

COURSE: Research in Strategy, Entrepreneurship & Innovation

Máster Universitario en Economía de la Empresa y Finanzas

YEAR: 2o

SCHEDULE			Student	
WEEK	SESSION	CONTENT DESCRIPTION	LECTURE	Presentation
1	1	Introduction to the course & Theory: Categorization	X	
1	2	Theory: Categorization	X	
2	3	Theory: Categorization	X	X
2	4	Theory: Categorization	X	X
3	5	Theory: Research on Names	X	X
3	6	Theory: Social ties	X	X
4	7	Theory: Status	X	X
4	8	Theory: Status	X	X
5	9	Theory: Stigma	X	X
5	10	Theory: Social Movements	X	X
6	11	Theory: Resource Partitioning	X	X
6	12	Theory: Market entry	X	X
7	13	Theory: Market entry	X	X
7	14	Theory: Product Demography	X	X
8	15	Final Exam		