MSB0200 – Introduction to Business Management
Fall 2017

INSTRUCTOR: Chanhoo Song, Ph.D.
Room 308, Department of Business and Technology Management
Phone: 042-350-6310, E-mail: chanhoo@kaist.ac.kr

CLASS HOURS: 13:00 – 14:30 PM (Mondays and Wednesdays)

CLASSROOM: E11 (#102)

TA: Choi, Goya (aringoya@kaist.ac.kr: 010-4006-0265)

OFFICE HOURS: 10:30 – 12:00 (Mondays and Wednesdays)

COURSE DESCRIPTION:
This is an introductory course for business majors and those who are interested in learning basics of business management. Thus, no prior knowledge on business and economics is required. However, it is strongly recommended to have some curiosity in how businesses are being operated to generate profits.

EDUCATION 3.0:
This course is offered via education 3.0. Students are expected to study assigned chapters, reading materials, and video-recorded lectures before in-class meetings. In-class hours will be spent mostly for small group discussions, cases analyses, exercises, and/or group presentations. Please remember that the quality of in-class hours will depend on the level of students' preparation in reading and learning via video-recorded lectures. Students are strongly recommended to interact with the professor and TA via internet in addition to in-class meetings. In-class meetings will be held mostly on all Mondays and some Wednesdays. Classes on Wednesdays will be announced a week prior to the date.

TEXT AND ASSIGNED READINGS:
- Nickels, William G., McHugh, James M., & McHugh, Susan M. (2015). Understanding Business (11th Ed.). McGraw-Hill.
- Additional reading materials will be announced as needed.

COURSE OBJECTIVES:
- Understand major features of a business system.
- Understand how functional areas of a business interrelate to support the entire business.
- Understand how functional areas (i.e., marketing, accounting, finance, organizational behavior, information management, and use of computer technology) work in relation to the entire business.
- Understand how aspects of a business must change to support an international business.
- Understand the different business majors and possible career track paths associated with each.
- Develop presentation skills.
- Develop team skills.

COURSE TOPICS:
- The domestic and global environment of business
- Ethics and social responsibility
- Survey of issues and concepts in business management
  - Organizational behavior

- Human Resource Management
- Entrepreneurship
- Marketing and Product Management
- Accounting and Finance

PREREQUISITE:
No prerequisite business class is required for this class. In fact, students are assumed to have no experience in subjects in business. If you have had a number of courses in business management, **you are strongly advised not to take this course**.

COURSE PARTICIPATION:
The interactive mode of teaching requires that you attend in-class meetings; absence from class may reduce your overall grade. Remember that you are also expected to view all video-recorded lectures, too. Adequate preparation for the in-class meetings involves an analysis of assigned readings and development of personal positions on issues raised in the readings and case studies. Within class students should be prepared to champion their positions, but also to listen for and learn from what might be possible from another's perspective. An individual's class participation will be evaluated by self, peer, and the instructor. Absenteeism and tardiness will be taken into consideration seriously.

GROUP PROJECT/PRESENTATION:
Each student will be assigned to a team. Teams will be assigned to a major component of a business (i.e., 1. corporate entrepreneurship, 2. human resources, 3. Customer relations, 4. Product management, 5. Information systems, 6. Accounting, and 7. Finance). They will research the business component and develop a presentation consisting of the responsibilities, functions, support given to other components, support required by other components, and the type of professionals employed in the component.

GRADING:

Mid-Term Exam	30%
Final Exam	30%
Written assignments	10%
Group Oral presentation	10%
Group Project Paper	10%
Attendance/Participation	10%
Total	100%

A+: 96~100;	A0: 92~96;	A-: 89~92	
B+: 86~89;	B0: 82~86;	B-: 79~82	
C+: 76~79;	C0: 72~76;	C-: 69~72	
D+: 66~69;	C0: 62~66;	D-: 59~62;	F: below 59

EXAMS
Students will be given two in-class exams during the entire semester. The exam will cover assigned readings, lectures, distributed course materials, and class discussions. The exam will include, but is not limited to, the following: multiple-choice, short-answer questions, and/or essay questions. The exam is MANDATORY. Incompletes, make-up exam, or extra credit will NOT be given (except in extreme documented circumstances). A missed exam will automatically be assigned a score of zero (0). Remember!!! Any inappropriate behavior during the exam (e.g., cheating) will result in **F.**

WRITTEN ASSIGNMENTS

There will be a number of small assignments during the semester. You must type up your answer in your own words. Remember! Copying one of your classmate's or formal students' work will result in failure in this class (Grade "F").

GUIDELINES FOR GROUP PROJECT

Group Oral Presentation

The presentation should focus on the most important characteristics, managerial importance, and outcomes of each issues group chosen. The presentation should demonstrate an understanding of the concepts covered in this class. You are encouraged to be creative in your presentation.

The presentation will be graded on:
-. Understanding of basic business components
-. Team developing and team work
-. Effective use of business concepts
-. Engaging the class in your presentation
-. Organization and clarity of presentation

Time allotted:
-. Presentation: 10 minutes (no more than 10 minutes please)
-. Question & Discussion: 5 minutes

Group Project Paper (Due Date: 11/27/2017)

Description:
Groups will research the business component and develop a presentation consisting of the responsibilities, functions, support given to other components, support required by other components, and the type of professionals employed in the component.

Guidelines:
6-8 pages (no more than 10 pages), double-spaced, typed
A clear, direct, jargon-free writing style

Overall Grade:
-. Understanding of basic business components
-. Effective use of business concepts
-. Appropriate use of concepts & theories covered in class
-. Quality of the analysis

Note:
Any inappropriate behavior (e.g., plagiarism) will result in **F**.

Course Schedule

This is a tentative schedule that may be adjusted according to class progress.

Week	Date	Subjects	Reading Assignments
1	8/28 8/30	Course Introduction Understanding Trends in Business	 Prologue
2	9/4 9/6	**In-Class**	1, 2, 3, 4
3	9/11 9/13	**In-Class** (Starting a Business)	5, 6
4	9/18 9/20	**In-Class** (Managing Human Resources)	10, 11, 12
5	9/25 9/27	**In-Class** **In-Class**	
6	10/2 10/4	**No Class – National Holiday** **No Class – National Holiday**	
7	10/9 10/11	**No Class – National Holiday** **In-Class** Mid-Term Review	
8	10/16/ 10/18	**Mid-Term Exam**	
9	10/23 10/25	**In-Class** (Business Management)	7, 8, 9
10	10/30 11/1	**In-Class** (Marketing)	13, 14, 15, 16
11	11/6 11/8	**In-Class**	
12	11/13 11/15	**In-Class**	
13	11/20 11/22	**In-Class** (Managing Financial Resources) **In-Class** (Group Presentation (1) – Project Paper Due)	17, 18
14	11/27 11/29	**In-Class** (Group Presentation (2)) **No Class (2018 class interview)**	
15	12/4 12/6	**In-Class** (Group Presentation (3)) **In-Class** (Course Review)	
16	12/11 12/13	**Final Exam**	

#1. https://globaltrends2030.files.wordpress.com/2012/11/global-trends-2030-november2012.pdf
#2