



# HANYANG UNIVERSITY

## Hanyang International Summer School

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	<b>Department</b>	Division of International Studies				
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<b>Course Information</b>	<b>Class No.</b>	18005	<b>Course Code</b>	DIS2003	<b>Credits</b>	3
	<b>Course Name</b>	Introduction to Business Administration				
	<b>Lecture Schedule</b>	Mon-Thu /13:00~16:00				
	<b>Course Description</b>	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.				
	<b>Course Objective</b>	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.				
	<b>Prerequisite</b>	- N/A				
	<b>Materials/Textbooks</b>	Understanding Business by William G. Nickels, James M. McHugh, and Susan M. McHugh, McGraw-Hill/Irwin; the latest Edition,				
<b>Evaluation</b>	<b>Attendance</b>	20%	<b>Quiz</b>	%		
	<b>Assignment</b>	%	<b>Mid-term Exam</b>	30%		
	<b>Presentation</b>	%	<b>Final Exam</b>	40%		
	<b>Group Project</b>	%	<b>Participation</b>	10%		
	<b>Etc.</b>	<b>Evaluation Item</b>			<b>Ratio</b>	
					%	
			%			
<b>Daily Lecture Plan</b>	<b>Week 1</b>	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
	<b>Week 2</b>	Day 1	Business ownership
		Day 2	Management and leadership
		Day 3	Adapting organizations 1
		Day 4	Adapting organizations 2
	<b>Week 3</b>	Day 1	Mid-term
		Day 2	Production management
		Day 3	Team and team management
		Day 4	Human resource management
	<b>Week 4</b>	Day 1	Strategic management
		Day 2	Marketing
		Day 3	Accounting/Finance/Innovation
		Day 4	Final exam