



HANYANG UNIVERSITY

Hanyang International Winter School

Principle of Management

Professor: **Sung Soo (Eric) Kim, Adjunct Professor of Strategic Management**
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 Home Univ.: Hanyang University
 Dept.: School of Business

Description: This course serves as an introductory to understand the *Principles of Management* in the domain of Strategy, Organizations, and Individuals. The core concepts of in-class learning of management will be applied to analyzing and understanding the K-Pop industry. This course will have one mid-term exam at the end of the first week to evaluate student's learning of the core concepts of management and conclude with a group presentation at the end of the second week on the K-Pop industry, to apply concepts to a familiar real-world example.

Objective: At the end of this course, students should be able to understand the core concepts of management, and how those concepts are used to manage a business, given a real-world example. With this knowledge, students are expected to start to have a "business mindset", in determining *what to do, why to do, when to do, where to do, who to do with, and how to do* in work.

Preparations: Robbins, Stephen P., and Mary K. Coulter. Management. 14th ed., Pearson Education, 2018. (Earlier editions are accepted)

Credits	3	Contact Hours	
Schedule:	Week 1 Management, Individuals, Organizations, and Strategy		
	Week 2 K-Pop Industry Analysis		

Evaluation(%)	Midterm	Final Presentation	Attendance	Participation	Etc.
	20	30	20	30	