

# 수업계획서(Syllabus)

2024 학년도 1 학기

교과목 번호 (Course No.)	KMD02177	교과목명 (Course Title)		쉽게배우는글로벌기업전략		강좌번호 (Course No.)		5404	
개설학과 (Department Major)	대학본부	개설학년/학기 (Year/Semester)		전학년 / 1학기		학점/시간 (Credit/Hour)		3 / 3	
강의시간 / 강의실 (Lecture Time/ Classroom No.)	목요일 13:30-16:15					실험실 (Laboratory Location)			
상담시간 (Office Hours)					집중수업 기간		해당없음		
담당교수 (Lecturer)	최원정	연구실(전화) (Office(Phone))				e-mail		choi.wonjung@gmail.com	
교육영역 (Course Type)	교양 (Liberal Arts)	전공 (Major)	수업방식 (Course Composition)	강의 (Lecture)	실험 (Experiments)	발표 (Presentation)	협동학습 (Team Project)	기타 (Others)	
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교과목 교육목표 (Course Objectives)	- Understand the basic concepts and frameworks of business strategy. - Analyze the contemporary forces of globalization and their impact on business strategy. - Develop skills in formulating and implementing business strategy.								
교과목개요 (Course Description)	The course provides an introduction to the fundamental concepts of business strategy. Students will explore the complex forces that shape the business environment and learn to apply the learned concepts to formulate effective business strategy. The students are expected to enhance critical-thinking through case-analysis and discussions.								
수업진행방법 (해당사항 전체선택)	<input type="checkbox"/> 동영상(LMS)			<input type="checkbox"/> 실시간 화상강의			√ 대면수업		
	수강사이트 <a href="https://lms.mju.ac.kr">https://lms.mju.ac.kr</a> 통합로그인			시스템명 : URL :			※ 강의실 출석		
선수과목 및 지식 (Prerequisite)	This is a liberal arts course that introduces students to the fundamental concepts of business strategy and requires no prerequisites.								
신 교육기법활용 (Use of new education methods)	Flipped Learning (플립드러닝)		Blended Learning (블렌디드러닝)		PBL(Problem Based Learning)		기타(Etc)		
성적평가방법 (Evaluation)	출석 (Attendance)	과제물/ 보고서 (Assignments/ Reports)	수시시험 및 중간고사 (Quiz포함) Exams (periodically throughout the semester (Including Quiz) and Mid-term Exam	학기말시험 (Final Exam)	발표 (Presentation)	기타 (Others)	합계 (Total)		
	15	0	20	20	30	15	100 %		
	기타내용 (Remark)	Engagement in class discussion (qualitative assessment)							
교과목교육목표 성취도평가방법 (Evaluation on the extent to which course objectives have been achieved)	Assessment Methods - Exam : Assess understanding of concepts and principles - Class engagement : Participation in class discussion - Presentation : Demonstrate understanding of the learned theories and skills of analyzing the management case. (team project)								
교재및 참고도서 (Textbook and & Reference Books)	주교재 (Required Textbook)	서명 (Title)	Global Business Strategy (Paperback, 2, Revised)						
		저자명 (Aughor)	코넬리스 클뤼버, 존 피어스 2세 (지은이)			출판사명 (Publisher)		Business Expert Press	
		ISBN	9781637420423			출판년도 (Yearof Publication)		2021	
	부교재 (Supplementary Textbook)	서명 (Title)							
		저자명 (Aughor)				출판사명 (Publisher)			
		ISBN				출판년도 (Year of Publication)			
	참고도서 (Reference Books)	서명 (Title)	Journals and articles relevant on business strategies						
		저자명 (Aughor)				출판사명 (Publisher)			
		ISBN				출판년도 (Year of Publication)			

주 별 진 도 계 획 (Lecture Plan)		
	주제 및 수업 핵심 내용 ( Topics & Lecture Contents )	학습자료 및 과제 ( Learning materials Assignments )
제1주 (Week1)	Introduction to Strategy	Materials by the instructor
제2주 (Week2)	Internal Environment Analysis	Materials by the instructor
제3주 (Week3)	External Environment Analysis	Materials by the instructor
제4주 (Week4)	Business Level vs Corporate Level Strategy 1	Materials by the instructor
제5주 (Week5)	Business Level vs Corporate Level Strategy 2	Materials by the instructor
제6주 (Week6)	Formulating Strategy	Materials by the instructor
제7주 (Week7)	Leading Organizational Change	Materials by the instructor
제8주 (Week8)	Mid-term Exam	
제9주 (Week9)	Ethics and Social Responsibility in Business Strategy	Materials by the instructor
제10주 (Week10)	Political Uncertainties in Business Strategy	Materials by the instructor
제11주 (Week11)	Innovation and Technology in Business Strategy	Materials by the instructor
제12주 (Week12)	Global Open Innovation	Materials by the instructor
제13주 (Week13)	Group Presentation	
제14주 (Week14)	Group Presentation Review	
제15주 (Week15)	Final Exam	
제16주 (Week16)		
보강 (필요시) (Make-up Class, when necessary)		

전공능력(교양핵심역량) 및 명지핵심역량의 교과목과의 연계성

(Relevance between the courses in the category of “Major Capabilities(Core Competence of Liberal arts)” and “Myongji Core Competence)

\*Myongji MJU 2025 Myongji “Core Competence”: “MJU’s mid- to long-term Development Plan to improve its quality of education and infrastructures

순번	전공능력(교양핵심역량) (Courses in the category of Major Capabilities(Core Competence of Liberal arts))	역량비율 (100%)	명지핵심역량 (Courses in the category of Myongji Core Competence)
조회된 데이터가 없습니다.			

참 고 사 항  
(Important information)

수강생 유의사항 (Information for Students)	<p>1. 각 교과목은 수업일수 4/5이상(군 휴학자는 2/3) 출석일 때 성적취득이 가능하다. (1. Credits can be obtained only when students attend at least 4/5 (2/3 for students on leave for military purposes) of the lecture.)</p> <p>2. 시험 부정행위 및 기타 부정한 방법으로 취득한 교과목의 성적은 학칙시행규칙 제100조에 의거하여 F처리 또는 취소한다. (2. When a student is caught in the acts of cheating, plagiarism, unauthorized collaboration, or other forms of academic dishonesty, he/she will be assigned a failing grade or F for the class in which he/she was caught in the act according to the University regulations.)</p>
장애학생 수업안내 (Students with Disabilities)	<p>장애학생은 학기 첫 주에 교과목 담당교수와의 면담을 통해 출석, 강의, 과제 및 시험에 관한 교수학습 지원사항을 요청할 수 있으며 요청된 사항에 대해 담당교수 또는 장애학생지원센터를 통해 지원받을 수 있습니다. (Students with disabilities may request for academic support(i.e. attendance, lecture, assignments, exams, etc.) from his/her assigned advisors during the first week of the class. This request is to be filed through the Center for Students with Disabilities.)</p>
기타사항 (Remarks)	<p>강의계획안의 내용은 추후 변경될 수 있습니다. (Syllabus is subject to changes.)</p>