**List of Courses Offered in English in the Field of International Business**

**Fall Semester 2016, KNU**

|  |  |  |  |
| --- | --- | --- | --- |
| **Course** | **Instructor** | **Time** | **Room** |
| International Trade | Prof. Danbee Park | Tues. 11am-11:50am  Wed. 11am-12:50pm | BIZ Bldg. 2402 |
| World Regional Economy | Prof. Chan-Hyun Sohn | Tues. 11am-11:50am  Wed. 2:00pm-3:50pm | BIZ Bldg. 1403 |
| Global Marketing | Prof. Eui Bum Park | Fri. 2:00pm-4:50pm | BIZ Bldg.1403 |
| Global Human Resource Management | Prof. Oh Suk Yang | Mon. 4:30pm-5:45pm  Thu. 4:30pm-5:45pm | BIZ Bldg.1403 |
| Business English2 | Prof. Raul Moretti | Mon. 3pm-4:15pm  Thu. 3pm-4:15pm | BIZ Bldg. 2112 |
| Organizational Behavior | Prof. Raul Moretti | Mon. 4:30pm-5:45pm  Thu. 4:30pm-5:45pm | BIZ Bldg. 2301 |
| Global Trade Practices | Prof. Raul Moretti | Wed. 3pm-4:50pm  Fri. 1pm-1:50pm | BIZ Bldg. 2408  BIZ Bldg. 2401 |
| Global Business Case Study | Prof. Raul Moretti | Mon. 1:30pm-2:45pm  Thu. 1:30pm-2:45pm | BIZ Bldg. 2301 |
| Database Fundamentals | Prof. Kyungjin Cha | Mon. 12pm-1:15pm  Thu. 12pm-1:15pm | BIZ Bldg. 1202 |
| The principle of business administration | Prof. Kyungjin Cha | Mon. 1:30pm-2:45pm  Thu. 1:30pm-2:45pm | BIZ Bldg. 1202 |
| International business | Prof. Oh Suk Yang | Mon. 3pm-4:15pm  Thu. 3pm-4:15pm | BIZ Bldg. 2301 |

**International Trade (Fall 2016)**

**Instructor**

Professor Danbee Park

Office: Business Bldg. 1312

Office hours: Tuesdays 2:00-3:00pm

Email: [park530@kangwon.ac.kr](mailto:park530@kangwon.ac.kr)

**Course Description**

This course aims to study the causes and consequences of international trade. We try to answer the following questions: why nations participate international trade, what they trade, and who will benefit from international trade. In particular, we will explore traditional theory such as Ricardo and Heckscher-Olin model, and the new trade theory on imperfect competitions, and role of multinational corporations.

Finally, we will investigate the impact of trade restrictions on economic welfare. Students can learn the tools to think critically and understand discussions of the current events in the world economy.

**Course Prerequisites**

Microeconomics, Macroeconomics

**Grading Policy**

Grades will be based on in-class midterm (35%), final exam (40%), problem sets and class participation (15%), and attendance (10%). Attendance at both the midterm and final exam is mandatory. If you miss more than 1/3 of the course, you will receive failing grade for the entire course. In marginal cases, class attendance and participation will be considered.

**Recommended Textbook**

Salvatore, Dominick, International Economics, 11th edition, John Wiley & Sons, 2013.

Feenstra and Taylor, International Trade, 3rd edition,

Additional reading materials will be announced

**Academic Accommodations**

Any student with a documented disability is welcome to contact me in advance so that we may arrange reasonable accommodations. Please contact Disability Services for Students Office at Na-rae building, 033-250-6037.

