



# HANYANG UNIVERSITY

## INTERNATIONAL SUMMER SCHOOL

\* Please fill out the form completely in English in detail.

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<b>Home University</b>	Hanyang University
<b>Department</b>	Division of International Studies

<b>Course Title</b>	Strategic management
<b>Field of Study</b>	Business and management
<b>Credits</b>	3
<b>Contact Hours</b>	45
<b>Course Code/Number</b>	BUS4019 / 18070
<b>Lecture Schedule</b>	Tue-Fri/ 09:00~12:00
<b>Course Description</b>	Strategic management is an interdisciplinary and integrative course requiring broad views of the environment that cover suppliers, buyers, competitors, government, technology, and the economy. This course takes a general management perspective, reflecting a firm as a whole and exploring how strategies in each functional area are combined into an overall competitive strategy. The critical strategic decisions in this course involve competitive strategies, boundary decisions, resource allocation, and analysis of a firm.
<b>Course Objective</b>	The objective of this course is to introduce key concepts, tools, and principles of strategy formulation and implementation. This course covers the managerial decisions and actions that impact the performance and survival of companies. This course is focused on the information, analyses, organizational processes, and skills, and managerial judgment that managers must use to position their businesses, determine the boundaries of a firm, and maximize long-term profits in the face of competition and uncertainty.
<b>Preparations (Pre-Knowledge)</b>	Preferably, Introduction to business administration.



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<b>Materials</b> (Textbook/Websites link)	<b>Barney, J., Heesterly, W. S. (2019), "Strategic management and competitive advantage", Pearson (ISBN: 978-1-292-25804-1) 6<sup>th</sup> ed. Or higher edition</b>
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Lesson Plan: Fill out the topic for each class in detail		
<b>Week 1</b>	<b>1<sup>st</sup> Day</b>	<b>Orientation &amp; Opening Ceremony</b>
	<b>Class 1</b>	Strategy and strategic management process
	<b>Class 2</b>	Evaluation of external environment I
	<b>Class 3</b>	Evaluation of external environment II
<b>Week 2</b>	<b>Class 4</b>	Evaluation of internal environment I
	<b>Class 5</b>	Evaluation of internal environment II
	<b>Class 6</b>	Business level strategy I
	<b>Class 7</b>	Business level strategy II
<b>Week 3</b>	<b>Class 8</b>	Mid-term exam
	<b>Class 9</b>	Competitive strategy I
	<b>Class 10</b>	Competitive strategy II
	<b>Class 11</b>	Corporate strategy I
<b>Week 4</b>	<b>Class 12</b>	Corporate strategy II
	<b>Class 13</b>	Implementing strategy I: Strategic alliance
	<b>Class 14</b>	Implementing strategy I: Mergers and acquisitions
	<b>Class 15</b>	Final exam

<b>Evaluation (%)</b>  * Total sum of percentages should be 100%  * Only below options are available, please do not change the form (fill out the given form)
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Assignments	Attendance	Final	Group Project	Mid-term	Participation	Presentation	Quiz	Total
	20	40		30	10			100 %