



HANYANG UNIVERSITY

Hanyang International Summer School

Faculty Information	Name						
	E-mail						
	Home University						
	Department						
	Homepage						
Course Information	Class No.		Course Code	DIS2003	Credits	3	
	Course Name	Introduction to Business Administration					
	Lecture Schedule	Tue-Fri /					
	Course Description	This course is a study of the institutional, economic and organizational environment in which contemporary business operates. This course will cover the functional area of business, including strategic management, marketing, human resource management, innovation, and accounting/finance, and how these functions contribute to the overall operation of a firm.					
	Course Objective	This course aims for students to understand how business works and how business functions impact a firm's operation. By studying this course, students will understand how a firm operates in the economic system, how a firm organizes, and how various functions such as marketing, accounting, finance, and human resource management interact with the external environment for a competitive advantage.					
	Prerequisite	- N/A					
	Materials/Textbooks	Understanding Business by William G. Nickels, James M. McHugh, and Susan M. McHugh, McGraw-Hill/Irwin; the latest Edition,					
Evaluation	Attendance	20%	Quiz	%			
	Assignment	%	Mid-term Exam	30%			
	Presentation	%	Final Exam	40%			
	Group Project	%	Participation	10%			
	Etc.	Evaluation Item			Ratio		
					%		
Daily Lecture Plan	Week 1	Day 1	Opening Ceremony				
		Day 2	Managing within the dynamic business environment				
		Day 3	Competing in global markets				



		Day 4	Ethical business and social responsibility
	Week 2	Day 1	Business ownership
		Day 2	Management and leadership
		Day 3	Adapting organizations 1
		Day 4	Adapting organizations 2
	Week 3	Day 1	Mid-term
		Day 2	Production management
		Day 3	Team and team management
		Day 4	Human resource management
	Week 4	Day 1	Strategic management
		Day 2	Marketing
		Day 3	Accounting/Finance/Innovation
		Day 4	Final exam