OB7312 - Social Network Theory

OB 7312 Social Network Theory (3 semester hours) Social network theory focuses on structural relations among people and organizations. As one of the fastest growing paradigms originated from anthropology and sociology, it has gained enormous popularity within the broad field of organizational management. This Ph.D. level course intends to provide a systematic introduction to social network theory by reviewing its basic history, philosophy, theories, and methodologies. We will also explore how social network theory can be applied to addressing various management issues such as knowledge diffusion, social capital, strategic alliance, and network dynamics. (3-0) R (2016-02-05 21:44:52)