OB7312 - Social Network Theory

[OB 7312](#) Social Network Theory (3 semester credit 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 course provides a systematic introduction to social network theory by reviewing its basic history, philosophy, theories, and methodologies. The course also explores 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