



HANYANG UNIVERSITY

Hanyang International Summer School

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Course Information	Class No.	TBA	Course Code	BUS4019	Credits	3	
	Course Name	Strategic Management					
	Lecture Schedule	Mon-Thu /					
	Course Description	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.					
	Course Objective	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.					
	Prerequisite	None					
	Materials/Textbooks	Main textbook: Strategic Management & Competitive Advantage, Barney & Hesterly, Pearson, ISBN-13: 978-0134741147 (Optional) Harvard Business Cases (Required)					
Evaluation	Attendance	10%	Quiz	%			
	Assignment	20%	Mid-term Exam	30%			
	Presentation	%	Final Exam	40%			
	Group Project	%	Participation	%			
	Etc.	Evaluation Item			Ratio		
					%		
			%				
Daily	Week	Day 1					



Lecture Plan	1	Day 2	1. Overview & Introduction, Concept of Strategy , Mission, Goal
		Day 3	2. Harvard Case: Alibaba & Taobao, Concept of competition
		Day 4	3. Environment Scanning, PEST, SWOT 4. Harvard Case: Netflix, Practice in PEST, SWOT
	Week 2	Day 1	1. Environment Scanning: Porter's Five Forces
		Day 2	2. Harvard Case: Dell, Environment Scanning: VRIO
		Day 3	3. Business Level Strategy
		Day 4	4. Harvard Case: Two ways to fly South, Mid-term
	Week 3	Day 1	1. Corporate Level Strategy, Vertical Integration
		Day 2	2. Harvard Case: DeBeers Group Case, Corporate Level Strategy: Strategic Alliance
		Day 3	3. Harvard Case: Tesla, Inc, Corporate Level Strategy: M&A
		Day 4	4 Harvard Case: Cisco, Globalization
	Week 4	Day 1	1. Harvard Case: Foxconn, Harvard Case: Uber
		Day 2	2. Implementation of Strategy, Harvard Case: Fuji Film
		Day 3	3. Business Case Analysis: INGSTORY (will be given)
		Day 4	4. The Final