

수업계획서(Syllabus)

2021 학년도 2 학기

교과목 번호 (Course No.)	KMD02177	교과목명 (Course Title)		쉽게 배우는글로벌기업전략		강좌번호 (Course No.)	5412		
개설학과 (Department Major)	대학본부	개설학년/학기 (Year/Semester)		전학년 / 2학기		학점/시간 (Credit/Hour)	3 / 3		
강의시간 / 강의실 (Lecture Time/ Classroom No.)						실험실 (Laboratory Location)			
상담시간 (Office Hours					집중수업 여부	해당없음			
담당교수 (Lecturer)			연구실(전화) (Office(Phone))		e-mail				
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)	Over the past several decades, many factors have contributed to increased expectations for corporations to adopt new business practices and this change is greatly influenced by the forces of globalization. The corporation itself has evolved from traditional views as a profit-making institution to encompass not only what the companies do with their profits but also how they make and strategize them. This course is to introduce the key conceptual frameworks and tools to help students understand and assess different components of global corporations and their strategies, and thereby train the students who aspire to get involved in global management.								
교과목개요 (Course Description)	The course is highly multi-disciplinary and will provide both the big picture as well as the illustrations of business cases. Divided into three sections, the first briefly introduces the subject of globalization and reviews the key concepts and frameworks required in the analysis of global corporate strategy. The second then explores some of the complexities, major trends, challenges and innovations in specific industries around world, and this very section will be led by both the students and the lecturer. The third examines the larger global architecture in which global corporations operate, followed by an examination on the ways in which corporations can get involved in global agenda setting.								
수업진행방법 (해당사항 전체선택)	√ 동영상(LMS)			√ 실시간 화상강의			□ 대면수업		
	수강사이트 https://lms.mju.ac.kr 통합로그인			시스템명 : ZOOM URL : https://lms.mju.ac.kr			※ 강의실 출석		
선수과목 및 지식 (Prerequisite)	No prerequisite required, although prior understanding in General Management or Strategic Management will be helpful.								
신 교육기법활용 (Use of new education methods)	Flipped Learning (플리드러닝)		Blended Learning (블렌드러닝)		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)	
	10	20	0		30	10	30	100 %	
	기타내용 (Remark)	Class Discussion/Participation							
교과목교육목표 성취도평가방법 (Evaluation on the extent to which course objectives have been achieved)	<p>-All assignments and class participation will be evaluated based on four criteria: i) depth and analytical strength in understanding relevant class material, ii) ability to establish the issue and set the agenda, iii) relevance, reasonability and creativity of the ideas and solutions, iv) coherence in the process of drawing out conclusions/key messages and effectiveness in delivering/communicating them.</p> <p>-Teamwork is critical. This semester-long course in itself will be a playing field for the students to build teamwork.</p> <p>-Strategic marketing in an ultimate sense is a matter of leadership. The classroom itself will be a platform for all students to exercise leadership. Everyone in the class is invited to add value and contribute to the learning experience of others in the classroom. Such leadership will be highly welcomed and rewarded.</p>								
교재및 참고도서 (Textbook and & Reference Books)	주교재 (Required Textbook)	서명 (Title)	Global Strategic Management						
		저자명 (Aughor)	George Fryanas, Kamael Mellahi				출판사명 (Publisher)	Oxford University Press	
		ISBN					출판년도 (Year of Publication)	2015	
	부교재 (Supplementary Textbook)	서명 (Title)							
		저자명 (Aughor)					출판사명 (Publisher)		
		ISBN					출판년도 (Year of Publication)		
	참고도서 (Reference Books)	서명 (Title)							
		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)	Course Introduction (Sept 7)	Details provided to the students who sign up
제2주 (Week2)	The Foundation: Strategy and Competitiveness (Sept 14)	Details provided to the students who sign up
제3주 (Week3)	Analysis into the Macro and Industry Environment (Sept 21)	Details provided to the students who sign up
제4주 (Week4)	Analysis into the Corporation's Internal Environment (Sept 28)	Details provided to the students who sign up
제5주 (Week5)	Change & Innovation Management (Oct 5)	Details provided to the students who sign up
제6주 (Week6)	Understanding the Market: Identifying Customers and Creating Value (Oct 12)	Details provided to the students who sign up
제7주 (Week7)	Fine-tuning for Group Project & Presentation (Oct 19)	Details provided to the students who sign up
제8주 (Week8)	Industry 1: ICT/IT sector (Oct. 26)	Details provided to the students who sign up
제9주 (Week9)	Industry 2: Health/healthcare sector (Nov. 2)	Details provided to the students who sign up
제10주 (Week10)	Industry 3: Infrastructure (energy, water, road, etc.) sector (Nov. 9)	Details provided to the students who sign up
제11주 (Week11)	Industry 4: Education sector (Nov. 16)	Details provided to the students who sign up
제12주 (Week12)	Industry 5: Finance sector (Nov. 23)	Details provided to the students who sign up
제13주 (Week13)	On "Shared Value" and New Corporate Management Strategy (Nov. 30)	Details provided to the students who sign up
제14주 (Week14)	External Stakeholder Management (Dec. 7)	Details provided to the students who sign up
제15주 (Week15)	Driving Transformative Change through Multi-stakeholder Partnership (Dec. 14)	Details provided to the students who sign up
제16주 (Week16)	Final Memo to the CEO	
보강 (필요시) (Make-up Class, when necessary)	Week 3 class takes place during the Chooseok (Thanksgiving) Holiday. Instead of doing a make-up class or delaying our weekly schedules, this class will be offered in LMS.	

전공(핵심)역량 및 명지핵심역량의 교과목과의 연계성

(Relevance between the courses in the category of “Major(Core)”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	전공(핵심)역량 (Courses in the category of Major(Core))	역량비율 (100%)	명지핵심역량 (Courses in the category of Myongji Core Competence)
2	[실용]습득한 지식을 활용하여 다양한 문제를 해결할 수 있는 문제해결 역량	40 %	실용
5	[어우름]팀워크와 리더십을 기반으로 세계(사회)와 적극적으로 소통하는 의사소통 역량	30 %	어우름
6	[배려]기독교의 가치인 참사랑을 실천하여 배려하고 봉사하는 섬김의 역량	30 %	배려

참 고 사 항 (Important information)

수강생 유의사항 (Information for Students)	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.) 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.)
장애학생 수업안내 (Students with Disabilities)	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.)
기타사항 (Remarks)	강의계획안의 내용은 추후 변경될 수 있습니다. (Syllabus is subject to changes.)