

Entrepreneurship and Management

Course Name	Course type (credit/hours)	Required course(3/3)	Course code	I032
	Target students Division/major/grade	Business Administration/Freshman	Opening semester	2017 2ND SEMESTER
	Class time and classroom	Mon F(JH104)Thu F(JH104)	English Grade	A(100%English)
Reference to this course	Prerequisite courses			
	Related basic courses			
	Recommended concurrent courses			
	Related advanced courses			

Instructor	Name (title/division)		Chun Suk Yoon(Associate Professor, Business Administration)			
	Office Room Number	다산관521-1	Office phone Number	3689	e-mail	
	Office hours	수 09:00-11:15		Homepage address		
Teaching Assistant	Name (title/division)					
	Office Room Number		Office phone Number		e-mail	

1. Introduction

Business or making money seem to be a central activities in our lives. People tend to look at and analyze many things from a business and management perspective. For example, students often believe they must “market” themselves to a company when applying for a job opening. In reality, it often seems like human relations center around give-and-take business concepts. This course is designed to introduce students to the lasting fundamentals of business principles along with a comprehensive overview of current business trends. Designed for the first year students, this course will be taught in an easily accessible way in English.

2. Course Objectives

This course intends to provide freshmen with the guiding and holistic concepts of business and management, thus setting them up for taking more advanced courses. Students should be able to explain overall aspects of business and management upon completion of this course.

Students Will Be Able To

- ?Define and understand key business concepts and strategies within various settings
- ?Discuss key business principles and theory
- ?Prioritize different business concepts and apply them to their individual life and career planning
- ?Learn how enterprises work and survive in the competitive business world
- ?Understand the importance of corporate ethics, corporate social responsibility and environmental sustainability

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3. Class types and activities

The course will consists of lecture, discussions, assignments and presentations

*A late submission or failure to present a speech on time will be penalized by a 20% deduction from whatever the score student receives.

*Any absence without prior notice either by email or phone message will not be accepted except for an emergency situation.

*Tardiness to classes: 3 late arrivals will be equal to one absence.

*Class participation is strongly encouraged.

Discussion: Each student will be assigned to a 3-person group for class discussion. The groups (individuals) that have the most effective discussion will be recognized and awared higher participation points.'

Presentation: Each group will do a case study presentation based on what you have learned in class.

*Class subjects may change based on class instruction needs and furlough schedule.

4. Teaching Method

☒ lecture

☒ discussion and debate

☒ team project(presentation and case studies)

☐ experiments(role-playing,etc)

☐ designing and production

☐ on-site learning(on-site training)

☐ others

5. Support Systems in Use

☒ e-class / AjouBb

☐ automatic recording system

☐ web-based assignment

☐ cyber lecture

☒ online content

☐ class behavior analyzazing system

☐ others

6. Teaching Tools

☐ PBL(Problem Based Learning)

☒ CBL(Case Based Learning)

☒ TBL(Team Based Learning)

☐ UR(Undergraduate Research)

☐ FL(Flipped Learning)

☐ DSAL(Data Science Active Learning)

☐ others

7. Knowledge and ability required for taking this course

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8. Method of Evaluation

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
Attendance			
midterm exam		40	
final exam		40	
quiz			
presentation		10	Grades: A,B & C
discussion		10	
homework			
etc			
study hours			

9. Textbook and supplementary material

Main/Sub	Title (Web-site)	Writer	Publisher	Publication year
Sub	Matsushita's business principles	PHP	PHP	
Sub	Golden rules: Tao Zhugong's Art of Business		Asiapac	2009
Sub	Good to Great: Why Some Companies Leap and Others Don't	Jim Collins		2001
Main	Understanding Business (11th edition)	Nickels & McHugh	McGraw-Hill	2016
Sub	A compass to fulfillment	Inamori Kazuo	McGraw-Hill	2009

10. Class system and Class shedule

< Class Schedule >

* language : K-korean, E-English

Weeks	Topics	language	Instructor	Teaching Method	Evaluation Method	Matter to be prepared
1	Class orientation & Defining business & management	E	Chun Suk Yoon			
2	Understanding business: Ch.1 Taking risks and making profits within the dynamic business environment. The philosophy of money	E	Chun Suk Yoon			
3	Ch.2 Understading economics & how it affects business	E	Chun Suk Yoon			
4	Ch.3 Doing business in global market	E	Chun Suk Yoon			
5	Ch. 4 Demanding ethical & socailly responsible bahavior	E	Chun Suk Yoon			
6	Case study- Korea & Japan: The miracle years	E	Chun Suk Yoon			
7	Ch. 5 How to form a business	E	Chun Suk Yoon			
8	Midterm exam	E	Chun Suk Yoon			
9	Ch 6. Entrepreneurship & starting a small business	E	Chun Suk Yoon			
10	Ch 7. Managment & leadership	E	Chun Suk Yoon			
11	Case study-Biz leaders in Korea & Japan: Jung Jooyoung, Lee Gunhee, Matsushita & Inamori	E	Chun Suk Yoon			
12	Ch. 8 Motivating employees	E	Chun Suk Yoon			
13	Ch. 9 Human resource management: Finding & keeping the best employees	E	Chun Suk Yoon			
14	Ch. 10 Marketing: Helping buyers buy & more	E	Chun Suk Yoon			
15	Ch. 17 & 18 Money & Understanding accounting & finance	E	Chun Suk Yoon			

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* language : K-korean, E-English

Week s	Topics	lang uag e	Instructor	Teaching Method	Evaluation Method	Matter to be prepared
16	Final exam	E	Chun Suk Yoon			

11. Other items of notification