**Course Outline**

Week 1 Introduction Salvatore Chapter1

Week 2 International Trade Theory

The law of comparative advantage Salvatore Chapter2

Week 3 The Standard Theory of International Trade Salvatore Chapter3

Week 4 Demand and Supply, Offer Curve

and the Terms of Trade (1) Salvatore Chapter4

Week 5 Demand and Supply, Offer Curve

and the Terms of Trade (2) Salvatore Chapter4

Week 6 Factor Endowments and the

Heckscher-Ohlin Theory (1) Salvatore Chapter5

Week 7 Factor Endowments and the

Heckscher-Ohlin Theory (2) Salvatore Chapter5

Week 8 Review and Mid-term Exam

Week 9 Economies of Scale, Imperfect Competition,

and International Trade Salvatore Chapter6

Week 10 International Resource Movements and Feenstra Chapter 5

Multinational Corporations Salvatore Chapter11

Week 11 International Resource Movements and Feenstra Chapter 5

Multinational Corporations Salvatore Chapter11

Week 12 Trade Restrictions: Tariffs Salvatore Chapter8

Week 13 Nontariff Trade Barriers and the

New Protectionism Salvatore Chapter9

Week 14 Economic Integration: Customs Unions

and Free Trade Areas Salvatore Chapter10

Week 15 Review and Final Exam

**World Regional Economy (Fall 2016)**

**Instructor**

Professor Chan-Hyun Sohn

Email: [chsohn@kangwon.ac.kr](mailto:chsohn@kangwon.ac.kr)

Tel: 033-250-6189

Webpage: http://cc.kangwon.ac.kr/~chsohn

**Course Description**

This class studies the current status and future prospects of the world trade regime. The class particularly concentrates on the theory and practice of free trade agreements (FTAs) that are surging all over the global economy. To this end. a functional study (WTO, DDA, service, intellectual property, rules of origin, etc.) as well as a regional study (East Asia, North America, etc.) will be taken as the major approaches.

The class will develop students' global and open mind in understanding current rapid changes in world regional economy. The class will also equip students with most up-to-dated knowledge of describing changes coming from global free trade movement.

**Course Prerequisites**

General understanding of WTO and FTA would be of help, but not essential. Classes will employ a number of special/professional terminologies that are essential in understanding current world regional economics. Students endeavor to understand English lecture remains important.

**Grading Policy**

Grades will be based on midterm (30%), final exam (50%), assignments (10%), and attendance (10%).

**Recommended Textbook**

Schriff and Winters, Regional Integration and Development, 2003, the World Bank

Additional reading materials will be assigned before each classes.

**Academic Accommodations**

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**Course Outline**

|  |  |  |
| --- | --- | --- |
| 1 | Introduction of Subject/Classes  Overview of World Regional Economy | readings |
| 2 | The Changing World Trade Regime | readings |
| 3 | Understanding of World Regional Economy | Chap. 1 |
| 4 | The Structure of WTO/GATT Agreement and DDA | Chap. 1 |
| 5 | Economics of Trade Integration 1  - Trade Creation Effect | Chap. 2 |
| 6 | Economics of Trade Integration 2  - Trade Diversion Effect | Chap. 3 |
| 7 | Economics of Trade Integration 3  - Trade Refraction Effect, etc | Chap. 4 |
| 8 | Mid-term Exam | exam. |
| 9 | The EU | Chap. 8 |
| 10 | The NAFTA | Chap. 8 |
| 11 | Mercosur and Andean Community | readings |
| 12 | AFTA and ANZER | readings |
| 13 | FTA and Economic Growth | Chap. 5 |
| 14 | The Future of World Regional Economy | Chap. 6 and 7 |
| 15 | Final Exam | exam. |

**Global Marketing (Fall 2016)**

**Instructor**

Professor Eui Bum Park

Office hour: Fri. 17:00-17:50

Email: [euibpark@kangwon.ac.kr](mailto:euibpark@kangwon.ac.kr)

**Course Description**

In the first half semester, students learn about the global marketing mix, and in the second half one, they apply the global marketing concepts and mix strategies to their team projects.

They should make research and present team projects and hand in final research report about global marketing strategies of team's special product or service.

**Course Prerequisites**

-Introduction to international trade & business

-Marketing principles

-International business management

**Grading Policy**

Grades will be based on midterm (30%), final exam (20%), assignments (40%), and attendance (10%).

