管理的社会学基础	Sociological Foundation for Management	专业选修 Elective	2	2
12	02801860	创业学研究：整合的视角	Entrepreneurship Research: an integrated perspective	专业选修 Elective	2	3
13	02802400	实践、觉察与洞见	Management Practice, Insights and Sense-Making	专业选修 Elective	2	3
14	02810070	管理学	Contemporary Management	专业选修 Elective	3	4