

Entrepreneurship and Management

Course Name	Course type (credit/hours)	Required course(3/3)	Course code	I033
	Target students Division/major/grade	Business Administration/Freshman	Opening semester	2017 2ND SEMESTER
	Class time and classroom	Mon A(Da311)Wed A(Da311)	English Grade	A(100%English)
Reference to this course	Prerequisite courses			
	Related basic courses			
	Recommended concurrent courses			
	Related advanced courses			

Instructor	Name (title/division)		Ashley Gail Massey(Assistant Professor, Business Administration)		
	Office Room Number	Dasan Building 508-1	Office phone Number	2707	e-mail
	Office hours	Monday/Wednesday 10:30am-12:00pm	Homepage address		
Teaching Assistant	Name (title/division)				
	Office Room Number		Office phone Number		e-mail

1. Introduction

The global business environment is always shifting and changing and with that we continue to see innovations in how business is conducted worldwide. Whether you want to run your own business or be involved with a startup, the key realities of operating a business are necessary for success. Entrepreneurship and Management will introduce you to many aspects of the business world. We will delve into numerous areas of business including risks in the business environment, economics in a global market, corporate social responsibility, sustainability and acting ethically in a global market, entrepreneurship and business startup, management and leadership, marketing, and finances. This course will help facilitate you as you determine the course of business education you want to pursue. Use this class as a time to investigate and discover which area of business sparks your interest and excitement, so you can follow that passion to the next level of your educational and professional careers.

2. Course Objectives

This course is designed to give students a wide introduction to the business environment. It will cover both internal and external factors of business including the changing business environments, corporate social responsibility and sustainability through ethical business practices, entrepreneurship, economics, management, marketing, and finances. Students will build a foundation of business knowledge and terms that they will continue to use as they pursue this field of study.

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3. Class types and activities

Class will include lecture, discussion, small groups, and case studies.

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

- | | | |
|--|---|---|
| <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 checked="" type="checkbox"/> CBL(Case Based Learning) | <input checked="" 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

8. Method of Evaluation

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
Attendance	32	10	
midterm exam	1	20	
final exam	1	30	
quiz			
presentation			
discussion			
homework	10	40	
etc			
study hours			

9. Textbook and supplementary material

Main/Sub	Title (Web-site)	Writer	Publisher	Publication year
Main	Understanding Business, 11th Edition, International	Nickles, William G.	McGraw Hill	

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/Unit 1-Global Business	E	Ashley Gail Massey			
2	Unit 2-Economics	E	Ashley Gail Massey			
3	Unit 3-Global Business	E	Ashley Gail Massey			
4	Unit 4-Corporate Social Responsibility	E	Ashley Gail Massey			

< Class Schedule >

* language : K-korean, E-English

Weeks	Topics	language	Instructor	Teaching Method	Evaluation Method	Matter to be prepared
5	Unit 4-CSR/Sustainability, Unit 5-Starting a Small Business	E	Ashley Gail Massey			
6	Unit 5-Starting a Small Business. Unit 6 Entrepreneurship	E	Ashley Gail Massey			
7	Review for Midterms	E	Ashley Gail Massey			
8	Midterm Exams	E	Ashley Gail Massey			
9	Unit 6 cont.	E	Ashley Gail Massey			
10	Unit 7, 10-Management and Leadership	E	Ashley Gail Massey			
11	Unit 13 Marketing	E	Ashley Gail Massey			
12	Unit 14-16 Business Operations	E	Ashley Gail Massey			
13	Unit 18-19 Accounting and Finance	E	Ashley Gail Massey			
14	Unit 20 Money and Banking	E	Ashley Gail Massey			
15	Review for Finals/Makeup Classes	E	Ashley Gail Massey			
16	Final Exams	E	Ashley Gail Massey			

11. Other items of notification