



HANYANG UNIVERSITY

Hanyang International Winter School

[Strategic Management]

Professor: **[John Han]**
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Home Univ.: [Seokyeong 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 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

Credits	3	Contact Hours	45
Schedule:	Week 1 Module 1: Business Environment & Module 2: Business Strategy		
	Week 2 Module 3: Corporate Strategy & Module 4: Implementing Strategy		

Evaluation(%)	Midterm	Final	Quizzes	Assignments	Participation	Total.
	30	30	10	20	10	100