

Entrepreneurship and Management

Course Name	Course type (credit/hours)	전필 (3/3)	Course code	I 100
	Target students Division/major/grade	경영학과/1학년	Opening semester	2017 1ST SEMESTER
	Class time and classroom	화A(다310) 금A(다310)(다310)	English Grade	A(100%English)
Reference to this course	Prerequisite courses			
	Related basic courses			
	Recommanded concurrent courses			
	Related advanced courses			

Instructor	Name (title/division)		Ashley Massey		
	Office Room Number	Dasan Hall 508-1	Office phone Number	2707	e-mail
	Office hours	Tuesday/Thursday	10:30am-12:00pm	Homepage address	
Teaching Assistant	Name (title/division)				
	Office Room Number		Office phone Number		e-mail

1. Introduction

What does the word business mean to you? Do you think of various areas of industries of business? Or do certain business brands come to mind? Entrepreneurship and Management will introduce you to many aspects of the business world. We will delve into numerous areas of business including risks in the business environment, economics in a global market, entrepreneurship, management and leadership, marketing, and finances. This course will help facilitate you as you determine the course of business education you want to pursue. Use this class as a time to investigate and discover which area of business sparks your interest and excitement, so you can follow that passion to the next level of your educational and professional careers.

2. Course Objectives

This course is designed to give students a wide introduction to the business environment. It will cover both internal and external factors of business including the changing business environments, entrepreneurship, economics, management, marketing, and finances. Students will build a foundation of business knowledge and terms that they will continue to use as they pursue this field of study.

3. Class types and activities

Class will include lecture, discussion, small groups, and case studies.

4. Teaching Method

- | | |
|---|---|
| <input checked="" type="checkbox"/> lecture | <input checked="" type="checkbox"/> discussion and debate |
| <input checked="" type="checkbox"/> team project(presentation and case studies) | <input type="checkbox"/> experiments(role-playing,etc) |
| <input type="checkbox"/> designing and production | <input type="checkbox"/> on-site learning(on-site training) |
| <input type="checkbox"/> others | |

5. Support Systems in Use

- | | | |
|--|---|---|
| <input checked="" type="checkbox"/> e-class | <input type="checkbox"/> automatic recording system | <input type="checkbox"/> web-based assignment |
| <input type="checkbox"/> cyber lecture | <input type="checkbox"/> blended learning(combination of online and offline teaching) | |
| <input type="checkbox"/> class behavior analyzing system | <input type="checkbox"/> others | |

6. Teaching Tools

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|--|--|
| <input type="checkbox"/> PBL(Problem Based Learning) | <input checked="" type="checkbox"/> CBL(Case Based Learning) |
| <input type="checkbox"/> TBL(Team Based Learning) | <input type="checkbox"/> others |

7. Knowledge and ability required for taking this course

8. Method of Evaluation

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
Attendance	32	20	
midterm exam	1	10	
final exam	1	30	
quiz			
presentation			
discussion			
homework	5	40	
etc			
study hours			

9. Textbook and supplementary material

Main/Sub	Title (Web-site)	Writer	Publisher	Publication year
Main	Understanding Business 11th International Edition	Nickles, William G.	McGraw Hill	

10. Class system and Class shedule

< Class Schedule >

* language : K-korean, E-English

Weeks	Topics	lang uage	Instructor	Teaching Method	Evaluation Method	Matter to be prepared
1	Introduction/Unit 1	E	Ashley Gail Massey			
2	Unit 2	E	Ashley Gail Massey			
3	Unit 3	E	Ashley Gail Massey			
4	Unit 4	E	Ashley Gail Massey			

< Class Schedule >

* language : K-korean, E-English

Weeks	Topics	language	Instructor	Teaching Method	Evaluation Method	Matter to be prepared
5	Unit 5	E	Ashley Gail Massey			
6	Unit 6	E	Ashley Gail Massey			
7	Midterm Reviews	E	Ashley Gail Massey			
8	Exam Week	E	Ashley Gail Massey			
9	Unit 7	E	Ashley Gail Massey			
10	Unit 10	E	Ashley Gail Massey			
11	Unit 13	E	Ashley Gail Massey			
12	Unit 18	E	Ashley Gail Massey			
13	Unit 19	E	Ashley Gail Massey			
14	Unit 20	E	Ashley Gail Massey			
15	Final Reviews	E	Ashley Gail Massey			
16	Final Exam Week	E	Ashley Gail Massey			

11. Other items of notification

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