

Kookmin University

SYLLABUS

Course Title: Strategic Management

Course Number :

Credit Hours : 3/3

Offered Foreign Language : 영어

Prerequisites: None

Grading type: 상대평가

Name: Alejandro Ramirez

I. COURSE DESCRIPTION

The course emphasizes the value and process of strategic management. In addition to familiarizing students with new subject matter, students are expected to integrate and apply their prior learning to strategic decision making in organizations. The Strategic Management course is designed to explore an organization's vision, mission, examine principles, techniques and models of organizational and environmental analysis, discuss the theory and practice of strategy formulation and implementation such as corporate governance and business ethics for the development of effective strategic leadership

II. COURSE OBJECTIVES:

1. Understand the strategic decisions that organizations make and have an ability to engage in strategic planning.
2. Explain the basic concepts, principles and practices associated with strategy formulation and implementation.
3. Integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives.
4. Analyze and evaluate critically real life company situations and develop creative solutions, using a strategic management perspective.
5. Conduct and present a credible business analysis in a team setting.

III. STRESSED AREA OF COMPETENCIES

Humanities	Communication	Global Awareness	Creativity	Specialization
0	30%	0	0	70%

IV. PREREQUISITES AND REQUIREMENTS (OPTIONAL)**V. COURSE COMPONENTS**

Lecture	Seminar	Lab/Studio	Field Work	Project/ Presentation	Production	Other
Yes	No	No	No	Yes	No	No

VI. ASSESMENT

Midterm	Final	Assignment	Attendance	Participation
25%	25%	30%	10%	10%

VII. ASSIGNMENT/TASKS (OPTIONAL)

TYPE	TITLE	SUBMISSION DUE
Weekly Revisions		Weekly

VIII. TEXTBOOKS

TYPE	TITLE	AUTHOR	PUBLISHER	YEAR PUBLISHED	ISBN
Main	Strategic Management: Concepts and Cases: Competitiveness and Globalization	Hitt, Michael A., Ireland, R. Duane, Hoskisson, Robert E.	Cengage	2016	1305502140

IX. OTHER REQUIREMENTS /GUIDELINES

All data study guides and case studies will be given in class in electronic format. It is responsibility of the students to download all the materials from the website that will be provided in class.

- a. In order to receive a passing grade, a student must satisfactory comply the mandatory requirements of the subject such as:
 1. Attendance at lectures and tutorial sessions.
 2. Submission of assignments, projects and final class requirement
 3. Passed all major examinations

- b. Mandatory work which must be submitted:
 1. Students must present the given homework at the beginning of each class.
 2. By the end of the semester a portfolio of the tutorial material and exercises should be submitted.
 3. Final assignment and presentation materials should be submitted on the stipulated day; late submissions will not be accepted.

X. WEEKLY SCHEDULE

WEEK	DATE	TOPIC	OTHER
1		Strategic Management and Strategic Competitiveness	
2		The External Environment	
3		The Internal Organization	
4		Business Level Strategy	
5		Competitive Rivalry and Dynamics	
6		Project Revision	
7		Exam Revision	
8	Mid-Term Exam		
9		Corporate Level strategy	
10		Merger and Acquisition strategies	
11		International Strategy	
12		Cooperative Strategy	
13		Strategic Leadership	
14		Project Feedback	
15	Final Exam		