



# HANYANG UNIVERSITY

## Hanyang International Summer School

Office of International Affairs, Hanyang University  
222 Wangsimni-ro, Seongdong-gu, Seoul, 04763, Korea  
Tel. +82-2-2220-2456 | iss@hanyang.ac.kr

## 2017 HISS Course Syllabus

Name:	<b>Principles of Management</b>	Professor:	<b>Dr. Marty Ludlum</b>
		E-mail:	<a href="mailto:mludlum@uco.edu">mludlum@uco.edu</a>
		Home Univ.:	University of Central Oklahoma
		Dept.:	Finance

Description:	This course will serve as an overview of the management discipline. It is designed to take management principles and apply them to real world settings so that students would be able to manage others in a competitive global workforce.
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Objective:	At the end of this course, students should be able to identify the goals of management, the main challenges of managers in an ever-changing and globalizing world; and to understand the key functions of management (planning, organizing, leading, and controlling).
Preparations:	Textbook, Management (12th edition) by Robbins and Coulter, from Pearson Publishers. No pre-knowledge is needed. Various handouts will be available from the professor.

Schedule:	Week 1	Introduction to management, challenges for the global manager
	Week 2	Planning and Control, Mid-term exam
	Week 3	Organizational design, Motivation, Leadership, Culture
	Week 4	Select topics as time permits, Final exam, Group presentations

Evaluation:	Midterm (%)	Final (%)	Attendance (%)	Assignments (%)	Participation (%)	Etc. (%)
	30	30	5	30	5	



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### Graded Assignments

Attendance and Participation	10%
Individual Hofstede Presentation	10%
Individual SWOT Presentation	10%
Mid-Term Exam (individual)	TBD
Final Exam (individual)	TBD
Group Presentation SWOT analysis	TBD
<b>TOTAL POSSIBLE</b>	<b>100%</b>

Your group must decide how you wish to be evaluated in this course.

Four Rules (Not negotiable):

All six items must total 100%

All six items must be included

No item can be less than 10%

Top three items are fixed at 10% each

Other factors to consider:

Exams will be short answer (not multiple choice, not essay).

Final exam may or may not be comprehensive.

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### Guide for Hofstede presentation

2-4 minutes, individual presentation

Introduce your assigned country

-- Name, political system, economy, trade partners, biggest exports

Compare culture of your assigned country to USA and S. Korea

--What difficulties would your nation face in trading with USA?

--What difficulties would your nation face in trading with S. Korea?

(Note: Oral presentation may change to written presentation based on time)

### Guide for SWOT Analysis

2-4 minutes, individual presentation

Introduce the company, sales, history, markets/products, competitors.

Discuss all four SWOT factors

How do the recent changes in 2017 affect your company?

Make conclusion: Invest in this company now? Why or why not?

(Note: Oral presentation may change to written presentation based on time)

### Guide for Group SWOT Analysis

6-10 minutes, group presentation

All group members must participate equally in presentation

Must use powerpoint for an accompanying presentation

Discuss a proposed merger of firms or a changed (new) market.

Introduce the companies, sales, history, market/products, competitors.

Discuss all four SWOT factors

How do the recent changes in 2017 affect your company?

Make conclusion: Will merger be beneficial or not? Why or why not?