

Syllabus [2025Year 1 Term]

Course Information

|                        |   |  |                       |
|------------------------|---|--|-----------------------|
| Course Title           | Introduction to Management  | Credits  | 3                     |
| Course Code            | 306380-2  | Required/Elective<br>(For Undergraduate Courses) | basic Major           |
| Department or Major    | Department of International Business Administration   | Language   | English               |
| Methods of Teaching    |   | Lecture Room                                     | 월4,5,6/ 화4,5,6(국제501) |
| Time Allotment         | Lecture(3) Experiments(0)<br>Trainging & Practice(0) Performance(0) Designing & Planning(0) | Cyber Lectures                                   |                       |
| Course Type            | offline   |  |                       |
| Cyber Lectures Preview |   |  |                       |

Lecturer

|          |                      |   |      |                     |                           |       |
|----------|----------------------|---|------|---------------------|---------------------------|-------|
| Lecturer | Name                 | Soo Yeon Park                                       | Rank | Assistant Professor | Final Academic Degree     | 경영학박사 |
|          | Department & college | Department of International Business Administration |      | Office              | International Hall 606    |       |
|          | Office Phone Number  | 031-8005-3383                                       |      | e-mail              | sooyeonpark@dankook.ac.kr |       |
|          | Field of Interest    |   |      |                     |                           |       |

Course Summary

|                             |  |
|-----------------------------|--|
| Course Description          | This course provides the incoming freshmen with fundamental theories of business, along with introduction to various areas of business and learns about organizations, managers, business environments, organizational structures. In addition, it aims to cultivate the ability to look at major issues surrounding recent companies together and find appropriate ways by applying the learned theory. |
| Description Related Courses |  |
| Course Goals                | Upon taking this course, more in-depth knowledge of various activities carried out by companies such as marketing, production, human resource management, accounting, and financial management will be accumulated.  |

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|--|--|
| Projected Results                              |  |
| Percentage of the original language classes(%) |  |
| Cyber Lectures Preview                         |  |

## Syllabus

| Times | Lecture Topic  | Lecture Goals | Lecture Methods   | Assignments   |
|-------|--|---------------|---|---|
| 1     | Course introduction +Chapter 1: The Dynamics of business and Economics |               | 강의, 문제해결학습 (BPL), 3/10 (MON) 1st day                            | TBA   |
| 2     | Chapter 1: The Dynamics of business and Economics                      |               | 강의, 문제해결학습 (BPL),   | TBA   |
| 3     | Chapter 2: Business Ethics and Social Responsibility                   |               | 강의, 문제해결학습 (BPL),   | TBA   |
| 4     | Chapter 2: Business Ethics and Social Responsibility                   |               | 강의, 문제해결학습 (BPL),   | TBA   |
| 5     | Group presentation   |               | 강의, 문제해결학습 (BPL),   | TBA   |
| 6     | Chapter 4: Options for Organizing Business                             |               | 강의, 문제해결학습 (BPL),   | TBA   |
| 7     | Mid-term exam  |               |   | 4/21 (MON) 10:30-11:45  |
| 8     | Chapter 6: The Nature of Management + Agency Theory                    |               | 강의, 문제해결학습 (BPL),   | TBA   |
| 9     | Chapter 7: Organization, Team work, and Communication                  |               | 강의, 문제해결학습 (BPL), Due date (5/6) of "YOUR DREAM JOB" assignment | No on-campus class on 5/5 (TUE) 5/6 (MON) due to national holidays (on-line lectures) |
| 10    | Chapter 9: Motivating the Workforce                                    |               | 강의, 문제해결학습 (BPL),   | TBA   |
| 11    | Chapter 14: Accounting and Financial Statements                        |               | 강의, 문제해결학습 (BPL),   | TBA   |
| 12    | Chapter 16: Financial Management and Securities Markets                |               | 강의, 문제해결학습 (BPL),   | TBA   |
| 13    | Chapter 11: Customer-Driven Marketing                                  |               | 강의, 문제해결학습 (BPL),   | TBA   |
| 14    | Chapter 12: Dimensions of Marketing Strategy                           |               | 강의, 문제해결학습 (BPL),   | TBA   |
| 15    | Final exam   |               |   | 6/16 (MON) 10:30-11:45  |

