



Hankuk University of Foreign Studies

2026 Winter Session

BUS 210 Introduction to Organization and Strategy

Course Outline

Course Code: BUS 210

Instructor: Victor Y. Lian

Home Institution: Lynn University

Office Hours: By appointment

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Credit: 4

Class Hours:

This course will have 60 class hours, including 32 lecture hours, professor 8 office hours, 8-hour TA discussion sessions, 4-hour review sessions, 8-hour extra classes.

Course Description:

BUS 210 explores the economic foundations of organizational and strategic management by integrating key microeconomic concepts with theories of organizational architecture. The course examines how foundational economic theories intersect with critical organizational issues, such as agency problems, the role of information, and the allocation of decision rights within firms. Students will develop analytical frameworks to tackle and resolve key managerial and organizational challenges, combining economic theory with practical strategies. Through rigorous analysis and application, this course equips students with the tools necessary for making informed managerial decisions and developing effective strategies within diverse organizational structures.



Course Objectives:

By the end of this course, students should be able to:

- Understand the Integration of Microeconomics with Organizational Architecture: Students will learn how basic microeconomic principles apply to organizational settings, focusing on the allocation of decision rights, information asymmetries, and agency problems.
- Analyze Organizational Challenges Using Economic Theories: Develop the ability to use economic theories to analyze and propose solutions to real-world organizational and strategic management challenges.
- Evaluate Decision-Making Processes: Gain insights into how decisions are made within organizations, the economic implications of these decisions, and how decision rights can be optimally distributed within an organization.
- Apply Theoretical Concepts to Practical Situations: Through case studies and simulations, students will apply theoretical concepts to practical business scenarios, enhancing their problem-solving and strategic thinking skills.
- Critically Assess Organizational and Managerial Strategies: Critique and assess the effectiveness of various organizational strategies using economic frameworks to suggest improvements or alternative approaches.
- Enhance Strategic Decision-Making Skills: Students will develop the skills to make informed strategic decisions that align with organizational goals and economic principles, preparing them for managerial roles.

Required Course Materials:

Brickley, Smith, Zimmerman, *Managerial Economics and Organizational Architecture*, 7th edition. McGraw Hill Education

Supplement materials including HBR and WSJ cases will be used during the semester.

ISBN 978-0-07-352314-9

Course Evaluation:

Weekly Assignments 40%

Critical questions covering the related topics

Case Analysis 30%



Course Discussion: 15%

Students will summarize key concepts and have discussions with each other.

Analyze and discuss real cases by applying related concepts and theories

Final Exam 15%

Comprehensive exam to test the students' understanding, analytics, and application of related concepts and theories

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

Course Schedule:

Week 1: Foundations of Behavior and Market Exchange

- **Chapter 2:** The Economists' Perspective on Behavioral Principles
- **Chapter 3:** The Mechanisms of Exchange and Market Dynamics
- **Discussion:** Critically evaluate the influence of behavioral economics on organizational decision-making processes.

Week 2: Strategic Value Creation and Capture

- **Chapter 8:** The Economics of Strategy: Frameworks for Creating and Capturing Value



- **Chapter 9:** Strategic Implications of Game Theory in Economic Decision-Making
- **Case Study:** Analyze case studies to investigate the practical applications of game theory in shaping business strategies.

Week 3: Structuring Organizations for Effectiveness

- **Chapter 11:** The Principles of Organizational Architecture
- **Chapter 12:** Decision Rights and Empowerment: A Structural Perspective
- **Discussion:** Examine the theoretical linkages between organizational architecture and the optimization of operational efficiency.

Week 4: Functional Roles and Responsibilities in Organizational Contexts

- **Chapter 13:** Decision Rights: Integrating Tasks into Jobs and Organizational Subunits
- **Chapter 14:** Strategies for Attracting and Retaining a Qualified Workforce
- **Case Study:** Conduct a critical review of case studies focusing on human resource management strategies aimed at talent acquisition and retention.

Late submission

Late submission of assignments will be subject to points deduction unless by prior arrangement and permission from the instructor.

Academic misconduct

Please follow the guidelines of the university policy. Academic dishonesty or misconduct will not be tolerated and may result in disciplinary action including a grade F for the course.

- The work submitted must be the original work of the student. Original work may include the words and ideas of others, but the source of these words and ideas must be indicated in



a manner consistent with an academically recognized form, style, and citation manual.

- Resubmission of work previously presented in another course is prohibited.
- AI generated submissions are prohibited in this course and will be regarded as plagiarism.

Accommodation

- Accommodation for students with disabilities will be provided once approved by the university.
- Missing class activities and late submissions due to religious holidays are acceptable based on the approval by the university.

