Syllabus

Strategic Management II

Course Name	Course type (credit/hours)	전선(3/3)	Course code	
	Target students Division/major/grade	/	Opening semester	2018년 1학기
	Class time and classroom	월11(다110) 월12(다110) 월13(다110)(다110)		
Reference to this course	Related basic courses			
	Recommended concurrent courses			
	Related advanced courses			

Instructor	Name (title/division)					
	Office Room Number		Office phone Number	3672	e-mail	kyunghokim@ajou.ac.kr
	Office hours			Homepage address		
Teaching Assistant	Name (title/division)					
	Office Room Number		Office phone Number		e-mail	

1. Introduction

Given increasing importance of global competition, this class (Seminar in Strategic Management II) is designed to improve understanding the basic competition rule and standard which can be equally applied both global and domestic contexts. The study of competitive business strategy is increasingly dominated by two disciplinary perspectives: economics and sociology. This seminar approaches to strategy from the industrial organization economics tradition, and from institutional, ecological and network approaches in sociology. Topics include entry deterrence, analysis of profitability, strategic commitment, industry evolution, competitive dynamics, inter-organizational learning and managerial cognition. That is, this course focuses more on competition and factors external to the firm (whereas another course to be open next semester concentrates on factors internal to the firm).

Like other seminars, this course has several pedagogical goals: (i) to familiarize you with research based in economics and sociology (ii) to acquaint you with a standard of excellence in strategy research (iii) to train you to read, critique and synthesize different authors' work on similar topics and (iii) to develop your presentation and other communication skills.

2. Course Objectives

3. Class types and activities

4. Teaching Method

You will be expected to read the required readings each week, and to be prepared to discuss each of them in class. Considering a number of participants, in a particular week you may be responsible for making a formal presentation of one of the readings to the class. Your presentation should last between 20 minutes and one half hour, depending on the article being presented. I will guide you as to the appropriate length of your presentation during the preceding session. Your presentation should be accompanied with PowerPoint slides. You should bring hardcopies of your presentation slides for your classmates and me. Of course, you should email your electronic PPT slide to me at least before class. This PPT material is one of fundamental parts of your final graded work. I will assign a presentation reading article to each of you in class to lessen your work burden and increase productivity.

5. Knowledge and ability required for taking this course

6. Method of Evaluation

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
Attendance			
midterm exam			
final exam			
quiz			
presentation			
discussion			
homework			
etc			

Grading:

Attendance:Required

Mid-Term: 30%

Participation 30%

Term Paper 40% (Empirical Research Paper)

7. Textbooks

Main/Sub	Title	Writer	Publisher	Publication year
주교재	Selected Readings			

8. Lecture Schedule

Week	Lecture contents	Lesson type	Remark
1	Introduction to Strategic Management	Seminar	
2	Central Issues in Strategy	Seminar	
3	Economic Fundamentals	Seminar	
4	Industry Structure and Competitive Interaction	Seminar	
5	Firm Heterogeneity	Seminar	
6	Empirical Studies of Profitability	Seminar	
7	Industry Evolution	Seminar	
8	Midterm Exam	Seminar	
9	Interorganizational Learning I	Seminar	
10	Interorganizational Learning II	Seminar	
11	Competitive Dynamics	Seminar	
12	Networks and Markets	Seminar	
13	Organizational Ecology	Seminar	
14	Alliances and Cooperative Strategy	Seminar	
15	Research Proposal Development	Seminar	

8. Lecture Schedule

Week	Lecture contents	Lesson type	Remark
16	Final Exam	Seminar	

9. Others