Introduction to Business Management (MSB200)

Korea Advanced Institute of Science and Technology
School of Business and Technology Management
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Course website: KLMS at klms.kaist.ac.kr

Teaching Assistants: TBA

Class Schedule and Location

M W 10:30am - 11:45am
Room 405, E11 (Creative Learning Building)

Mandatory Prerequisite

There is no prerequisite for this class.

Course Materials

1. Course materials put up on KLMS (klms.kaist.ac.kr), which includes powerpoint slides and various articles
2. Textbook – The latest version of Nickels, William G., McHugh, James M., & McHugh, Susan M, "Understanding Business", McGraw-Hill (Available at the KAIST bookstore)

Course Overview and Objectives

This course is an introduction to both substantive and functional aspects of managing an organization, especially a firm, to undergraduate students. The course covers various functions of a business, such as finance, accounting, marketing, information management, operations, human resources, etc.

After completing this course, students are expected to:

- Know key business/management terms, fundamental concepts, and principles
- Understand how trends and environmental factors influence businesses and their strategies
- Identify the critical business functions and how they interact in order to position the organization to be effective in the current business environment
- Be able to develop business plans and strategies and deliver their thoughts in a professional way

Course Format

The course will cover various aspects of business and management. It will involve lectures, videos, class discussions, and exams. You will also be involved in group projects and presentations. You are expected to read the textbook before coming to each session, as well as occasional supplementary readings I give. I will also sometimes ask you to look up materials or think about some particular issue prior to class. This will assist your learning, help you to contribute to class discussions, and to score well on the exams. You are welcome to ask questions at any time, regarding anything related to professional life and business in general. Everything regarding the course (including the exams and assignments) are expected to be delivered in English.

Course Requirement and Grading

Final grades will be determined according to the following scale:

Two Individual Exams	30
Group Project	30
In-Class Discussion Memos	15
Online Quizzes	10
Class Participation	10
Attendance	5
Total	100 + $\propto$

Exams and Quizzes

Two exams will be held during class time as indicated in the schedule below. They will test your understanding of the materials covered in class as well as in the textbook. The exam will consist of multiple choice questions, short-answer, and essay questions. Also, to ensure that you watch all the online lectures provided before coming to class, after each lecture, there will be a quiz which consists of five questions regarding the material covered in the particular session. They should not be difficult to answer if you have watched the lecture.

Group Project

The group project involves preparing and delivering a written report and presentation that identifies a particularly good, bad or ugly action or set of actions taken by an organization or its members, and analyzes that action using management theories and concepts. A “good” action is one that has positive implications for stakeholders i.e., customers, employees, suppliers, or society at large. A “bad” action is one that has negative implications for stakeholders. An “ugly” action is one that is intentional, systematic, and morally reprehensible. You should think carefully about the scope of the action (or set of actions). It should involve two or more functions of the organization, and should have long-term impact.

I expect you to form a group for this assignment by the end of the second week of the semester.

The reports are due at KLMS by 11:59pm on the day before the final exam. Late reports are not accepted under any circumstances.
A general format of the report can be something like below:

- A brief overview of the organization
- The action, and the context in which it took place
- An explanation of whether the action was good, bad, ugly, or a combination
- An analysis of the action using appropriate and relevant management concepts
- A discussion of the effects or consequences of the action for the stakeholders of the organization

I expect everyone in the group to put in their fair share of work, and I will ask you to provide peer evaluations at the end of the semester to make sure that they aren't any free riders.

In-Class Discussion Memos
Occasionally, I will ask you to submit a memo, either individually, or in groups. They will usually be responses to questions that will act as a basis for your group discussions in class.

Class Participation and Attendance

5% of your grade is set aside for attendance, which will be taken at every session.
Absences will be handled as follows:

- Two absences can be justified with normal excuses (e.g., job interview, sickness, etc.), and <u>you need to email the TA (cc'ing me) before the class</u>. If not, 0.5 points will be deducted for each absence.
- Each additional absence (beyond the first two) will cost you 0.5 points, unless you have an extraordinary reason for not showing up.
- Tardiness: Three tardies will be considered as an absence. If you come to class after 20 minutes from beginning of class, you will be considered as being absent.

Note, however, coming to class does not ensure a high class participation grade. Class participation is set as a separate component from attendance (10%), which means you have to be actively involved in class. Asking intelligent questions, answering questions posed by me and participating in class discussions will help you gain a better understanding of various business/management concepts and will contribute substantially to your grade.

Class Etiquette
In this course, I expect complete professional behavior. Specifically, I expect that (1) you be on time to class, for every class; (2) you put away your cell phone, laptops, and anything else that distracts you and others; (3) you don't carry on parallel conversations with others in the class as that would not only interrupt the class activities, but also be rude to others; (4) should you have any questions/comments, do raise your hand, instead of abruptly speaking in the middle of the lecture, so that I can call for you; and (5) you challenge the ideas/view-points of others while being completely respectful of the individual(s). If you are found not following these guidelines

repeatedly, you may be asked to leave the class.

Note: I may occasionally ask a member of the group to bring a laptop to class, but you shouldn't use it for other than class purposes. In other words, no checking email, or surfing the net, etc.

Missed/Late Evaluative Events
A make-up exam is available only in cases of a documented university-approved excuse (family funeral, hospitalization or other serious and unavoidable circumstances) and only when you make your absence known to me in advance and/or as soon as you possibly can.

Extra Credit
It is important that you stay in the forefront of business research, and it is also important you see what your professor contributes to the field as a researcher, in addition to the role of a teacher you normally encounter. I will discuss my research from time to time, and give you opportunities to participate in some of them (either my or other professors' research). If you decide to participate (it is purely voluntary), you will be given extra credit (0.5 point for 30 minute session).
You will also be given other extra credit opportunities (i.e., assignments) throughout the semester.

Academic Honor Code of BTM (School of Business and Technology Management)

Academic integrity and honesty are critical values of KAIST community. It is essential to the academic integrity of this community that students do their own work and properly acknowledge the ideas, sources, and assistance upon which that work is based. As a member of KAIST BTM community, all students including those who take BTM courses are expected to adhere to the principles of truth, integrity, and respect. Failure to comply with the Honor Code may result in disciplinary action including failure of the course.
Academic dishonesty includes but is not limited to the following:

- Cheating: Copying from another's examination paper, solutions, assignments, or allowing another to copy from one's own.
- Plagiarism: Using another person's original work without giving appropriate credit to or acknowledging the authors or sources
- Self-plagiarism: Submitting one piece of work in more than one course without the explicit permission of the instructors involved.
- Misrepresentation of authorship: Submitting work as one's own which has been prepared by or purchased from another.
- Unpermitted collaboration or aid: Giving or receiving unpermitted aid on exams or assignments.

Any member of the BTM community who believes that violation of academic dishonesty has occurred should bring the matter to the attention of the department chair. The department chair will assign members of Academic Review Committee (학사심의회) to conduct a thorough

investigation and, if necessary, request a due process to university.

Tentative Course Schedule

TBA

DISCLAIMER: The contents of this syllabus is tentative and is subject to change based on the needs of the class, the interest of the students and any other reason that may arise during the course of the semester. Should any part of this syllabus be changed, due notice will be given to all the students. Such changes will be discussed in class and duly posted on KLMS. However, the grading components, grading scale and the grading policy are final and will not be changed.

One Last Note: I strongly encourage you to check KLMS / your email at least once a day, because important announcements and changes in the schedule will be posted on the web, and it is your responsibility to keep track of the changes!