



Hankuk University of Foreign Studies

2023 Winter Session

BADM 400 Strategic Management

Course Outline

Course Code: BADM 400

Instructor: Jay Richman

Home Institution: Johns Hopkins University

Office Hours: TBA

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Credit: 4

Class Hours:

This course will have 52 class hours, including 32 lecture hours, professor 8 office hours, 8-hour TA discussion sessions, 4-hour review sessions.

Course Description:

Capstone course for seniors. Various methods are used in analyzing complex business problems, requiring students to integrate their knowledge of all business areas.

Course Objectives: Upon completion of this course, students will be able to:

- To explain the complex, dynamic environments in which organizations operate, and to compare and contrast the implications of environmental issues and trends for organizational strategy and effectiveness.
- To compare and contrast analytic frameworks for strategy and apply them to organizations.
- To integrate functional knowledge and apply it in a comprehensive strategy framework for assessing the operating context and organizational issues, particularly industry and competitive analysis, and assessment of the firm, in order to support effective strategic decision-making.
- To communicate the characteristics of an effective upper-level manager.



- To refine analytical, problem solving and decision making skills, and to enhance communication

Required Textbooks:

1.) Crafting & Executing Strategy: Concepts & Cases; Thompson/Peteraf/Gamble/Strickland; McGraw-Hill Irwin, 22nd edition; 2020 for lectures notes and tests.

Grading & Evaluation:

Grading System (1 ~ 100)	
A+ : 96 - 100	A : 91 - 95
B+ : 86 - 90	B : 81 - 85
C+ : 76 - 80	C : 71 - 75
D+ : 66 - 70	D : 60 - 65
Pa : Pass	
Fa : Fail	

Your final grade will be based on the following graded assignments:

Modules	Points
Test #1	20/20%
Test #2	20/20%
Test #3	20/20%
Team Case Project	20/20%
Individual Case Paper #1	20/20%
Total Points	100/100%



Course Schedule

Week1	Topic	Text	Assignment
	Strategy and Its Importance	Ch. 1	Discuss syllabus and the course objectives
	Charting a Firm's Decision	Ch. 2	
	Evaluating a Firm's Ext. Environment	Ch. 3	
	Evaluating Firm's Resources, Capabilities & Competitiveness	Ch. 4	
Week2			Test #1 (Chapters 1-4)
	5 Generic Competitive Strategies	Ch. 5	
	Strengthening Competitive Position	Ch. 6	
	International Competitive Strategies	Ch. 7	Individual Case Paper Due
Week3			
	Diversification Strategies	Ch. 8	
			Test #2 (Chapters 5-8)
	Ethics & Corporate Responsibility	Ch. 9	
	Building the Strategic Firm	Ch. 10	
Week4			
	Managing Internal Operations	Ch. 11	
	Corporate Culture & Leadership	Ch. 12	
			Test #3 (Chapters 9-12) Group Project Due