**Recommended Textbook**

-Main Text Book: warren j. Keegan & mark c. green, Global Marketing(Sixth Edition), Prentice Hall,2011.

-Second Text Book: Global Marketing (Keegan & Green, 6th ed.), Translated by Eui Burm Park & et al., Sigma Press, Seoul, 2011.

-Other video and supplement materials

**Academic Accommodations**

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**Course Outline**

|  |  |  |  |
| --- | --- | --- | --- |
| 1 | Chapter 1  Introduction to global marketing | pp. 1~41 |  |
| 2 | Chapter 2  The global economic environment | pp. 42~80 | Quiz (1) |
| 3 | Chapter 3  Regional market characterstics and preferential trade agreements | pp. 82~118 | Report (1) |
| 4 | Chapter 4  Social and cultural environments | pp. 120~154 | Quiz (2) |
| 5 | Chapter 5  The political, legal, and regulatory environments of global marketing | pp. 156~197 | Report (2) |
| 6 | Chapter 6  Global information systems and market research | pp. 198~238 | Quiz (3) |
| 7 | Chapter 7  Segmentation, targeting, and positioning | pp. 240!~282 | Mid-term exam. |
| 8 | Chapter 8  Importing, exporting, and sourcing | pp. 284~321 | Quiz (4) |
| 9 | Chapter 9  Global market entry strategies: licensing, investment, and strategic alliances | pp. 322~357 | Report (3) |
| 10 | Chapter 10  Brand and product decisions in global marketing | pp. 358~403 | Quiz (5) |
| 11 | Chapter 11  Pricing decisions | pp. 404~446 | Report (4) |
| 12 | Chapter 12  Global marketing channels and physical distribution | pp. 448~487 | Final-exam. |
| 13 | Chapter 13  Global marketing communications decision i: advertising and public relations | pp. 488~522 | Project presentation(1) |
| 14 | Chapter 15  Global marketing and the digital revolution | pp. 564~598 | Project presentation(2) |
| 15 | Chapter 17  Leadership, organization, and corporate social responsibility | pp.644~680 | Project presentation(3) |

**Global Human Resource Management (Fall 2016)**

Module Director: Dr. Yang, Oh Suk

Email: osyang30@kangwon.ac.kr

Mobile: 010-8884-4058

Office Location: Room 316, Building No. 1, CBA

Office Hours: Anytime, but by appointment only

**Course Description**

This course focuses on specific functions within an international business by looking at Global human resource management. HRM refers to the activities an organization carries out to use its human resources effectively. These activities include determining the firms’ human resource strategy, staffing, performance evaluation, management development, compensation, and labour relations. Our starting point is to focus on the dominant vehicle of internationalization, the multinational corporation (MNC), and briefly review its role and influence in the global economy. Next, we examine the determinants of organizational effectiveness that led such companies to better firm performance, and its leading indicators such as vision attributes, vision contents, vision satisfaction, communication and so on. We are then ready to review the strategic management of MNCs’ global HRM activities. In conclusion, this course explores the nature of MNCs’ HRM activities from both a theoretical and empirical perspective.

**Course Design**

This course is designed to prepare students for a career in international business. The textbook readings and class discussions are designed to help students move toward a deeper understanding of international business and global HRM strategies in the market system of their selected country. Upon completion of this course, students will be capable of writing a comprehensive HRM strategies for a firm that seeks to do business overseas.

**Objectives**

The course objectives are:

To develop an understanding of the origins and developments of the MNCs in a great detail;

To consider the main theoretical approaches to global HRM such as staffing, performance evaluation, management development, compensation, and labour relations;

To describe the institutional, cultural and environmental contexts of global companies;

To analyze the dynamics of the organizational effectiveness;

To explore the rationales that lie behind the MNCs’ approaches to their global HRM strategies.

**Assessment**

There are four components to assessment in this core course. Each component is worth 10~30% of the final course grade, and candidates must complete all of them.

● No Exam.

