

## Course Outline (*please complete as appropriate*)

<b>COURSE TITLE</b>	Strategic Management(Capstone Design)
<b>NAME OF LECTURER</b>	Ling Hu

<b>COURSE DESCRIPTION</b>
According to this course, students will learn both basic theories and tools of strategy management cases of both success and failure from companies in a global scope will be discussed and analyzed. Through this process, students can learn how to make a suitable decision for a strategic management scenario.
<b>RECOMMENDED READINGS</b>
<ol style="list-style-type: none"> <li>1. Strategic managements: competitiveness and globalization. Hitt, Ireland and Hoskisson, 9e, McGill press</li> <li>2. Cases from Harvard Business Review, Sloan etc.</li> <li>3. Micheal E. Porter, The Competitive Advantage of Nations</li> <li>4. Micheal E. Porter, Competitive advantage</li> <li>5. Micheal E. Porter, Competitive StrategyTechniques for Analyzing Industries and Competitors</li> <li>6. Lecture PPT</li> </ol>
<b>TEACHING METHODS</b>
<ol style="list-style-type: none"> <li>1.Lecture</li> <li>2.Case study</li> <li>3.Group discussion</li> </ol>
<b>ASSESSMENT METHODS</b>
<ol style="list-style-type: none"> <li>1.Individual presentation</li> <li>2.Group case analysis presentation</li> <li>3.Test</li> </ol>
<b>CLASS TOPICS</b> ( <i>each class is 3 hrs</i> )
<ol style="list-style-type: none"> <li>1. An introduction to strategic management</li> <li>2. The internal and external environment analysis</li> <li>3. Business level strategy and competitive dynamics</li> <li>4. Diversification strategy</li> <li>5. Merger and acquisition strategy</li> <li>6. Internationalization strategy</li> <li>7. organizational structure and control</li> <li>8. Leadership implications for strategy</li> <li>9. Entrepreneurship implications for strategy</li> </ol>
<b>SPECIAL COMMENTS</b>
<p>More Chinese cases will be introduced and discussed based on strategic management theories. Interactive study and initiative study methods will be mainly used.</p> <p>해외우수교수초빙강좌 수강 제한 및 유의사항 (Notice for KNU students)</p> <ol style="list-style-type: none"> <li>a. 2018년 8월 졸업예정자(조기졸업자 포함)</li> <li>b. 국내 타대학 교류학생</li> </ol>

c. 재이수의 경우 개강전 수강취소만 가능(7.4-7.5에 한함)

d. 해외우수교수초빙강좌 수강과목은 2018.2학기 수강꾸러미로 신청불가