

Syllabus [2025Year 2 Term]

Course Information

Course Title	Strategic Management	Credits	3
Course Code	469560-2	Required/Elective (For Undergraduate Courses)	Selective majors
Department or Major	Department of International Business Administration	Language	English
Methods of Teaching		Lecture Room	화4,5,6/ 목4,5,6(국제307)
Time Allotment	Lecture(3) Experiments(0) Trainging & Practice(0) Performance(0) Designing & Planning(0)	Cyber Lectures	
Course Type	offline		
Cyber Lectures Preview			

Lecturer

Lecturer	Name	Kelleher, David S.	Rank	Professor	Final Academic Degree	박사
	Department & college	Department of International Business Administration		Office		
	Office Phone Number	031-8005-3375		e-mail	dskelleher@yahoo.com	
	Field of Interest					

Course Summary

Course Description	This course is designed to help you understand and use strategic management principles and tools. The most important reason why some companies succeed and some companies fail is strategy. It has been said that strategy is the science of success and failure. We will learn how company managers use strategy to gain competitive advantage.
Description Related Courses	This course will build on the student's introductory knowledge of management.
Course Goals	Our goal is to not just study strategic management; our goal is to learn how to do it successfully. Our goal is to make you a more effective strategic manager in both your professional and personal life.
Projected Results	

Percentage of the original language classes(%)	
Cyber Lectures P review	

Syllabus

Times	Lecture Topic	Lecture Goals	Lecture Methods	Assignments
1	Course Introduction; 1. What Is Strategy, and Why Is It Important?	Understanding Strategy ANALYSIS	lecture, discussion	Strategic Management (Rothaermel), chapter 1
2	2. Strategic Leadership: Managing the Strategy Process	Understanding Strategy ANALYSIS	lecture, discussion	chapter 1
3	2. Strategic Leadership: Managing the Strategy Process 3. External Analysis: Industry Structure, Competitive Forces, and Strategic Groups	Understanding Strategy ANALYSIS	lecture, discussion, case study	chapter 2
4	3. External Analysis: Industry Structure, Competitive Forces, and Strategic Groups	Understanding Strategy ANALYSIS	lecture, discussion, case study	chapter 3
5	4. Internal Analysis: Resources, Capabilities, and Core Competencies	Understanding Strategy ANALYSIS	lecture, discussion, case study	chapter 4
6	5. Shared Value and Competitive Advantage	Understanding Strategy ANALYSIS	lecture, discussion, case study	chapter 5
7	5. Shared Value and Competitive Advantage	Integrate Course Concepts and Methods	lecture, exam	chapters 1~5 Mid-Term Exam
8	6. Business Strategy: Differentiation, Cost Leadership, and Integration	Understanding Strategy FORMULATION	lecture, discussion	chapter 6
9	7. Business Strategy: Innovation and Entrepreneurship	Understanding Strategy FORMULATION	lecture, discussion, case study	chapter 7
10	8. Corporate Strategy: Vertical Integration and Diversification	Understanding Strategy FORMULATION	lecture, discussion, case study	chapter 8
11	9. Corporate Strategy: Mergers and Acquisitions, Strategic Alliances	Understanding Strategy FORMULATION	lecture, discussion	chapter 9
12	10. Global Strategy: Competing Around the World	Understanding Strategy FORMULATION	lecture, discussion, case study	chapter 10
13	11. Organizational Design: Structure, Culture, and Control	Understanding Strategy IMPLEMENTATION	lecture, discussion, case study	chapter 11
14	11. Organizational Design: Structure, Culture, and Control	Understanding Strategy IMPLEMENTATION	lecture, discussion	chapter 11

Times	Lecture Topic	Lecture Goals	Lecture Methods	Assignments
		ON		
15	Capstone Session	Understanding Strategy ANALYSIS, FORMULATION, and IMPLEMENTATION	review	chapters 6~11 Final Exam

Methods of Grading

sequence	Description	Percentage	Details
1	Mid-tem Exam	30%	
2	Final-exam	30%	
3	Pop Quizzes	0%	
4	Assignments	30%	
5	Reports	0%	
6	Presentations & Discussions	0%	
7	Attendance	0%	
8		0%	
9	Others	10%	
All		100%	

Core of Value

핵심가치	전공역량	역량정의	역량구분	값(%)
혁신 (Discovery)	창의적문제해결 (Creative problem-solving)	주어진 상황과 문제를 창의적으로 해결할 수 있는 능력		0%
혁신 (Discovery)	도전 (Challenging)	전공 지식을 새로운 분야와 융합하고 아우를 수 있는 능력		0%
혁신 (Discovery)	지식융합 (Knowledge convergence)	새로운 분야를 개척하거나 도전적으로 임할 수 있는 능력	부역량	0%
헌신 (Dedication)	세계시민 (Universal value)	세계 공동체 구성원으로 전공자로서 국제적 이슈에 대응할 수 있는 능력		0%
헌신 (Dedication)	상호협력 (Cooperation)	공동의 목적 달성을 위해 타인과 상호협력을 할 수 있는 능력	부역량	0%
헌신 (Dedication)	공동체 (Sense of community)	공동체의 구성원으로서 필요한 태도와 윤리의식을 가질 수 있는 능력		0%

핵심가치	전공역량	역량정의	역량구분	값(%)
능동 (self-Determination)	자기주도 (Self-Managing)	주어진 상황과 문제를 주도적이고 능동적으로 해결할 수 있는 능력		0%
능동 (self-Determination)	지식활용 (Knowledge application)	주어진 상황과 문제에 대해 논리적으로 파악하고 분석할 수 있는 능력		0%
능동 (self-Determination)	논리적사고 (Logical thinking)	전공관련 지식을 필요에 따라 다양하게 적용하고 활용할 수 있는 능력	주역량	0%
능동 (self-Determination)	의사소통 (Articulation)	대화를 통해 다양한 의견을 조율하고 합의를 이끌어 낼 수 있는 능력		0%

Textbook(s) & References

Description	Title	Author	Publisher
Required Textbook	Strategic Management	F. Rothaermel	McGraw-Hill
Recommended Textbook	최신 전략경영	F. Rothaermel	McGraw-Hill & 한경사

Memo

Students have the option of buying the physical textbook or e-book version.