● Students are also urged to perform one or two team presentations in the course. (60%) *Grouping will be arranged by the course convenor in the first session.*

● Attendance at all classes. (10%) *Do not give any excuses for not attending or attending late.*

● Participation in seminar discussions. (30%)

**Recommended Purchases**

*The following texts form the basis of required reading for the course and are highly recommended as purchases:*

***Core Reading***

Chapter 2, 3, 13 and 18 only from Hill, Charles W. L., Wee, Chow-Hou, and Udayasankar, Krishna. 2016. International Business: Asia Global Edition. 2nd Edition. McGraw Hill.

Other PDF files in the lecture community café. (provided by course convenor)

***Additional Reading***

Business Cases from *Harvard Business School*

**Programme**

|  |  |  |
| --- | --- | --- |
| No | Topic | Chapter |
| **1** | **Introduction and Study Skills (Lecture: L)**  *Globalization and International Business* | 1 |
| **2** | National Differences in Political Economy (L)  *Seminar-Student Team Presentation(Group 1)* | 2/PDF |
| **3** | National Differences in Political Economy (L)  *Seminar-Student Team Presentation(Group 2)* | 2/PDF |
| **4** | Differences in Culture **(L)**  *Seminar-Student Team Presentation(Group 3)* | 3/PDF |
| **5** | Differences in Culture **(L)**  *Seminar-Student Team Presentation(Group 4)* | 3/PDF |
| **6** | Differences in Culture **(L)**  *Seminar-Student Team Presentation(Group 5)* | 3/PDF |
| **7** | Wrap-Up | PDF/Movie |
| **8** | The Organization of International Business  *Seminar-Student Team Presentation(Group 6)* | 13/PDF |

**Business English 2 (Fall 2016)**

**Instructor**

Professor Raul Moretti

Email: moretti@kangwon.ac.kr

Tel: 033-250-6135

**Course Description**

This class is the second section of the Business English curriculum and will be an extension of Business English I. The spring course addressed conversation speaking, business conversation, cultural issues among other things. This course will focus more on specific situations and issues.

The specifics of this course revolve around analytical thinking, case studies, and problem resolution. The idea is to use the skills learning in Business English I by applying them to real world problems.

**Grading Policy**

Grades will be based on midterm (30%), final exam (40%), attendance (20%), and etc (10%).

**Recommended Textbook**

There is no text in this class. All materials will either be provided by me in class OR materials will be uploaded to the class portal website where students should download, print, and bring the material to class.

**Academic Accommodations**

Any student with a documented disability is welcome to contact me in advance so that we may arrange reasonable accommodations. Please contact Disability Services for Students Office at Na-rae building, 033-250-6037.

**Course Outline**

|  |  |  |
| --- | --- | --- |
| 1 | Course introduction | Given in class |
| 2 | Business English I review and augment | Given in class |
| 3 | Analytical skills | Given in class |
| 4 | Discussion topic 1 | Given in class |
| 5 | Discussion topic 2 | Given in class |
| 6 | Discussion topic 3 | Given in class |
| 7 | Group discussion and review | Given in class |
| 8 | Midterm Exam | Exam |
| 9 | Problem resolution | Given in class |
| 10 | Problem solving issue 1 | Given in class |
| 11 | Problem solving issue 2 | Given in class |
| 12 | Problem solving issue 3 | Given in class |
| 13 | Cultural skills in negotiation | Given in class |
| 14 | Final Presentations | Final Presentations |
| 15 | Final Presentations | Final Presentations |

**Organizational Behavior (Fall 2016)**

**Instructor**

Professor Raul Moretti

Email: moretti@kangwon.ac.kr

Tel: 033-250-6135

**Course Description**

This course will help students use theories that will help them understand, explain, and to a certain point predict how other people will act and react in the organization. Even within a group of people of the same culture, it is sometimes difficult to determine or understand why someone acted the way they did. When an organization contains employees of different backgrounds, cultures, genders, ages, etc., the difficulties are compounded. This course will help students make sense of relationships in the organization and how to manage those relationships.

