

## Entrepreneurship and Management

Course Name	Course type (credit/hours)	Required course(3/3)		Course code	I036
	Target students Division/major/grade	Business Administration/Freshman		Opening semester	2017 2ND SEMESTER
	Class time and classroom	Wed 8.5(Da310) Wed 9.5(Da310) Wed 10.5(Da310)		English Grade	A(100%English)
Reference to this course	Prerequisite courses				
	Related basic courses				
	Recommended concurrent courses				
	Related advanced courses				
Instructor	Name (title/division)	hakilee(Lecturer, Business Administration)			
	Office Room Number		Office phone Number		e-mail
	Office hours			Homepage address	
Teaching Assistant	Name (title/division)				
	Office Room Number		Office phone Number		e-mail

### 1. Introduction

This course gives students the business language they need to feel confident in taking the first steps toward becoming successful business majors and successful businesspeople. It will introduce you to the different internal and external elements of a business, and helping you understand context in which a business operates. Business structures, cultures and functions are identified and the political, social, economic, technological and ethical considerations affecting business are introduced.

Major issues of Globalization, Corporate Social Responsibility (CSR), Types of Business Entities and Corporate Governance will be studied in detail by preparing Presentation Slide and Papers.

### 2. Course Objectives

ILO (Intended Learning Objective)  
E2: Students understand corporate social responsibility and sustainability.

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조회된 데이터가 없습니다.

### 3. Class types and activities

This course requires to submit a Presentation Slide [Team work], and 2 Papers [Individual work] on the following topics.

- (1st Topic) Globalization – Pros/Cons
- (2nd Topic) Corporate Social Responsibility (CSR)
- (3rd Topic) Types of Business Entity and Corporate Governance

### 4. Teaching Method

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|---|---|
| <input checked="" type="checkbox"/> lecture                                     | <input checked="" type="checkbox"/> discussion and debate   |
| <input checked="" type="checkbox"/> team project(presentation and case studies) | <input type="checkbox"/> experiments(role-playing,etc)      |
| <input type="checkbox"/> designing and production                               | <input type="checkbox"/> on-site learning(on-site training) |
| <input type="checkbox"/> others   |   |

### 5. Support Systems in Use

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|--|---|---|
| <input checked="" type="checkbox"/> e-class / AjouBb     | <input type="checkbox"/> automatic recording system | <input type="checkbox"/> web-based assignment |
| <input type="checkbox"/> cyber lecture                   | <input type="checkbox"/> online content             |   |
| <input type="checkbox"/> class behavior analyzing system | <input type="checkbox"/> others                     |   |

### 6. Teaching Tools

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|--|---|---|
| <input type="checkbox"/> PBL(Problem Based Learning) | <input type="checkbox"/> CBL(Case Based Learning) | <input type="checkbox"/> TBL(Team Based Learning)           |
| <input type="checkbox"/> UR(Undergraduate Research)  | <input type="checkbox"/> FL(Flipped Learning)     | <input type="checkbox"/> DSAL(Data Science Active Learning) |
| <input type="checkbox"/> others                      |   |   |

### 7. Knowledge and ability required for taking this course

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### 8. Method of Evaluation

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
Attendance			
midterm exam			
final exam			TBD
quiz	5	20%	
presentation	1	25%	PT Slide
discussion			
homework	2	50%	Papers
etc		5%	Class Participation and Others
study hours			

### 9. Textbook and supplementary material

Main/Sub	Title (Web-site)	Writer	Publisher	Publication year
Main	“Understanding Business” 11th edition	W. Nickels, J. McHugh, S. McHugh	McGraw-Hill Education	2016

### 10. Class system and Class shedule

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< Class Schedule >

\* language : K-korean, E-English

Weeks	Topics	language	Instructor	Teaching Method	Evaluation Method	Matter to be prepared
1	Introduction, Dynamic Business Environment	E	hakinlee	Lecture		
2	Understanding Economics and How it Affects Business	E	hakinlee	Lecture		
3	Doing Business in Global Markets	E	hakinlee	Lecture		
4	Corporate Social Responsibility (CSR), Creating Shared Value	E	hakinlee	Lecture		
5	Holiday (Mid-Autumn Festival)	E	hakinlee	-		
6	How to form a Business and Corporate Governance	E	hakinlee	Lecture		
7	1st PT Day (Globalization – Pros/Cons), Entrepreneurship and Starting a Small Business	E	hakinlee	Debate, Lecture		
8	Management, Leadership and Internal Organization	E	hakinlee	Lecture		
9	Production and Operations Management	E	hakinlee	Lecture		
10	2nd PT Day (Corporate Social Responsibility), Motivating Employees	E	hakinlee	Debate, Lecture		
11	Human Resource Management	E	hakinlee	Lecture		
12	Introduction to Marketing Strategies, and Managing Marketing Mix	E	hakinlee	Lecture		
13	3rd PT Day (Types of Business Entity and Corporate Governance, and Managing Marketing Mix	E	hakinlee	Debate, Lecture		
14	Understanding Accounting and Financial Information	E	hakinlee	Lecture		
15	The Financial Management and System	E	hakinlee	Lecture, SCK		
16	Final Exam, Wrap-up	E	hakinlee	TBD		

11. Other items of notification

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