

## Strategic Management(Capstone Design))

|                          |   |  |                     |                  |                  |                   |
|--------------------------|---|--|---------------------|------------------|------------------|-------------------|
| Course Name              | Course type<br>(credit/hours)           | 전선(3/3)  |                     |                  | Course code      | 1026              |
|                          | Target students<br>Division/major/grade | 경영학부/4학년   |                     |                  | Opening semester | 2019 1ST SEMESTER |
|                          | Class time<br>and classroom             | 월B(종합104) 목B(종합104)(종합104)                             |                     |                  | English Grade    | A(100%English)    |
| Reference to this course | Prerequisite courses                    |  |                     |                  |                  |                   |
|                          | Related basic courses                   |  |                     |                  |                  |                   |
|                          | Recommanded concurrent courses          |  |                     |                  |                  |                   |
|                          | Related advanced courses                |  |                     |                  |                  |                   |
| Instructor               | Name (title/division)                   |  | 김경호 (부교수/경영대학 경영학과) |                  |                  |                   |
|                          | 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

### 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"/> e-class              | <input type="checkbox"/> automatic recording system                                   | <input type="checkbox"/> web-based assignment |
| <input type="checkbox"/> cyber lecture                   | <input type="checkbox"/> blended learning(combination of online and offline teaching) |   |
| <input type="checkbox"/> class behavior analyzing system | <input type="checkbox"/> 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"/> 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        | 김경호        |                 |                   |                       |
| 2     | Session 3: Understanding The Five Forces/ Session 4: Economics of Industry                            | E        | 김경호        |                 |                   |                       |

# < Class Schedule >

\* language : K-korean, E-English

| Weeks | Topics  | language | Instructor | Teaching Method | Evaluation Method | Matter to be prepared |
|-------|---|----------|------------|-----------------|-------------------|-----------------------|
| 3     | Session 5 : Industry Trends, Dynamics, and Evolution/ Session 6: Competitive Positioning Concepts                       | E        | 김경호        |                 |                   |                       |
| 4     | Session 7 : Competitive Positioning In Action /Session 8: Competitive positioning in action – dual advantage            | E        | 김경호        |                 |                   |                       |
| 5     | Session 9 : Firm strategy and industry evolution (I) /Session 10: Firm Strategy and Industry Evolution (II)             | E        | 김경호        |                 |                   |                       |
| 6     | Session 11: Corporate strategy concepts, Session 12 : Corporate strategy in practice (I)                                | E        | 김경호        |                 |                   |                       |
| 7     | Session 13: Target company introduction, Session 14: Midterm review   | E        | 김경호        |                 |                   |                       |
| 8     | Session 15 and 16 : Midterm Exam (Good Luck!!!)– No Class–  | E        | 김경호        |                 |                   |                       |
| 9     | Session 17 and 18: Time for Team Project (Meeting with Faculty is available on demand)                                  | E        | 김경호        |                 |                   |                       |
| 10    | Session 19: Strategy Implementation – Governance /Session 20: Strategy Implementation In Action ? Social Responsibility | E        | 김경호        |                 |                   |                       |
| 11    | Session 21: Concepts In Technology Strategy /Session 22: Understanding Disruptive Change (I)                            | E        | 김경호        |                 |                   |                       |
| 12    | Session 23: Understanding Disruptive Change (II)/Session 24: Firm Strategy – Cooperative Strategy                       | E        | 김경호        |                 |                   |                       |
| 13    | Session 25: Global Strategy /Session 26: Organizational Structure and Control Mechanism                                 | E        | 김경호        |                 |                   |                       |
| 14    | Session 27 and 28: Time For Team Projects   | E        | 김경호        |                 |                   |                       |
| 15    | Session 29 and 30: Team Project Final Presentation  | E        | 김경호        |                 |                   |                       |

< Class Schedule >

\* language : K-korean, E-English

| Weeks | Topics                             | language | Instructor | Teaching Method | Evaluation Method | Matter to be prepared |
|-------|------------------------------------|----------|------------|-----------------|-------------------|-----------------------|
| 16    | Session 31 and 32: Final Exam Week | E        | 김경호        |                 |                   |                       |

11. Other items of notification