This course will combine a theoretical understanding of human behavior and interaction and situational examples of behaviors within the organization, how those situations were handled, and what was learned from said interactions in order to cultivate ones skills in communicating efficiently and effectively with others in the workplace.

Given all the conflicts that exist in virtually every organization in the world, it is hoped that students can learn from the theories presented in class, coupled with their own life experiences in order to become better communicators both in and out of the workplace.

**Grading Policy**

Grades will be based on midterm (30%), final exam (40%), and etc. (30%).

**Academic Accommodations**

Any student with a documented disability is welcome to contact me in advance so that we may arrange reasonable accommodations. Please contact Disability Services for Students Office at Na-rae building, 033-250-6037.

**Course Outline**

|  |  |  |
| --- | --- | --- |
| 1 | Course introduction | Introduction |
| 2 | The components of organizational behavior | PPT |
| 3 | Individual perceptions and the perception of others | Quiz 1, PPT |
| 4 | Individual expectations | Quiz 2, PPT |
| 5 | How to motivate yourself and others | Quiz 3, PPT |
| 6 | Decision making processes | Quiz 4, PPT |
| 7 | What to do when your decisions cause conflict | PPT |
| 8 | Midterm Exam | exam |
| 9 | Being a leader or a follower | PPT |
| 10 | Managing teams | Quiz 5, PPT |
| 11 | Negotiations within groups/across groups | Quiz 6, PPT |
| 12 | Communication skills and technology | Quiz 7, PPT |
| 13 | Face to face communication skills | Quiz 8, PPT |
| 14 | Persuading and influencing others | PPT |
| 15 | Final Exam | Exam |

**Global Trade Practices (Fall 2016)**

**Instructor**

Professor Raul Moretti

Email: moretti@kangwon.ac.kr

Tel: 033-250-6135

**Course Description**

This course is designed to give students the ability to understand how trade occurs between countries from a number of perspectives. Basically a top-down approach, the course will begin by explaining how global organizations monitor and set guidelines for international trade. Some of the organizations we will look at include the WTO, IMF, WIPO, World Bank and others. Below that, a country level analysis will follow focused on regulations and practices established within countries. Subsequently we will look at individual companies, products, and finally down to the consumer. The end of the course will see all of these concepts tied together.

At each level from broad to specific, examples will be given to help students understand the concepts as they are applied to trade. Additionally, weekly quizzes will be given to ensure students understand and keep up with the material as each section is relevant to the next. Two reports will be assigned during the semester. Each student will be given a country and the reports will task the students with exporting a product or service to another country “in the class.

**Expectations**

Students are expected to be able to take the information provided in class, analyze it and use it to complete the reports required. Copying and pasting material will not suffice here. A logical and concise strategy with explanations will be expected.

**Grading Policy**

Grades will be based on midterm (25%), final exam (25%), reports (30%) and other. (20%).

**Textbook**

Currently there is no text. All materials will be provided by me. That could change so I will update information as necessary

**Academic Accommodations**

Any student with a documented disability is welcome to contact me in advance so that we may arrange reasonable accommodations. Please contact Disability Services for Students Office at Na-rae building, 033-250-6037.

**Course Outline**

|  |  |  |
| --- | --- | --- |
| 1 | Introduction to course, grading system, reports, quizzes |  |
| 2 | CIA Factbook and resource websites for reports |  |
| 3 | Global Organizations | Quiz 1 |
| 4 | Regional Trade Agreements | Quiz 2 |
| 5 | Types of Exporting arrangements | Quiz 3 |
| 6 | Chinese manufaturing | Quiz 4 |
| 7 | In-class activity |  |
| 8 | Midterm Exam |  |
| 9 | International product guidelines, and restrictions |  |
| 10 | Financial challenges when exporting | Quiz 5 |
| 11 | SWOT analysis | Quiz 6 |
| 12 | Product features and requirements | Quiz 7 |
| 13 | Geographical, Behavioral, Psychographic factors | Quiz 8 |
| 14 | Cultural factors in trade |  |
| 15 | Final Exam |  |

**Global Business Case Study (Fall 2016)**

**Instructor**

Professor Raul Moretti

Email: moretti@kangwon.ac.kr

Tel: 033-250-6135

**Course Description**

This course focuses exclusively on case studies. It will require students to think critically about the cases presented in class. In each case, students will be put into groups and given the role of one of the “players” in the given case study (for example, manufacturer, distributor, marketer, consumer, etc). Students will be asked to consider the real life problems/opportunities confronted by their chosen group. This course requires a great deal of ACTIVE participation as students will be asked to explain their opinions.