## Methods of Grading

| sequence | Description                 | Percentage | Details |
|----------|-----------------------------|------------|---------|
| 1        | Mid-tem Exam                | 20%        |         |
| 2        | Final-exam                  | 30%        |         |
| 3        | Pop Quizzes                 | 0%         |         |
| 4        | Assignments                 | 10%        |         |
| 5        | Reports                     | 0%         |         |
| 6        | Presentations & Discussions | 30%        |         |
| 7        | Attendance                  | 10%        |         |
| 8        |                             | 0%         |         |
| 9        | Others                      | 0%         |         |
| All      |                             | 100%       |         |

## Core of Value

| 핵심가치                       | 전공역량                                  | 역량정의                                   | 역량구분 | 값(%) |
|----------------------------|---------------------------------------|--|------|------|
| 혁신<br>(Discovery)          | 창의적문제해결<br>(Creative problem-solving) | 주어진 상황과 문제를 창의적으로 해결할 수 있는 능력          | 부역량  | 0%   |
| 혁신<br>(Discovery)          | 도전<br>(Challenging)                   | 전공 지식을 새로운 분야와 융합하고 아우를 수 있는 능력        |      | 0%   |
| 혁신<br>(Discovery)          | 지식융합<br>(Knowledge convergence)       | 새로운 분야를 개척하거나 도전적으로 임할 수 있는 능력         |      | 0%   |
| 헌신<br>(Dedication)         | 세계시민<br>(Universal value)             | 세계 공동체 구성원으로 전공자로서 국제적 이슈에 대응할 수 있는 능력 |      | 0%   |
| 헌신<br>(Dedication)         | 상호협력<br>(Cooperation)                 | 공동의 목적 달성을 위해 타인과 상호협력을 할 수 있는 능력      | 부역량  | 0%   |
| 헌신<br>(Dedication)         | 공동체<br>(Sense of community)           | 공동체의 구성원으로서 필요한 태도와 윤리의식을 가질 수 있는 능력   |      | 0%   |
| 능동<br>(self-Determination) | 자기주도<br>(Self-Managing)               | 주어진 상황과 문제를 주도적이고 능동적으로 해결할 수 있는 능력    |      | 0%   |
| 능동<br>(self-Determination) | 지식활용<br>(Knowledge application)       | 주어진 상황과 문제에 대해 논리적으로 파악하고 분석할 수 있는 능력  | 주역량  | 0%   |

| 핵심가치                       | 전공역량                        | 역량정의                                  | 역량구분 | 값(%) |
|----------------------------|-----------------------------|---------------------------------------|------|------|
| 능동<br>(self-Determination) | 논리적사고<br>(Logical thinking) | 전공관련 지식을 필요에 따라 다양하게 적용하고 활용할 수 있는 능력 |      | 0%   |
| 능동<br>(self-Determination) | 의사소통<br>(Articulation)      | 대화를 통해 다양한 의견을 조율하고 합의를 이끌어 낼 수 있는 능력 |      | 0%   |

## Textbook(s) &amp; References

| Description       | Title   | Author                     | Publisher   |
|-------------------|---|----------------------------|-------------|
| Required Textbook | Business Foundations: A Changing World 12th edition | Ferrell, Hirt, and Ferrell | McGraw-Hill |

## Memo

- 1) The weekly schedule of the course is tentative. All announcements for the assignments will be delivered by the bulletin board, and it is YOUR RESPONSIBILITY to check them.
- 2) The course will be conducted in SEMINAR/LECTURE sessions. You are expected to come to these sessions well-prepared, be ready to respond to questions as required. A brief, first-time reading of each chapter ahead of a lecture allows students to better understand class materials.
- 4) There will be two non-cumulative exams: Mid-term and Final. You are expected to take all exams at the scheduled times. NO MAKE-UP QUIZ or EXAMS except for hospitalization due to serious medical reasons supported by documentation from general hospital.
- 5) The homework will be graded for effort, not for correctness. Late homework will not be accepted.
- 6) Students with more than three missing classes will receive a significant grade penalty.
- 7) Do not ask the instructor to change the grade unless there is a flaw in grading (in accordance with Anti-graft Law).
- 8) Ethics are vital to the process of education. Students must assume responsibility for maintaining honesty in all examinations. The penalty for cheating in an examination is a grade of "F" for the course.
- 9) Any electronic devices are prohibited during the class including taking pictures or recording audios (Materials and lectures in this course are protected by Copyright Law).