

수업계획서 조회

찾기

BIZ3134-01 (2020학년도 2학기)


연세대학교
 YONSEI UNIVERSITY

최초등록일	2020-07-23 11:07:30	최종수정일	2020-07-23 11:39:13
교과목명	국제경영론	학점	3
강의실	경영101/실시간온라인	강의시간	월3,4/수4

담당교수	최순규	담당교수소속	경영대학 경영학과
연구실	Room 647 Business Building	연락처	02-2123-2533
e-mail 및 면담시간	sychoe@yonsei.ac.kr, 2-4 p.m Wednesday		

핵심역량/전공능력	국제감각	창의적 사고	소통능력
	50	30	20

수강대상	Junior and senior students who want to learn how to do business in the global marketplace.
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수업목표 및 개요	To develop creative future business leaders with global perspectives and integrity, this course provides students with a practical and comprehensive understanding of the management of the multinational corporations (MNCs). In this course, students will (1) learn about international business strategy and organization, and (2) develop the ability to deal with the various problems in managing business operations internationally. By taking this course, students will gain the fundamental knowledge of international management, and develop their global perspective to become a future ethical business leader in the global marketplace
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선수과목(선수학습)	None
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강좌운영방식	Blended format: 2 hour offline (Monday) and 1 hour online (Wednesday) Examinations: Midterm (Monday, October 26, 11:00 a.m. - 12:30 p.m), Final (Monday, December 14, 11:00 a.m. - 12:30 p.m) Lecture and discussion to help students develop an ability to understand important issues and concepts in international business, to capture new business opportunities in the global market places, and to run ethically their international business in different foreign environments.
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성적평가방법(절대)	Class participation 5%, Mid-term exam 30%, Final exam 35%, Group case presentation 10%, Two case write-ups @ 5 points each 10%, Group Term-Paper Presentation 10%
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교재 및 참고문헌	Hill, C. W. L. and G. T. M. Hult, International Business: Competing in the Global Marketplace (12th Ed.), 2019, New York: McGraw-Hill Education Other reading materials (The course packet will be available in the copy center in the basement of Commerce Building) Business cases can be purchased from Harvard Business Publishing Online (http://hbr.org/store/case-studies)
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교수정보	Professor, Yonsei School of Business
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조교정보	Lee Hyunjeong (이현정, jjeonga1231@gmail.com)
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영문 수업계획내용 Syllabus in English	The course is designed to provide students with a practical and comprehensive understanding of the management of the multinational corporations (MNCs). In this course, students will (1) learn about international business strategy and organization, and (2) develop the ability to deal with the various problems in managing business operations internationally.
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주	기간	수업내용	교재범위,과제물	비고
1	2020-09-01 2020-09-07	Chapter 1 Globalization	Extra reading materials	(9.1.) Fall semester classes begin (9.3. - 9.7.) Course add and drop period
2	2020-09-08 2020-09-14	Chapter 8 Foreign direct investment	Extra reading materials	
3	2020-09-15 2020-09-21	Chapter 8 Foreign direct investment	Extra reading materials1	
4	2020-09-22 2020-09-28	Chapter 13 The strategy of international business	Case 1	
5	2020-09-29 2020-10-05	Chapter 13 The strategy of international business	Extra reading materials	(9.30. - 10.2.) Chuseok Holiday (10.3.) National Foundation Day
6	2020-10-06 2020-10-12	Chapter 14 The organization of international business	Extra reading materials	(10.6. - 10.8.) Course withdrawal period (10.7.) First third of the semester ends (10.9.) Hangeul Proclamation Day
7	2020-10-13 2020-10-19	Chapter 14 The organization of international business	Case 2	
8	2020-10-20 2020-10-26	Midterm exam		(10.20. - 10.26.) Midterm Examinations
9	2020-10-27 2020-11-02	Chapter 14 The organization of international business	Extra reading materials	
10	2020-11-03 2020-11-09	Chapter 15 Entry strategy and strategic alliances	Extra reading materials	
11	2020-11-10 2020-11-16	Chapter 15 Entry strategy and strategic alliances	Case 3	(11.16.) Second third of the semester ends
12	2020-11-17 2020-11-23	Chapter 16 Exporting, importing, and countertrade Chapter 17 Global production, outsourcing, logistics Chapter 18 Global marketing and R&D	Case 4	
13	2020-11-24 2020-11-30	Chapter 19 Global human resource management Group project presentation	Extra reading materials	
14	2020-12-01 2020-12-07	Group project presentation		
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 또는 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