**Course Methodology**

As mentioned above, most work in class will be done in groups although some discussion will just be carried out as a class. A number of case studies (3 or 4) will be presented during the semester. Students will be given some background information and well as strategies on how to analyze the cases and then they will be given time to discuss and present their thoughts, findings, and strategies to deal with, solve, improve a situation.

**Expectations**

This course will require a great deal of interaction with classmates and the professor. If a student just wants to sit and listen and absorb information, then this is NOT your class. Students are expected to participate actively and share their thoughts, opinions, and insights.

**Grading Policy**

Grades will be based on final exam (50%), attendance (20%) and others (30%).

**Textbook**

Currently there is no text. All materials will be provided by me. That could change so I will update information as necessary

**Academic Accommodations**

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**Course Outline**

|  |  |
| --- | --- |
| 1 | Course introduction |
| 2 | Introduction of analytical and critical thinking |
| 3 | Being able to articulate your thoughts and ideas |
| 4 | Case study 1 |
| 5 | Case study 1 |
| 6 | Review and conclusion of case study 1 |
| 7 | Case 2 |
| 8 | No Midterm Exam |
| 9 | Case 2 |
| 10 | Analysis and review of case 2 |
| 11 | Case 3 |
| 12 | Analysis and review of case 3 |
| 13 | Case 4 |
| 14 | Analysis and review of case 4 |
| 15 | Final report |

**Database Fundamentals (Fall 2016)**

**Instructor**

Professor KyungJin Cha

Email: kjcha7@kangwon.ac.kr

Tel: 033-250-6134

**Course Description**

This unit will provide the student with an overall understanding of database concepts and theory. Students will learn how to design and build a database, from data analysis to mapping a specific database model. The relational model is emphasized and introduced using MS Access and structured queried language (SQL) for creating and manipulating databases. Assignment work includes the analysis, design, and implementation of a database.

The lecture and the lab aim to provide you with a chance to learn fundamental database knowledge and skills. There will be several course activities to foster your critical thinking, develop your basic problem-solving strategies, facilitate your acquisition of life-long learning skills and prepare you to work effectively in the information economy. Formal lectures, labs and the textbook can only provide the context, structure and resources for your learning. You will find that your own practical engagement with the material in self-study or in group works as well as informal communications with your peers is the crucial elements of your learning. The major assignment is a project, reflecting how real-life commercial systems are built.

**Expectations**

1 list and explain the terminology of the relational database model

2 model business information requirements using entity relationship diagrams (ERD)

3 translate a data model (ERD) into a logical database design with normalised relations

4 design, develop, test and prove the functionality of a database

5 formulate, write and execute SQL queries

6 describe the necessary steps to develop an effective physical database design

**Grading Policy**

Grades will be based on midterm (30%), final exam (35%), assignments (35%) and other. (20%).

**Textbook**

Kroenke, D & Auer, D. (2010). Database concepts. (5th ed.). Prentice-Hall.

**Academic Accommodations**

Any student with a documented disability is welcome to contact me in advance so that we may arrange reasonable accommodations. Please contact Disability Services for Students Office at Na-rae building, 033-250-6037.

