



HANYANG UNIVERSITY

2019 HISS Syllabus (Strategic Management)

Professor: **John Han**
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Home Univ.: Seo Kyeong University
Dept.: Global Business Administration

Description: In this course, students will take the top management perspective of managing a corporation. Proper strategic management allows a firm to gain a sustainable competitive advantage over its rivals and add value to the firm. The course begins with learning how to analyze the business environment, then to formulating functional, business, and corporate level strategies, and finally to implementing those strategies.

Objective: Students will learn to appreciate what it takes to become a leader of an organization, from setting up or changing an organization's long-term vision and goals, to leveraging organizational resources to take advantages of the opportunities available to the organization, to generating overall plans and further breaking those plans down into implementable steps, all in order to create a sustainable competitive advantage in the industry.

Preparations: Theory of Strategic Management w/ cases, Jones & Hill. Southwestern. ISBN: 9781133584650
While no previous knowledge is necessary, a keen interest in business, especially in managing a business, would be a major advantage. Keeping up to date to the latest business developments, either as a major and/or just current events will help ensure your success.

Schedule:

Week 1	Module 1: Business Environment (Chapters 1-2)
Week 2	Module 2: Business Strategy (Chapters 3-7)
Week 3	Module 3: Corporate Strategy (Chapters 8-10)
Week 4	Module 4: Implementing Strategy (Chapters 11-13)

Evaluation:	Midterm (30%)	Final (30%)	Quizzes (10%)	Assignments (20%)	Participation (10%)	Total. (100%)
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Hanyang International Summer School

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