

Entrepreneurship and Management

Course Name	Course section (credit/hours)		Required course(3/3)			course code	I040
	course item					course component	
	Target students Division/major/grade					opening semester	2021 1ST SEMESTER
	Class time and classroom		Mon E(Da310)Wed E(Da310)			English Grade	A(100%English)
Reference to this course	Credit compositon		Theory(3) + Design(0) + Practice(0)				
	Prerequisite courses						
	Related basic courses						
	Recommanded concurrent courses						
	Related advanced course						
Instructor	Name (title/division)		Chun Suk Yoon(Associate Professor, Department of Global Business)				
	Office Room Number	다산관306-1	Extension Number	3689	e-mail	seoul80@ajou.ac.kr	
	Office hour	수 09:00-11:15		Homepage address			
Teaching Assistant	Name (title/division)						
	Office Room Number		Office phone Number		e-mail		

1. Course Introduction

Business which largely consists of making money and building human relationships is a central activity in our lives. People tend to look at and analyze many things from business and management perspectives. 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 a give-and-take business concept. 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 & course outcome

In the era of knowledge economy, this course intends to provide students with the holistic concepts of entrepreneurship and business management. Understanding unchanging theories and concepts of business and entrepreneurship so far will help students be audacious in their future challenges no matter where they choose to work for.

Students will be able to
 Define and understand key business concepts and their consequences
 Discuss key business principles and theories with business professionals
 Prioritize different business concepts and apply them to their individual lives and career
 Learn how enterprises work and survive in the competitive business world

3. Class types and activities

4. Teaching Method

<input checked="" type="checkbox"/> lecture	<input checked="" type="checkbox"/> discussion and debate
<input checked="" type="checkbox"/> team project(presentation and case studies)	<input type="checkbox"/> experiments(role-playing,etc)
<input type="checkbox"/> designing and production	<input type="checkbox"/> on-site learning(on-site training)
<input type="checkbox"/> others	

5. Support Systems in Use

<input checked="" type="checkbox"/> AjouBb	<input type="checkbox"/> automatic recording system	<input type="checkbox"/> web-based assignment
<input type="checkbox"/> cyber lecture	<input checked="" type="checkbox"/> online content	
<input type="checkbox"/> class behavior analyzing system	<input type="checkbox"/> others	

6. Teaching Tools

<input checked="" type="checkbox"/> PBL(Problem Based Learning)	<input checked="" type="checkbox"/> CBL(Case Based Learning)	<input checked="" type="checkbox"/> TBL(Team Based Learning)
<input type="checkbox"/> UR(Undergraduate Research)	<input checked="" type="checkbox"/> FL(Flipped Learning)	<input type="checkbox"/> DSAL(Data Sciencd Active Learning)
<input type="checkbox"/> others		

7. Evaluation method of course outcome

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
Attendance		10	
midterm exam		25	Depending on COVID-19, the test can be replaced by other other evaluation means such as a writeup.
final exam		30	Depending on COVID-19, the test can be replaced by other other evaluation means.
quiz			

7. Evaluation method of course outcome

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
presentation			
discussion		25	In-class questions and 5 min presentations
homework		10	Writeup after watching movie "The founder"
etc			
study hours			

8. Textbook and Reference material

Main/Sub	Title	Writer	Publisher	Publication year
Sub	Matsushita's business principles	PHP	PHP	
Ref.	Movie: "The founder"	Director: John Lee Hancock		2017
Main	Management	Peter Drucker	Harper Business	2008
Ref.(web)	https://www.youtube.com/watch?v=waN94gYwbjQ&list=PLrCHWK77IRERLyZJtphldybn-rVORZgkF	Peter Drucker		
Ref.(web)	https://www.youtube.com/watch?v=08257W8sdNs&t=551s	JYP		

9. Class system and Class shedule

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< Schedule >

* language : K-korean, E-English

Weeks	Title of lecture	language	time distribution(minutes)			Teaching Method	evaluation method
			theory	design	experiment practice		
1	Class orientation	E	3				
2	1. Introduction: Managment and management defined. 2. Management as a social function and liberal art 3. The dimension of management	E	3				

< Schedule >

* language : K-korean, E-English

Weeks	Title of lecture	language	time distribution(minutes)			Teaching Method	evaluation method
			theory	design	experiment practice		
3	Part 1: Management;s new reality	E	3				
4	Part 2: Business performance	E	3				
5	Entrepreneurship and startup business	E	3				
6	Motivating people	E	3				
7	Part 3: Performance in service institutions	E	3				
8	Midterm exam	E	3				
9	Part 4: Produective work & achieving worker, Part 5: Social impact & social responsibility	E	3				
10	Part 6: Manager's work and jobs	E	3				
11	Part 7: Managerial skills	E	3				
12	Part 8: Innovation & entrepreneurship	E	3				
13	Part 9: Managerial organization	E	3				
14	Part 10: New demands on the indiividual	E	3				
15	Gobalism and Glocalization	E	3				
16	Final exam	E	3				

10. Contribution index of the course for attaining ABEEK program outcomes

course outcome	contribution scale
No Data	

11. Analysis of improved matters for the previous semester

13. Reference items

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