



HANYANG UNIVERSITY

2019 HISS Syllabus (Principles of Management)

Professor: Kun-Huang Huarng
E-mail: khhuarng@ntub.edu.tw
Home Univ.: National Taipei University of Business
Dept.: Product Innovation and Entrepreneurship

Description: This course encompasses the theory and fundamental concepts of management. During the first week, students will study issues faced by multinational corporations (MNC) in the 21st century by looking at: 1) current issues in global management, 2) how to exercise decision making process in highly diverse business surroundings and societies and 3) the importance of ethic. For the second week until the end of the course, students will learn the four pillars (planning, organizing, leading, controlling) in management in detail.

Objective: At the end of the course, students will be able to understand the overall flow of business management, analyze management environment, and suggest critics on firm specific issues.

Preparations: Handouts

Schedule:	Week 1	Managers
	Week 2	Forming strategy, Making decisions and Planning
	Week 3	Change and innovation and 12 dimensions in innovation
	Week 4	Environment and organization and Capture more value

Evaluation:	Quiz 1	Quiz 2	Case presentation	Roll	Participation	Etc.
	(%)	(%)	(%)	(%)	(%)	(%)
	30	30	30	10	0	0

Hanyang International Summer School

Office of International Affairs, Hanyang University
222 Wangsimni-ro, Seongdong-gu, Seoul, 04763, Korea
Tel. +82-2-2220-2456 | iss@hanyang.ac.kr