**Course Outline**

|  |  |  |  |
| --- | --- | --- | --- |
| 1 | Getting Started: An Overview of Database | Ch1 | DBMS, Relational DB, SQL |
| 2 | Getting Started: An Overview of Database  The Access WorkBench: Section One - MS Access | Ch1 | DBMS, Relational DB, SQL |
| 3 | Relational Model and Database Normalization | Ch2 | Relational Terminology |
| 4 | The Access Workbench: Setion Two - Working with Multiple Tables in MS Access | Ch2 |  |
| 5 | Structured Query Language (SQL) & Working with Queries in MS Access | Ch3 |  |
| 6 | Data Modeling and The Entitiy Relationship Model & Prototyping with MS Access | Ch4 |  |
| 7 | DataBase Design & Relationships in MS Access | Ch5 |  |
| 8 | Database Administration and Management | Ch6 |  |
| 9 | Mid-Term Exam | Exam |  |
| 10 | Database Administration is MS Access  Database Processing in Applications | Ch6, Ch7 |  |
| 11 | Web Databse Processing using MS Access  Big Data, Data Warehouses, and Business Intelligence Systems | Ch7, Ch8 |  |
| 12 | Big Data, Data Warehouses, and Business Intelligence Systems | Ch8 |  |
| 13 | Business Intelligence Systems Using MS Access & Group Project Discussions | Ch8 |  |
| 14 | Project Presenation | Presentation |  |
| 15 | Final Exam | Exam |  |

**The principle of business administration (Fall 2016)**

**Instructor**

Professor KyungJin Cha

Email: [kjcha7@kangwon.ac.kr](mailto:kjcha7@kangwon.ac.kr)

Office Hours: Fri. 1-2pm

Tel: 033-250-6134

**Course Description**

The goal of this course is to give students practical tools, grounded in theory and research, that will allow them to become good managers. Some of those tools include strategic analysis, motivation techniques, change management principles, ways to work in and with teams, and ethical frameworks for better decision-making. Overall, the course answers the question, “What does it take to be a good manager?”

**Course Methodology**

This course is offered as a Lecture/Classroom course. This course requires that students meet a designated time in the classroom.

Exams: The course will require two separate (non-comprehensive) exams over the assigned chapters in the text. These assessments will include a selection of objective questions based upon the class lectures and assigned readings.

Graduate Project: The course will require one graduate project based upon an assigned written book report (5-7 pages in length) and oral presentation to the class. Instructions will be provided for the graduate project in class.

**Expectations**

1. Understand the general development of classic and contemporary theories

2. Apply comparative analysis of competing theoretical perspectives

3. Engage in critical evaluation of competing models of management

4. Apply conceptual knowledge and problem solving skills to explain and evaluate the administrative performance and practices of various organizations

5. Apply administrative skills within complex and dynamic organizational environments

6. Develop skills associated with effective web-based learning and instruction.

**Grading Policy**

Grades will be based on midterm (25%), final exam (35%), assignments (30%) and attendance. (10%).

**Textbook**

Management, Gulati, Mayo, Nohria, Cengage Learning

**Academic Accommodations**

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**Course Outline**

|  |  |  |
| --- | --- | --- |
| 1 | Orientation and Fundamentals | Introduction to Management |
| 2 | Setting the context for management | The Global Business Environment  Ethics and Corporate Social Responsiblity |
| 3 | Organizational Perspective - Part 1 | Organizational Design and Culture |
| 4 | Organizational Perspective - Part 2 | Managing Human Capital and Performance Mgt. |
| 5 | Organizational Perspective - Part 3 | Organizational Change |
| 6 | Strategic Perspective - Part 1 | Introduction to Strategy |
| 7 | Strategic Perspective - Part 2 | Business Level and Corporate level Strategy |
| 8 | Mid-Term Exam | Introduction to Management |
| 9 | Individual Perspective - Part 1 | Leadership and Becoming a Leader |
| 10 | Individual Perspective - Part 2 | Power and Influence, Decision Making |
| 11 | Individual Perspective - Part 3 | Conflict and Negotiation |
| 12 | Individual Perspective - Part4 | Leading Teams, Motivation |
| 13 | Oral Presentation | Introduction to Management |
| 14 | Oral Presenation | Introduction to Management |
| 15 | Final Exam | Introduction to Management |