



HANYANG UNIVERSITY

Hanyang International Summer School

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	Department	Department of Entrepreneurship				
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Course Information	Class No.	18058	Course Code	BUS4019	Credits	3
	Course Name	Strategic Management				
	Lecture Schedule	Mon-Thu /13:00~16:00				
	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 Lecture Plan	Week 1	Day 1	Opening Ceremony		
		Day 2	Overview & Introduction, Concept of Strategy , Mission, Goal		
		Day 3	Harvard Case: Alibaba & Taobao, Concept of competition		
		Day 4	Harvard Case: Netflix , Environment Scanning, PEST, SWOT		
	Week 2	Day 1	Environment Scanning: Porter's Five Forces		
		Day 2	Harvard Case: Dell, Environment Scanning: VRIO		
		Day 3	Business Level Strategy		
		Day 4	Harvard Case: Two ways to fly South, Mid-term, mid-term		
	Week 3	Day 1	Corporate Level Strategy, Vertical Integration		
		Day 2	Harvard Case: DeBeers Group Case, Corporate Level Strategy: Strategic Alliance		
		Day 3	Harvard Case: Tesla, Inc, Corporate Level Strategy: M&A		
		Day 4	Harvard Case: Cisco, Globalization		
	Week 4	Day 1	Harvard Case: Foxconn, Harvard Case: Uber		
		Day 2	Implementation of Strategy, Harvard Case: Fuji Film		
		Day 3	Business Case Analysis: INGSTORY (will be given)		
		Day 4	The Final		