

## Strategic Management(Capstone Design))

Course Name	Course type (credit/hours)	Elective course(3/3)	Course code	I017
	Target students Division/major/grade	Business Administration/Junior	Opening semester	2019 2ND SEMESTER
	Class time and classroom	Mon B(Da311)Thu B(Da311)	English Grade	A(100%English)
Reference to this course	Prerequisite courses			
	Related basic courses			
	Recommended concurrent courses			
	Related advanced courses			

Instructor	Name (title/division)		kyungho kim (Associate Professor, Business Administration)			
	Office Room Number	다산관405-1호	Office phone Number	3672	e-mail	
	Office hours	Web/Fri: 4pm-5pm; Other times available by appointment		Homepage address		
Teaching Assistant	Name (title/division)					
	Office Room Number		Office phone Number		e-mail	

### 1. Introduction

This course introduces students to issues associated how to formulate and implement firm strategy in the global environment. It draws on building a fundamental understanding of how and why some firms achieve and sustain superior performance. This course primarily aims at enabling students to understand and analyze the factors that affect organizations' long-run economic performance and to provide them with the tools to make recommendations to organization on how they can improve their long-term performance.

### 2. Course Objectives

This course provides students with specific tools that will enable them:

- ?to assess the structure of firms' external environments and understand how these affect expected long-run industry performance
- ?to evaluate firms' competitive positioning and interaction, and assess firm-level resources and capabilities
- ?to develop appropriate and superior strategies at the business-unit and corporate levels
- ?to assess the dynamics of competition and understand how economic, social, political, and technological forces can determine the need for strategic re-positioning and affect long-term profitability
- ?to understand and manage the complex ethical and social issues facing organizations as they develop and implement their strategies

This class is designed to function like an MBA course and to prepare students (a) for potential MBA courses in the future and (b) for professional experience. Thus, this emphasizes class preparation and class discussion

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### 3. Class types and activities

### 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

☒ AjouBb
 ☐ automatic recording system
 ☐ web-based assignment

☐ cyber lecture
 ☐ online content

☐ class behavior analyzing system
 ☐ others

## 6. Teaching Tools

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

## 7. Knowledge and ability required for taking this course

## 8. Method of Evaluation

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
Attendance			
midterm exam		30	
final exam			
quiz			
presentation		30	Consulting Project
discussion		30	In class participation
homework		10	Individual Assignment
etc			
study hours			

## 9. Textbook and supplementary material

Main/Sub	Title (Web-site)	Writer	Publisher	Publication year
Sub	Contemporary Strategy Analysis(7th Edition)	Robert M. Grant	Wiley	
Main	The Management of Strategy-Concepts(10th Edition)	Ireland, Hoskisson, and Hitt	Cengage	

## 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	Session 1: Introduction and Course Overview/Session 2: Conceptual and Practical Introduction Strategy	E	kyungho kim			
2	Session 3: Understanding The Five Forces/ Session 4: Economics of Industry	E	kyungho kim			
3	Session 5 : Industry Trends, Dynamics, and Evolution/ Session 6: Competitive Positioning Concepts	E	kyungho kim			
4	Session 7 : Competitive Positioning In Action /Session 8: Competitive positioning in action – dual advantage	E	kyungho kim			
5	Session 9 : Firm strategy and industry evolution (I) /Session 10: Firm Strategy and Industry Evolution (II)	E	kyungho kim			
6	Session 11: Corporate strategy concepts, Session 12 : Corporate strategy in practice (I)	E	kyungho kim			
7	Session 13: Target company introduction, Session 14: Midterm review	E	kyungho kim			
8	Session 15 and 16 : Midterm Exam (Good Luck!!!)– No Class–	E	kyungho kim			
9	Session 17 and 18: Time for Team Project (Meeting with Faculty is available on demand)	E	kyungho kim			
10	Session 19: Strategy Implementation – Governance /Session 20: Strategy Implementation In Action ? Social Responsibility	E	kyungho kim			

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Weeks	Topics	language	Instructor	Teaching Method	Evaluation Method	Matter to be prepared
11	Session 21: Concepts In Technology Strategy /Session 22: Understanding Disruptive Change (I)	E	kyungho kim			
12	Session 23: Understanding Disruptive Change (II)/Session 24: Firm Strategy – Cooperative Strategy	E	kyungho kim			
13	Session 25: Global Strategy /Session 26: Organizational Structure and Control Mechanism	E	kyungho kim			
14	Session 27 and 28: Time For Team Projects	E	kyungho kim			
15	Session 29 and 30: Team Project Final Presentation	E	kyungho kim			
16	Session 31 and 32: Final Exam Week	E	kyungho kim			

11. Other items of notification