

강의계획서

1. 과목 기본 정보(Basic Course Information)

교과목명	경영학입문	코드	MEC10002		
개설년도	2019	개설학기	2		
개설학부	경영경제 학부	이수구분/영역	교양선택/전공기초		
대상학년	1	분반	04		
인정전공	Global Management, /경제학, /경영학,				
학점구성	총학점	이론	실험/실습	설계	기타()
	3	3	0	0	0

수업주유형	강의, Project, 토론				
선수과목	필수	None		병수과목	None
	권장	None			
주관교수성명	강성준		주관교수 Email		
담당교수 성명	담당교수 Email	담당교수 전화	Office 위치	Office Hour	
조대연				Wednesdays, 2:00 – 5:30 pm	
TA성명			TA email		
강의실	NMH 103A		강의시간	화, 금4	

2. 학습목표 및 개요(Course Objectives)

● 학습목표(Course Objective)

번호	학습목표
1	To gain a basic understanding of management principles including planning, organizing, leading, and controlling.
2	To improve the student's ability to examine managerial issues and problems and develop feasible alternatives that can result in better decision making.
3	To develop a sound worldview in the field of management.
4	To develop professional communication skills and desirable habits of work

● 연관 학습성과(Related Learning Outcomes)

역량	학습성과
조회된 데이터가 없습니다.	

● 강의개요(Course Description)

The effective management of work of employees within organizations is the backbone of industrialized societies. This is an introductory core course to explore critical management skills involved in planning, organizing, controlling and leading an organization. Topics covered include business environment, business ownership, entrepreneurship, business management, human resources, financial management, marketing, accounting, management information system, and operations management, and social responsibilities of business. The course aims to equip students with knowledge of business management and professional skills, and encourage practicing them as Christian business professionals in the future.

3. 과목 운영 및 과제물

● 교재

주교재	서명	Understanding Business, 12th Edition	저자	William G. Nickels, James M. McHugh, and Susan M. McHugh
	출판사	McGraw-Hill	출판년도	2019
부교재	서명	경영학의 이해	저자	권구혁외 6인공역
	출판사	생능출판사	출판년도	2016

기자재	Beam Projector for power point lectures
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● 평가

출석관리	<p>Class Participation (10% + a)</p> <p>We can work together to create a unique, memorable and extremely valuable course experience. The quality of the class is heavily dependent on the quality and quantity of individual student's contributions in the class.</p> <p>In order to receive a high score, first, you must attend class. It is not possible to participate in this class without being physically present. Two absences can be excused without permission. Keep your two absences in reserve for urgent or eme</p>							
학점산출 평가 도구 및 비중(%)	출석	중간시험	기말시험	퀴즈	팀프로젝트	개인과제	기타1(기타 1)	기타2(기타 2)
	10		25	20	25	20		
Honor Code 준수 및 평가방법 추가설명	<p>The quiz and exam consists of true-or-false, fill-in-the-blank, multiple choice and short essay questions. This exam is to evaluate your understanding of the basic terms, concepts, and theories related to business management. In order to receive a high grade, you have to read your textbooks, other reading materials distributed in the class and understand lecture slides.</p> <p>Team project is about building a business model of your own startup business. It consists of several business concept frames such as business model canvas, target market analysis, financial statements, and so on.</p>							

● 수업 활동유형

강의	50%	실험	%	실습	%
팀프로젝트	20%	발표	20%	토론	10%
기타1()	%	기타2()	%	기타3()	%
총계	100 %				

● 과제 및 프로젝트(Assignments and Projects)

번호	내용
1	There are several individual assignments and team projects. Detailed guidelines will be available in week 2 and after whenever necessary.

4. 강의 일정 계획(Weekly Schedule)

주차	날짜	강의주제 및 범위	과제 결과물 및 평가
1		Introduction to the course and Business trends Ch1 – Taking Risks and Making Profits within the Dynamic Business Environment	
2		Starting your own Business: Organic Ideas Business model, Lean Business model canvas	
3		The Entrepreneurship Alternatives Startup Business Management and Personalities Ch6 – Entrepreneurship and Starting a Small Business	
4		How to Form a Business Ch5 – How to Form a Business	
5		Management, Leadership and organizations Ch7 – Management and Leadership Ch10 – Motivating Employees	Quiz #1
6		Human Resource & Team Building Ch11 – Human Resource Management: Finding and Keeping the Best Employees	
7		Accounting Ch17 – Understanding Accounting and Financial Information	
8		Financing & Funding Ch18 – Financial Management Ch19 – Using Securities Market for Financing and Investing Opportunities	Quiz #2
9		Marketing and Market Analysis Ch13 – Marketing: Helping Buyers Buy	
10		Marketing Strategy & Hi-tech Marketing SWOT and Positioning map Ch13 – Marketing: Helping Buyers Buy	
11		Marketing 4P Mix 1 Ch14 – Developing and Pricing Goods and Services	Quiz #3

주차	날짜	강의주제 및 범위	과제 결과물 및 평가
12		Marketing 4P Mix 2 Ch15 – Distributing Products Ch16 – Using Effective Promotions	
13		organizations Ch8 – Structuring Organizations for Today's Challenges	Quiz #4
14		Management Information System Bonus Chapter B: Using technology to Manage Information	
15		Team Presentation	
16		Exam Wrap-up	

5. 공지사항/부가정보

● 본 과목의 수강신청을 위한 주요 공지사항(Notice)

1. This schedule might be changed due to class performances, instructor's situation and other with a short notice.
2. Team projects and individual assignments will be announced whenever necessary.

● 전공별 부가 정보(Additional Information)

번호	내용

6. 과목 세부 정보

	문제해결력 프로젝트 수업 여부										
	현장과 연계한 과목여부 - 코너스톤										
	현장과 연계한 과목여부 - 키스톤										
	현장과 연계한 과목여부 - 캡스톤										
	창업관련 교과목 여부										
V	온라인 콘텐츠 강의활용 수업여부 - 온라인 콘텐츠 강의활용 비율 10 %										
<p>- 온라인 콘텐츠 활용 콘텐츠 선택 (복수개 선택 가능함)</p> <table border="1" style="margin-left: 40px;"> <tr> <td></td> <td>Hudcc(우리대학 강의녹화 서비스)</td> </tr> <tr> <td></td> <td>타대학 및 타기관 협력하여 개발된 온라인 강좌 활용</td> </tr> <tr> <td>V</td> <td>MOOC 활용</td> </tr> <tr> <td>V</td> <td>OCW 활용</td> </tr> <tr> <td>V</td> <td>그 외 온라인콘텐츠 활용</td> </tr> </table>			Hudcc(우리대학 강의녹화 서비스)		타대학 및 타기관 협력하여 개발된 온라인 강좌 활용	V	MOOC 활용	V	OCW 활용	V	그 외 온라인콘텐츠 활용
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V	MOOC 활용										
V	OCW 활용										
V	그 외 온라인콘텐츠 활용										

7. 장애학생을 위한 강의 및 평가 안내

- 장애학생의 장애유형과 정도를 고려하여 강의, 과제 및 평가를 실시

<p>예)강의 :</p> <ul style="list-style-type: none"> - 강의파일 제공, 강의대필도우미 제공. - 치료 및 입원 등으로 출석이 어려운 경우 증명서류 제출 시 출석으로 간주. <p>과제 및 평가</p> <ul style="list-style-type: none"> - 시험대필도우미, 필요 시 수화 설명 등
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