



## Hankuk University of Foreign Studies

### 2023 Summer 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
F : 0 - 59	
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%
<b>Total Points</b>	<b>100/100%</b>



**Course Schedule**

<b>Week1</b>	<b>Topic</b>	<b>Text</b>	<b>Assignment</b>
	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	
<b>Week2</b>			<b>Test #1 (Chapters 1-4)</b>
	5 Generic Competitive Strategies	Ch. 5	
	Strengthening Competitive Position	Ch. 6	
	International Competitive Strategies	Ch. 7	<b>Individual Case Paper Due</b>
<b>Week3</b>			
	Diversification Strategies	Ch. 8	
			<b>Test #2 (Chapters 5-8)</b>
	Ethics & Corporate Responsibility	Ch. 9	
	Building the Strategic Firm	Ch. 10	
<b>Week4</b>			
	Managing Internal Operations	Ch. 11	
	Corporate Culture & Leadership	Ch. 12	
			<b>Test #3 (Chapters 9-12)</b> <b>Group Project Due</b>