

IEE2098-01 BUSINESS MANAGEMENT AND REAL WORLD PRACTICE

COURSE TITLE	BUSINESS MANAGEMENT AND REAL WORLD PRACTICE	COURSE CODE-SECTION	IEE2098-01
CREDIT	3	CLASS PERIOD	P2 Mon-Thur (11:00 am~12:40 pm)
OFFICE		OFFICE HOURS	I am always available after class or by appointment
INSTRUCTOR	Sahrok Kim (김사록)	EMAIL	skim25@csustan.edu

[COURSE INFORMATION]

COURSE DESCRIPTION & BRIEF INTRODUCTION OF THE COURSE	This course is titled "Business Management and Real World Practice" and, as such, covers most of the issues related to important concepts, practices, and leaders in the world of modern management. The world of management is fiercely competitive. You will compete with other people for jobs, limited resources, customers, contracts, and promotions. So, managers and their employers must deliver results. In this course, essential performance dimensions: cost, quality, speed, innovation, service, and sustainability are emphasized. A key focus is on the modern management function, including issues of 1) delivering strategic value (for planning), 2) building a dynamic organization (for organizing), 3) mobilizing people (for leading), and 4) learning and changing (for controlling) in turbulent and competitive markets. Good management practices, people, processes, collaboration, organizational and leadership agility, strategic value, and adaptative action are key to producing what you and your employer want. In doing so, we will consider the following primary questions: (1) what skills will help you to be an effective manager, and (2) how can you apply the material we learn in this course to your own daily life? Ultimately, this course will provide core foundational knowledge and principles integral to organizational management career. Along the way, students will find this course to be a good opportunity for both personal and professional growth.						
COURSE GOALS	1. To understand and apply concepts, techniques, and knowledge from fundamentals of management to help students identify their option, make a good decisions and take effective actions in the real world. 2. From the lens of manager, apply problem solving skills, good collaboration and leadership in the volatile, uncertain, complex and ambiguous world. 3. To develop and emphasize the importance of self-reflection and self-introspection for effective leadership. 4. To learn the basic functions of management, good management processes and practices to offer value to customers and competitive advantage to you and your organization.						
COURSE METHODS (100% TOTAL)	LECTURE	PRACTICE TRAINING	PRESENTATION	DEBATE	TEAM PROJECT		
	80%	0%	10%	0%	10%		
GRADING POLICY (100% TOTAL)	MIDTERM	FINAL EXAM	QUIZ	INDIVIDUAL ASSIGNMENT	TEAM ASSIGNMENT	ATTENDANCE	OTHERS
	20%	10%	0%	40%	10%	20%	0%
PREREQUISITE	No Prerequisite. Just basic general knowledge in management. Your willingness to sharpen problem solving, reading comprehension, and written and oral presentations skills. More importantly, your passion to share your knowledge with the class as well as learn from the class, the instructor, and various other sources. I will provide all the tools you need to be successful.						
COURSE REQUIREMENTS	Attendance & Active in-class participation (including discussion and in-class experiential exercises), Examination, Case analyses, Essay, Team Project.						



TEXTS & REFERENCES	<ul style="list-style-type: none"> • <i>Optional: Management Leading & Collaborating in a Competitive World” 14th Edition, by Bateman, Snell & Konopaske (ISBN 9781260261523)</i> • Ebook, Rental, other options available online at Amazon, and McGraw Hill • Instructor’s own written case and other reading materials will be provided • Additional materials will be provided as necessary
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[WEEKLY SCHEDULE]

WEEK	DAILY TOPIC & CONTENTS	COURSE MATERIAL & ASSIGNMENTS	REFERENCE
WEEK1 (June 30 to July 3, 2025)	Ch. 1: Managing and Performing (Career Skills Development experiential exercise) -Brief on “Management Essentials and Real World Practice” Team Project -Ch. 2: The External and Internal Environment (External Environment experiential exercise) - Management in Action Case Analysis Introduction -About NY Times Article (extra credit) -Ch. 3: Managerial Decision Making (Decision Making in Action experiential exercise)	Getting to know form and Syllabus Acknowledgement form due 6/30 -Team Building & Ice Breaking Exercise	-Administrative Details and Personal Introductions -Tentative team formations for Team Project (Presentation)
WEEK 2 (July 7 to July 10, 2025)	-Ch.4: Planning and Strategic Management (Adapting Strategy to Changing External Environment experiential exercise) -Ch. 5: Ethics/CSR/Sustainability (Discussion: Do Big Business Have a Moral Obligation to Engage in Corporate Social Responsibility During a Time of Crisis” and Ethical Stance experiential exercise) -Ch. 6: International Management (Global Integration-Local Responsiveness and Diagnosing Your Cultural Intelligence experiential exercises) - “Double Jeopardy Game” Exam Review	-Exam 1 (covers Ch. 1-3) on 7/10	Read mini case on Hain Celestial before 7/7
WEEK3 (July 14 to July 17, 2025)	-Ch. 7: Entrepreneurship (Creative Thinking Scamper experiential exercise) -Ch. 11: Managing Diversity and Inclusiveness (Being Different experiential exercise) -Ch. 12: Leadership (Harvard Business Review titled “Real Leaders Are Forged in Crisis” discussion, and Five Sources of Power experiential exercise)	-Exam 2 (covers Ch. 4-7) on 7/17	-Read Harvard Business Article Koehn (2020) before 7/15
WEEK4 (July 21 to July 24, 2025)	-Ch. 17: Management of Technology and Innovation (Innovative Technologies In the E-Commerce Market and Value Creation for Customers discussion, and Innovation for the Future experiential exercise) -Workday for Team Project, Preliminary feedback session, In-Class Personal Business Plan -“Double Jeopardy Game” Exam Review	-Exam 3 (covers Ch. 11-12 & 17) on 7/24 -Team Project Presentation due 7/25 -Personal Career Business Plan due 7/25	-Read Coupang Article and Discussion Questions before 7/21

Course Syllabus
 2025 YONSEI INTERNATIONAL SUMMER SCHOOL
 6-WEEK PROGRAM



WEEK	DAILY TOPIC & CONTENTS	COURSE MATERIAL & ASSIGNMENTS	REFERENCE
WEEK5 (July 28 to July 31, 2025)	-Final Workday for Team Project -Team Project “Management Essentials and Real World Practice” Presentation Day 01-04 (TBD)	-Personal Knowledge/Experience Sharing Session -Team Project Presentation in class -Management in Action Case Analysis due 7/31	-You are expected to select & complete only one management in action case out of two (External environment & Adaptability or Amazon)
WEEK6 (August 4 to August 6, 2025)	-Guest Speakers (TBD) -In-class Self-Reflection Essay -Key Take Aways -Course Wrap Up, Career Advice & Class photo	-Self Reflection Essay due 8/6 -NY Times Article Extra Credit due 8/6 (optional) -Confidential Team peer evaluation due 8/6	-8/6 Final Day of Class

Note: The following Schedule is subject to change with advance notice based on class pace and class size. I approach my teaching with one motto in mind: “Your (the students’) success is my success.”