



# HANYANG UNIVERSITY

## Hanyang International Winter School

<b>Faculty Information</b>	<b>Name</b>	Tae Jun Bae				
	<b>E-mail</b>	tjbae@hanyang.ac.kr				
	<b>Home University</b>	Hanyang University				
	<b>Department</b>	Department of Entrepreneurship				
	<b>Homepage</b>	<a href="http://entrepreneurship.hanyang.ac.kr/faculty/">http://entrepreneurship.hanyang.ac.kr/faculty/</a>				
<b>Course Information</b>	<b>Class No.</b>	18521	<b>Course Code</b>	BUS4019	<b>Credits</b>	3
	<b>Course Name</b>	Strategic Management				
	<b>Lecture Schedule</b>	Mon-Fri / 13:00~17:30				
	<b>Course Description</b>	In this course, students will develop a comprehensive understanding of the principles and practices of strategic management. Through a combination of lectures and Harvard case studies, students will learn how to effectively integrate knowledge from various functional areas to make informed managerial decisions and assume leadership roles within organizations. Topics covered in this course include strategic planning, analysis of industry and competitive landscapes, resource allocation, M&A, strategic alliance, implementation, and global business.				
	<b>Course Objective</b>	This course aims to equip students with the necessary knowledge and skills to analyze and apply strategic management theories and concepts to real-world situations. Through case analysis and other learning activities, students will gain an in-depth understanding of key topics such as the strategic planning process, strategy formulation and implementation, corporate social responsibility, and the relationships between strategy, organizational structure, and control systems. Additionally, students will explore corporate, business, and functional-level strategies and the role they play in achieving organizational goals. By the end of the course, students will have the ability to evaluate and develop effective strategic plans, and to design and implement strategic control and reward systems that align with organizational objectives.				
	<b>Prerequisite</b>	-				
	<b>Materials/Textbooks</b>	Main textbook: Strategic Management & Competitive Advantage, Barney & Hesterly, Pearson, ISBN-13: 978-0134741147 (Optional) Harvard Business Cases (Required)				
<b>Evaluation</b>	<b>Attendance</b>	10%	<b>Quiz</b>	%		
	<b>Assignment</b>	20%	<b>Mid-term Exam</b>	30%		

	<b>Presentation</b>	%	<b>Final Exam</b>	40%
	<b>Group Project</b>	%	<b>Participation</b>	%
	<b>Etc.</b>	<b>Evaluation Item</b>		<b>Ratio</b>
				%
<b>Daily Lecture Plan</b>	<b>Day 1</b>	Overview & Introduction, Concept of Strategy , Mission, Goal		
	<b>Day 2</b>	Harvard Case: Alibaba & Taobao, Concept of competition		
	<b>Day 3</b>	Harvard Case: Netflix , Environment Scanning, PEST, SWOT		
	<b>Day 4</b>	Harvard Case: Dell, Environment Scanning: Porter's Five Forces, VRIO		
	<b>Day 5</b>	Harvard Case: Two ways to fly South, Business Level Strategy,		
	<b>Day 6</b>	Harvard Case: DeBeers Case, Corporate Level Strategy: Vertical Integration		
	<b>Day 7</b>	Mid-term, mid-term/Review for the midterm exam, Harvard Case: Cisco, Corporate Level Strategy: Diversification;		
	<b>Day 8</b>	Harvard Case: Foxconn, Tesla, Corporate Level Strategy: M&A and Strategic alliance		
	<b>Day 9</b>	Harvard Case: Uber, Global Strategy, Harvard Case: Fuji Film		
	<b>Day 10</b>	Implementation of Strategy, The final, Review for the final exam. Wrap-up		