



Korea University International Summer Campus (KU ISC) 2024

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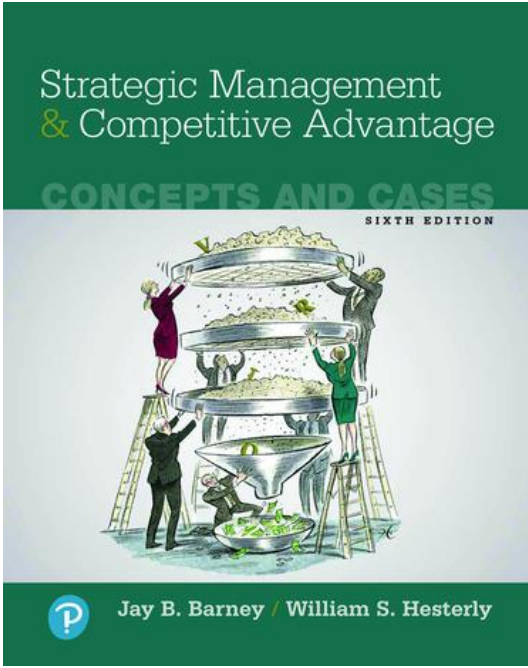
June 26, 2024 - August 1, 2024

ISC129C – Strategic Management

I . Instructor

Professor	:	Yi Li, PhD
E-mail	:	yi.li2@sydney.edu.au
Home Institution	:	The University of Sydney
Class Time	:	9:00am ~ 11:30am KST
Class Format	:	Blended
Office	:	TBA
Office Hours	:	By appointment via email

II. Textbook

Required Textbook	: <p><i>Strategic Management and Competitive Advantage, 6th Edition: Barney, J.B. & Hesterly, W.S.: Pearson, Prentice-Hall 2018. (E-Text)</i></p>  <p>ISBN-13: 9780133129304</p>
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Recommended Additional Readings	:	Business Week, Wall Street Journal, Economist, Fortune, Harvard Business Review and other business periodicals.

III. Course Description and Objectives

This course focuses on how a firm can develop and implement effective business-level and corporate-level strategies. Implicitly or explicitly, every firm defines the scope of its business operations, and how it will compete against its rivals. Decisions about the scope of business constitute the firm's corporate strategy; decisions about how to compete within chosen market segments reflect the firm's business-level strategy.

Successfully completing this course, you should be able to:

- Identify and clearly articulate the internal and external factors that lead to a firm's strategic choices;
- Use specific management tools to make valid strategic decisions;
- Apply critical thinking to complex management problems with multiple alternative solutions;
- Collaborate effectively in teams to develop and defend strategy recommendations.

IV. Grading

Midterm Exam	:	35%
Final Exam	:	35%
Group Presentation	:	20%
Participation	:	10%

V. Class Outline

Date	Topic	Chapter	Remarks
June 26 (Wed)	Orientation Day (No class)		
June 27 (Thu)	Strategy Overview / The Strategic Management Process	Chapter 1	
June 28 (Fri)	External Strategic Analysis	Chapter 2	
July 1 (Mon)	Internal Strategic Analysis	Chapter 3	
July 2 (Tue)	Business Strategy -- Cost Leadership	Chapter 4	
July 3 (Wed)	Business Strategy -- Product Differentiation	Chapter 5	
July 4 (Thu)	Flexibility and Real Options	Chapter 6	
July 5 (Fri)	Mid Exam		
July 8 (Mon)	Collusion	Chapter 7	
July 9 (Tue)	Corporate Strategy -- Vertical Integration	Chapter 8	
July 10 (Wed)	Corporate Strategy -- Corporate Diversification	Chapter 9	
July 11 (Thu)	Corporate Strategy -- Organizing to Implement Corporate Diversification	Chapter 10	
July 15 (Mon)	Corporate Strategy -- Strategic Alliances	Chapter 11	
July 16 (Tue)	Corporate Strategy -- Mergers and Acquisitions	Chapter 12	
July 17 (Wed)	Final Exam		

July 18 (Thu)	Student Consultation Day		
July 19 (Fri)	4-Week Teaching Ends		
Aug 1 (Thu)	Graduation Day		

Study Tips:

1. Class Discussion

The topics listed above will be introduced in formal lecture format, as well as through in-depth class discussion. Students are highly encouraged to complete the required reading prior to attending the class, and contribute to class discussion by answering questions raised by the instructor, and providing their constructive comments on other students' views. Engaging in class discussion is essential for achieving the learning outcomes listed above.

2. Private Study

In preparation for the class discussion and presentation, students are expected to read chapters from the textbook and prepare their answers to the discussion questions listed in lecture slides. In preparation for exams, students are recommended to review lecture slides, study notes, as well as textbook, in combination of testbank material.

3. Attendance and Participation (10%)

Class participation and attendance are essential to this course. You are expected to arrive ready to begin class on time; to not leave until class is over; and to attend all classes. If for any special reason you are unable to meet these requirements, please talk to the instructor or the TA about it, otherwise an absence will be recorded towards your attendance. Each recorded absence will result in one point loss from your final mark, this is however capped at 10 marks.

Students are expected to participate in class discussion. Constantly and actively participation throughout the course will contribute to your learning experience, and that of others. In-class participation will be observed and evaluated by the lecturer and/or the TA. A guideline of participation marking is demonstrated on the scale below:

- 20 – insightful and constant participation
- 16 – constant participation
- 12 – regular participation
- 8 – occasional participation
- 4 – minimum participation
- 0 – no participation

4. Group Presentation (20%)

Students' Group Presentations (no more than 6 members) involving A firm's strategy related to the previous lecture content (one chapter before the current lecture) by 20 mins.

5. Mid-term and final exams (35% + 35%)

Each exam includes 60 MCQs. Not attending the exam will result in an automatic 0 score.