

Entrepreneurship and Management

Course Name	Course type (credit/hours)	Required course(3/3)			Course code	I057
	Target students Division/major/grade	Business Administration/Freshman			Opening semester	2021 2ND SEMESTER
	Class time and classroom	Mon E(Da507)Wed E(Da507)			English Grade	A(100%English)
Reference to this course	Prerequisite courses					
	Related basic courses					
	Recommended concurrent courses					
	Related advanced courses					
Instructor	Name (title/division)	Chun Suk Yoon(Associate Professor, Department of Global Business)				
	Office Room Number	다산관521-1	Office phone Number	3689	e-mail	
	Office hours	수 09:00-11:15		Homepage address		
Teaching Assistant	Name (title/division)					
	Office Room Number		Office phone Number		e-mail	

1. Introduction

Business which largely consists of making money and building human relationships is a central activity in our lives. People tend to look at and analyze many things from business and management perspectives. For example, students often believe they must “market” themselves to a company when applying for a job opening. In reality, it often seems like human relations center around a give-and-take business concept. This course is designed to introduce students to the lasting fundamentals of business principles along with a comprehensive overview of current business trends. Designed for the first year students, this course will be taught in an easily accessible way in English. Course topics could be revised in case that interesting new management issues arise.

2. Course Objectives

In the era of knowledge economy, this course intends to provide students with the holistic concepts of entrepreneurship and business management. Understanding unchanging theories and concepts of business and entrepreneurship so far will help students be audacious in their future challenges no matter where they choose to work for.

Students will be able to

- Define and understand key business concepts and their consequences
- Discuss key business principles and theories with business professionals
- Prioritize different business concepts and apply them to their individual lives and career
- Learn how enterprises work and survive in the competitive business world

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3. Class types and activities

4. Teaching Method

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

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

<input checked="" 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 checked="" 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		15	Students need to turn on video & audio for your computer and mobile phone.
midterm exam		30	Depending on COVID-19 situation, the test can be replaced by other other evaluation means such as a writeup.
final exam		40	Depending on COVID-19 situation, the test can be replaced by other other evaluation means.
quiz			
presentation			
discussion		10	Presentation, Q/A (Voluntary)
homework			
etc			
study hours			

9. Textbook and supplementary material

Main/Sub	Title (Web-site)	Writer	Publisher	Publication year
Sub	Matsushita's business principles	PHP	PHP	
Ref.	Movie: "The founder"	Director: John Lee Hancock		2017
Main	Management	Peter Drucker	Harper Business	2008

9. Textbook and supplementary material

Main/Sub	Title (Web-site)	Writer	Publisher	Publication year
Ref.(web)	https://www.youtube.com/watch?v=waN94gYwbjQ&list=PLrCHWK77IRERLyZJtphldybn-rVORZgkF	Peter Drucker		
Ref.(web)	https://www.youtube.com/watch?v=08257W8sdNs&t=551s	JYP		

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	Class orientation	E	Chun Suk Yoon			
2	1. Introduction: Management and management defined. 2. Management as a social function and liberal art 3. The dimension of management	E	Chun Suk Yoon			
3	Part 1: Management;s new reality	E	Chun Suk Yoon			
4	Part 2: Business performance/Lee Gun Hee/Son Jung Hee/Steve Jobs	E	Chun Suk Yoon			
5	Entrepreneurship and startup business	E	Chun Suk Yoon			
6	Motivating people	E	Chun Suk Yoon			
7	Part 3: Performance in service institutions	E	Chun Suk Yoon			
8	Midterm exam	E	Chun Suk Yoon			
9	Part 4: Productive work & achieving worker, Charlie Munger scripts	E	Chun Suk Yoon			
10	Part 6: Manager's work and jobs	E	Chun Suk Yoon			
11	Part 7: Managerial skills/Sima Qian money makers	E	Chun Suk Yoon			

< Class Schedule >

* language : K-korean, E-English

Weeks	Topics	language	Instructor	Teaching Method	Evaluation Method	Matter to be prepared
12	Part 8: Innovation & entrepreneurship	E	Chun Suk Yoon			
13	Part 9: Managerial organization	E	Chun Suk Yoon			
14	Part 10: New demands on the individual	E	Chun Suk Yoon			
15	Globalism and Glocalization	E	Chun Suk Yoon			
16	Final exam	E	Chun Suk Yoon			

11. Other items of notification