



HANYANG UNIVERSITY

Hanyang International Winter School

Faculty Information	Name	Bae, Tae Jun				
	E-mail	tjbae@hanyang.ac.kr				
	Home University	Hanyang University				
	Department	Department of Entrepreneurship				
	Homepage	http://entrepreneurship.hanyang.ac.kr/faculty/				
Course Information	Class No.		Course Code	BUS4019	Credits	3
	Course Name	Strategic Management				
	Lecture Schedule	TBA				
	Course Description	This course is an introduction to strategic management, which enables students to integrate functional area knowledge to effect managerial decisions and assume leadership roles in organizations.				
	Course Objective	Theory and concepts are applied using case analysis. Topics include: elements of the strategic planning process, such as strategy formulation and implementation; ethics and corporate social responsibility; corporate, business, and functional-level strategy; the relationship between strategy and organizational structure; and strategic control and reward systems.				
	Prerequisite	Theory and concepts are applied using case studies. Topics include elements of the strategic planning process, such as strategy formulation and implementation; corporate, business, and functional-level strategy; and the relationship between strategy and organizational structure/performance.				
	Materials/Textbooks	Main textbook: Strategic Management & Competitive Advantage, Barney & Hesterly, Pearson, ISBN-13: 978-0134741147 Harvard Business Cases				
Evaluation	Attendance	10%	Quiz	10%		
	Assignment	10%	Mid-term Exam	30%		
	Presentation	10%	Final Exam	30%		
	Group Project	%	Participation	%		
	Etc.	Evaluation Item			Ratio	
				%		
				%		
Daily Lecture Plan	Day 1	Overview & Introduction Concept of Strategy , Mission, Goal Harvard Case: Alibaba & Taobao				



	Day 2	Environment Scanning, PEST, SWOT Porter's five forces Harvard Case: Netflix
	Day 3	Business Level Strategy Harvard Case: Apple
	Day 4	Corporate Level Strategy, Vertical Integration #1 QUIZ Harvard Case: Two ways to fly South
	Day 5	Mid-Term Harvard Case: DeBeers Group Case
	Day 6	Corporate Level Strategy, Strategic Alliance Review & Wrap Up Harvard Case: Walt Disney
	Day 7	Corporate Level Strategy, M&A Harvard Case: Tesla, Inc
	Day 8	Corporate Level Strategy, Globalization Harvard Case: Foxconn
	Day 9	Implementation of Strategy #2 Quiz Harvard Case: Uber
	Day 10	Harvard Case: Fuji Film The Final