

Entrepreneurship and Management

Course Name	Course type (credit/hours)	전필 (3/3)			Course code	I 102
	Target students Division/major/grade	경영학과/1학년			Opening semester	2017 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					
	Recommanded concurrent courses					
	Related advanced courses					
Instructor	Name (title/division)	이학인 (/경영대학 경영학과)				
	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, helping you understand context in which a business operates.

Major issues of Corporate Social Responsibility (CSR), Globalization, Types of Business Entities and Corporate Governance will be studied in detail by preparing Presentation Slide and Papers.

2. Course Objectives

3. Class types and activities

This course requires to submit a Presentation Slide [Team work], and 2 Papers [Individual work] on the following topics.

- (1st PT) Globalization – Pros/Cons
- (2nd PT) Corporate Social Responsibility (CSR)
- (3rd PT) Types of Business Entity and Corporate Governance

4. Teaching Method

- | | |
|---|---|
| <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"/> e-class | <input type="checkbox"/> automatic recording system | <input type="checkbox"/> web-based assignment |
| <input type="checkbox"/> cyber lecture | <input type="checkbox"/> blended learning(combination of online and offline teaching) | |
| <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 type="checkbox"/> CBL(Case Based Learning) |
| <input type="checkbox"/> TBL(Team Based 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			
quiz			
presentation	1	25%	PT Slide
discussion			
homework	2	50%	Papers
etc	4	25%	Quiz, Class Participation and Attendance
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	이학인	Lecture		
2	Understanding Economics and How it Affects Business	E	이학인	Lecture		
3	Doing Business in Global Markets	E	이학인	Lecture		

< Class Schedule >

* language : K-korean, E-English

Weeks	Topics	language	Instructor	Teaching Method	Evaluation Method	Matter to be prepared
4	Corporate Social Responsibility (CSR), Creating Shared Value	E	이학인	Lecture		
5	1st PT Day (Globalization ? Pros/Cons), How to form a Business and Corporate Governance	E	이학인	Debate, Lecture		
6	Entrepreneurship and Starting a Small Business, The Business Plan	E	이학인	Lecture		
7	Management, Leadership and Internal Organization	E	이학인	Lecture		
8	2nd PT Day (Corporate Social Responsibility), Management, Leadership and Internal Organization	E	이학인	Debate, Lecture		
9	Holiday (Buddha' s Birthday)	E	이학인	-		
10	Production and Operations Management	E	이학인	Lecture		
11	Motivating Employees, HRM	E	이학인	Lecture		
12	3rd PT Day (Types of Business Entity, Corporate Governance), HRM	E	이학인	Debate, Lecture		
13	Introduction to Marketing Strategies, Managing Marketing Mix	E	이학인	Lecture		
14	Understanding Accounting and Financial Information	E	이학인	Lecture		
15	The Financial Management and System	E	이학인	Lecture, SCK		
16	Final Exam, Wrap-up	E	이학인	TBD		

11. Other items of notification