

Entrepreneurship and Management

Course Name	Course type (credit/hours)	Required course(3/3)	Course code	I030
	Target students Division/major/grade	Business Administration/Freshman	Opening semester	2018 1ST 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)		hakinlee(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.

ILO (Intended Learning Objective)

E2: Students understand Corporate Social Responsibility and Sustainability.

2. Course Objectives

ILO (Intended Learning Objective)

E2: Students understand corporate social responsibility and sustainability.

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E2	Students understand corporate social responsibility and sustainability. (Responsibility and Sustainability-Conscious)

3. Class types and activities

This course requires to prepare and 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"/> 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

- | | | |
|--|---|---|
| <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

8. Method of Evaluation

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
Attendance			
midterm exam			
final exam			TBD
quiz			
presentation	1	25%	PT Slide
discussion			
homework	2	50%	Papers
etc	12	25%	Quiz, 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	How to form a Business and Corporate Governance/Entrepreneurship and Starting a Small Business	E	hakinlee	Lecture		
6	The Business Plan/Management, Leadership and Internal Organization	E	hakinlee	Lecture		
7	1st PT Day (Globalization – Pros/Cons), Management, Leadership and Internal Organization	E	hakinlee	Debate, Lecture		
8	Production and Operations Management (Mid-term Exam)	E	hakinlee	Lecture		
9	Motivating Employees, HRM	E	hakinlee	Lecture		

< Class Schedule >

* language : K-korean, E-English

Week s	Topics	lang uage	Instructor	Teaching Method	Evaluation Method	Matter to be prepared
10	2nd PT Day (Corporate Social Responsibility, CSR)/ Human Resource Management (HRM)	E	hakinlee	Debate, Lecture		
11	Introduction to Marketing Strategies/ Managing Marketing Mix	E	hakinlee	Lecture		
12	Understanding Accounting and Financial Information, and Quizzes (Financial Ratio Analysis, I/S Projection)	E	hakinlee	Lecture		
13	3rd PT Day (Types of Business Entity, Corporate Governance)/The Financial Management	E	hakinlee	Debate, Lecture		
14	No Class (Memorial Day)	E	hakinlee	–		
15	The Financial Management and System/ International Finance	E	hakinlee	Lecture, SCK		
16	Final Exam, Wrap-up	E	hakinlee	TBD		

11. Other items of notification