

BIZ3147-05 (2020학년도 2학기)



최초등록일	2020-07-15 17:20:09	최종수정일	2020-07-15 17:25:29
교과목명	전략경영	학점	3
강의실	경영104	강의시간	월3,4,수4
담당교수	김보경	담당교수소속	경영대학 경영학과
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핵심역량/전공능력	창의적 사고	소통능력	국제감각
	50	30	20

수강대상	Undergraduate juniors and seniors (preferably who have taken other business/social science courses, including finance, accounting, economics, and management)
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수업목표 및 개요	<p>Why do some firms outperform other firms? The many possible answers to this important question are the focus of strategy. Strategy refers to the set of actions taken to achieve a particular goal; and in business settings, to how firms succeed by attracting customers while at the same time making more profit for investors. The perspective adopted in this course is that of firms (e.g. that of top managers) making decisions regarding:</p> <p>(a) what businesses firms should focus on; and (b) how to run those businesses. We will explore different analytical models that allow us to systematically identify external conditions that companies face in complex and competitive environments, and to propose sound and realistic solutions to these problems based upon a deep understanding of what firms have and can do, commonly called resources and capabilities.</p> <p>Assurance of Learning, AOL ?Fundamental Knowledge of Discipline + Global Perspective</p> <ol style="list-style-type: none"> Students will be able to identify the sources of competitive advantage and understand how competitive advantage is sustained over time. Students will be able to analyze the effects of industry structure on company profitability. Students will be able to analyze the methods with which a firm executes its strategy. Students will understand the concepts of vertical integration and be able to identify the factors that determine the boundaries of the firm. Students will understand why and how firms diversify into new industries and/or global markets and the factors that influence the success of these diversification and/or global strategy efforts.
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선수과목(선수학습)	This course cuts across all the functional areas (operational management, marketing, finance, accounting, management, and/or other business/social science disciplines) and builds on your previous work in business and social science.
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강좌운영방식	<p>Student grades will be based on:</p> <ul style="list-style-type: none"> - Class attendance/participation (including four in-class quizzes and simulation): 25 % - Term project: 25 (individual-15, group work-10)% - Two exams: 50 (25/25)%
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성적평가방법(절대)	<p>Student grades will be based on:</p> <ul style="list-style-type: none"> - Class attendance/participation (including four in-class quizzes and simulation): 25 %
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	- Term project: 25 (individual-15, group work-10)% - Two exams: 50 (25/25)%
교재 및 참고문헌	Modern competitive strategy/Walker, Gordon/McGraw-Hill Education/2016 / 4th ed
교수정보	http://ysb.yonsei.ac.kr/faculty.asp?mid=n02&sOpt=&uid=112
조교정보	TBA
영문 수업계획내용 Syllabus in English	N/A

주	기간	수업내용	교재범위,과제물	비고
1	2020-09-01 2020-09-07	Strategy Introduction	Porter, Chap 6 (The detailed syllabus will be distributed in class.)	(9.1.) Fall semester classes begin (9.3. - 9.7.) Course add and drop period
2	2020-09-08 2020-09-14	Competitive Advantage	Chapter 2	
3	2020-09-15 2020-09-21	Industry Analysis (I)	Chapter 3	
4	2020-09-22 2020-09-28	Industry Analysis (II)	Chapter 3	
5	2020-09-29 2020-10-05	Industry Evolution	Chapter 4	(9.30. - 10.2.) Chuseok Holiday (10.3.) National Foundation Day
6	2020-10-06 2020-10-12	Vertical Integration	Chapter 7	(10.6. - 10.8.) Course withdrawal period (10.7.) First third of the semester ends (10.9.) Hangul Proclamation Day
7	2020-10-13 2020-10-19	Competitive Advantage (Review)		
8	2020-10-20 2020-10-26	Midterm		(10.20. - 10.26.) Midterm Examinations
9	2020-10-27 2020-11-02	Strategic Alliance	Chapter 8	
10	2020-11-03 2020-11-09	Diversification	Chapter 10	
11	2020-11-10 2020-11-16	Group presentation (I)		(11.16.) Second third of the semester ends
12	2020-11-17 2020-11-23	Group presentation (II)		
13	2020-11-24 2020-11-30	Global Strategy	Chapter 9	
14	2020-12-01 2020-12-07	Integrating Strategy		
15	2020-12-08 2020-12-14	Final Exam		(12.8. - 12.21.) Self-study and Final Examinations
16	2020-12-15 2020-12-21			(12.8. - 12.21.) Self-study and Final Examinations

* 정규학기 운영방식 변경에 따른 주요 안내사항

중간시험기간(2020.10.20. - 10.26.) 및 기말시험기간(2020.12.8. - 12.21.)을 고려하여 시험이 이루어지지 않는 주에는 수업 또

는 자율학습을 진행하여야 함.

* 연세대학교 학칙 제57조의 2에 의거하여, 장애학생은 학기 시작 전후에 교과목 담당교수와의 면담을 통해 출석, 강의, 과제 및 시험에 관한 교수학습지원 사항을 요청할 수 있으며, 요청한 사항에 대해 담당교수 또는 장애학생지원센터를 통해 지원받을 수 있습니다. 강의, 과제 및 시험 응시 시, 가능한 장애유형별 지원의 예는 아래와 같습니다.

(단, 실제 지원 내용은 강의 특성에 따라 달라질 수 있습니다.)

[강의]

- 시각장애: 교재제작(디지털, 점자, 확대교재 등), 대필지원 학생 청강 허용
- 지체장애: 교재제작(디지털교재), 대필 및 수업보조지원 학생 청강 허용, 지정좌석 배정
- 청각장애: 대필지원 학생/문자통역지원 인력(속기사, 수어통역사) 청강 허용, 강의 녹취 허용
- 지적장애/자폐성장애: 대필지원 학생 및 수업 멘토 청강 허용

[과제 및 시험]

- 시각장애/지체장애/청각장애: 과제 제출기한 연장, 과제 및 제출방식 조정, 시험시간 연장, 시험문항 및 응답 방식 조정, 별도 장소 제공, 대필지원 학생 연계 등
- 지적장애/자폐성장애: 개별화 과제 제출 및 대체 평가 실시 검토

