

## Strategic Management(Capstone Design))

Course Name	Course section (credit/hours)	Required course(3/3)			course code	1079
	course item				course component	
	Target students Division/major/grade				opening semester	2021 1ST SEMESTER
	Class time and classroom	Mon A(YH102)Wed A(YH102)			English Grade	A(100%English)
Reference to this course	Credit compositon	Theory(3) + Design(0) + Practice(0)				
	Prerequisite courses					
	Related basic courses					
	Recommanded concurrent courses					
	Related advanced course					
Instructor	Name (title/division)		kyungho kim(Associate Professor, Business Administration)			
	Office Room Number	다산관431 호	Extension Number	3672	e-mail	kyunghokim@ajou.ac.kr
	Office hour	Web/Fri: 4pm-5pm; Other times available by appointment		Homepage address		
Teaching Assistant	Name (title/division)					
	Office Room Number		Office phone Number		e-mail	

### 1. Course Introduction

This course introduces students to issues associated how to formulate and implement firm strategy in the global environment. It draws on building a fundamental understanding of how and why some firms achieve and sustain superior performance. This course primarily aims at enabling students to understand and analyze the factors that affect organizations' long-run economic performance and to provide them with the tools to make recommendations to organization on how they can improve their long-term performance.

### 2. Course Objectives & course outcome

This course provides students with specific tools that will enable them:

- to assess the structure of firms' external environments and understand how these affect expected long-run industry performance
- to evaluate firms competitive positioning and interaction, and assess firm-level resources and capabilities
- to develop appropriate and superior strategies at the business-unit and corporate levels
- to assess the dynamics of competition and understand how economic, social, political, and technological forces can determine the need for strategic re-positioning and affect long-term profitability
- to understand and manage the complex ethical and social issues facing organizations as they develop and implement their strategies

This class is designed to function like an MBA course and to prepare students (a) for potential MBA courses in the future and (b) for professional experience. Thus, this emphasizes class preparation and class discussion

### 3. Class types and activities

### 4. Teaching Method

☒ lecture

☒ team project(presentation and case studies)

☐ designing and production

☐ others

☒ discussion and debate

☐ experiments(role-playing,etc)

☐ on-site learning(on-site training)

### 5. Support Systems in Use

☒ AjouBb

☐ cyber lecture

☐ class behavior analyzing system

☐ automatic recording system

☐ online content

☐ others

☐ web-based assignment

### 6. Teaching Tools

☐ PBL(Problem Based Learning)

☒ CBL(Case Based Learning)

☐ TBL(Team Based Learning)

☐ UR(Undergraduate Research)

☐ FL(Flipped Learning)

☐ DSAL(Data Sciencd Active Learning)

☐ others

### 7. Evaluation method of course outcome

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
Attendance			
midterm exam		30	
final exam			
quiz			

## 7. Evaluation method of course outcome

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
presentation		30	Consulting Project
discussion		30	In class participation
homework		10	Individual Assignment
etc			
study hours			

## 8. Textbook and Reference material

Main/Sub	Title	Writer	Publisher	Publication year
Main	Reading Articles will be distributed for each class			
Sub	The Management of Strategy–Concepts(over 10th Edition)	Ireland, Hoskisson, and Hitt	Cengage	

## 9. Class system and Class shedule

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### < Schedule >

\* language : K–korean, E–English

Weeks	Title of lecture	language	time distribution(minutes)			Teaching Method	evaluation method
			theory	design	experiment practice		
1	Session 1: Introduction and Course Overview/Session 2: Conceptual and Practical Introduction Strategy	E	3				
2	Session 3: Understanding The Five Forces/ Session 4: Economics of Industry	E	3				
3	Session 5 : Industry Trends, Dynamics, and Evolution/ Session 6: Competitive Positioning Concepts	E	3				

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\* language : K-korean, E-English

Weeks	Title of lecture	language	time distribution(minutes)			Teaching Method	evaluation method
			theory	design	experiment practice		
4	Session 7 : Competitive Positioning In Action /Session 8: Competitive positioning in action – dual advantage	E	3				
5	Session 9 : Firm strategy and industry evolution (I) /Session 10: Firm Strategy and Industry Evolution (II)	E	3				
6	Session 11: Corporate strategy concepts, Session 12 : Corporate strategy in practice (I)	E	3				
7	Session 13: Target company introduction, Session 14: Midterm review	E	3				
8	Session 15 and 16 : Midterm Exam (Good Luck!!!)– No Class–	E	3				
9	Session 17 and 18: Time for Team Project (Meeting with Faculty is available on demand)	E	3				
10	Session 19: Strategy Implementation – Governance /Session 20: Strategy Implementation In Action ? Social Responsibility	E	3				
11	Session 21: Concepts In Technology Strategy /Session 22: Understanding Disruptive Change (I)	E	3				
12	Session 23: Understanding Disruptive Change (II)/Session 24: Firm Strategy – Cooperative Strategy	E	3				
13	Session 25: Global Strategy /Session 26: Organizational Structure and Control Mechanism	E	3				
14	Session 27 and 28: Time For Team Projects	E	3				

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\* language : K-korean, E-English

Weeks	Title of lecture	language	time distribution(minutes)			Teaching Method	evaluation method
			theory	design	experiment practice		
15	Session 29 and 30: Team Project Final Presentation	E	3				
16	Session 31 and 32: Final Exam Week	E	3				

### 10. Contribution index of the course for attaining ABEEK program outcomes

course outcome	contribution scale
No Data	

### 11. Analysis of improved matters for the previous semester

### 13. Reference items