

DEPARTAMENTO : ADMINISTRAÇÃO GERAL E RECURSOS HUMANOS (ADM)
CURSO.....: MESTRADO-DOUTORADO EM ADMINISTRAÇÃO DE EMPRESAS (CM -CDAE)
DISCIPLINA.....: TÓPICOS AVANÇADO EM ESTRATEGIA EMPRESARIAL
PROFESSORES.....: FLÁVIO VASCONCELOS e CLOVIS L. MACHADO-DA-SILVA
PERÍODO.....: INTEGRAL **SEMESTRE/ANO:** 1º/2005

PROGRAMA

OBJETIVOS DA DISCIPLINA

Este curso visa à discussão de teorias recentes em Sociologia, notadamente a Teoria Institucional e as Teorias de Redes Sociais, para as interfaces entre Estratégia Empresarial e Teoria Organizacional.

CONTEÚDO RESUMIDO

O curso deverá abordar os seguintes tópicos.

1. *Teoria Institucional - Fundamentos*
2. *Teoria Institucional – Estudos Recentes*
3. *Redes Sociais - Conceitos Iniciais*
4. *Redes Sociais – Topologia Estrutural e Autonomia*
5. *Redes Sociais – Estudos Empíricos*
6. *Redes Sociais – Extensões Teóricas*
7. *Redes e Ecologia Organizacional – Perspectivas Evolucionistas*

CRITÉRIO DE AVALIAÇÃO

Presença em Aula e Participação	30%
Prova Parcial	20%
Trabalho Escrito	20%
Exame Final	30%

METODOLOGIA

O curso se fundamentará na discussão aprofundada dos textos alocados, seguindo metodologia indutiva. Os textos utilizados são originários de livros e artigos científicos.

CONTEÚDO DETALHADO

Aula 1 – Apresentação do Curso & Revisão Geral

Interfaces entre Teoria Organizacional e Estratégia: Por que focar Teoria Institucional e Redes Sociais?

Bloco 1 - Teoria Institucional - Fundamentos

Aula 2 - Discussão de Livro

(Scott, 2001)

Aula 3 - Discussão de Artigos -

(Meyer & Rowan 1977)

(DiMaggio & Powell 1991)

(Scott 1987; Selznick 1996)

(Oliver 1988)

Bloco 2 - Teoria Institucional – Estudos Recentes

Aula 4 - Discussão de Artigos

(Rao, Monin et al. 2003)

(Zuckerman, Kim et al. 2003)

(Strang & Macy 2001)

(Benjamin & Podolny 1999)

(Guillen 1997)



Bloco 3 - Redes Sociais - Conceitos Iniciais

Aula 5 - Discussão de Artigos

(Padgett & Ansell 1993)

(Hargadon & Sutton 1997)

(Boisot 2002)

(Granovetter 1973; Granovetter 1983)

Aula 6 - Discussão de Livro

(Nohria & Eccles, 1992)

Aula 7 – Prova Parcial

Bloco 4 - Redes Sociais – Topologia Estrutural e Autonomia

Aula 8 - Discussão de Livro

(Burt 1992)

Aula 9 - Discussão de Artigos

(Burt 1976; Burt 1980)

(Burt 1997; Burt 2003)

(Oliver 1991)

Bloco 5 - Redes Sociais – Estudos Empíricos

Aula 10 - Discussão de Artigos

(Ibarra 1993)

(Ibarra & Andrews 1993)

(Podolny, Stuart et al. 1996)

(Ahuja 2000)

(Seidel, Polzer et al. 2000)

Bloco 6 - Redes Sociais – Extensões Teóricas

Aula 11 - Discussão de Artigos

(Barley 1990)

(Abrahamson & Rosenkopf 1997)

(Kogut 2000)

(Podolny 2001)

(Gnyawali & Madhavan 2001)

Aula 12 - Discussão de Livro

(Putnan 1993; Putnan 2002)

Bloco 7 - Redes e Ecologia Organizacional – Perspectivas Evolucionistas

Aula 13 - Discussão de Artigos

(Hannan & Freeman 1988)

(Carroll & Hannan 1989; Carroll 1993; Carroll & Harrison 1994)

(Rao 2002)

Aula 14 - Discussão de Livro

(Aldrich 1999)

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