



## Introduction to Management

<b>Course Code</b>	16		
<b>Class Times</b>	Mon/Wed/Thu 13:00-16:00	<b>Classroom</b>	TBA
<b>Equivalent Year Level</b>	2	<b>Course Credit</b>	3
<b>Instructor</b>	Jung Joo JAHNG	<b>Sessions</b>	001
<b>Office</b>	Bld. 59 Rm. 605	<b>Email</b>	<a href="mailto:jahngjj@gmail.com">jahngjj@gmail.com</a> (Prof.) <a href="mailto:jahngjta@gmail.com">jahngjta@gmail.com</a> (TA)

### □ Instructor's Profile



#### Jung Joo JAHNG

JungJoo (JJ) Jahng is a professor of management in the College of Business Administration, Seoul National University. Prior to joining SNU in 2004, he was a faculty member at Lally School of Management & Technology, Rensselaer Polytechnic Institute, USA. He received a B.S. degree in business administration and Master of Business Administration (MBA) from Seoul National University, and a Ph.D. degree in management from the University of Wisconsin-Milwaukee. His research has appeared in a number of journals such as IEEE Transactions on Systems, Man, and Cybernetics, the European Journal of Information Systems, the Journal of Information Technology, the E-Service Journal, and others. He also has a number of years of real-world IT experience in South Korea. Dr. Jahng won the first Stafford Beer Award from OR Society, London, UK in 2004 for the best paper published in the European Journal of Information Systems in 2002.

#### Education

Ph. D., University of Wisconsin - Milwaukee, Lubar School of Business  
M.B. A., Graduate School of Management, Seoul National University  
B.A., College of Business Administration, Seoul National University

#### Expertise

Digital Business, Digital Strategy, and Digital Innovation



## □ Course Information

Course Description	<p>This course addresses the notion of managing a firm in the digital era at the undergraduate level. Various topics will be discussed in this class including firm theories, management, strategy, technological innovation, etc., as indicated in the course schedule. Also this course will make the use of various firms as cases and examples to explain concepts in relation to management. At the end of this course, students are expected to grasp the notion of the management in general but also have more understanding of Korean firms in particular.</p>
Course Evaluation	<ol style="list-style-type: none"><li>1. Class participation (25%)</li><li>2. In-class &amp; home assignments (25%)</li><li>3. Final exam (25%)</li><li>4. Group-based Term Project (25%)</li></ol> <p>Attendance will be important for keeping up with class. Please be advised that questions for final exam will be based on lectures and class materials. Good attendance and active participation will be reflected in grade.</p>
Course Materials	Course packet will be provided.
Course Requirements	<p><b>Group Project</b> Select the firm you are interested in and analyze it from various aspects (financial, business, management, Human resource, strategy, international, etc.). I recommend that you choose the firm in your home country.</p> <p>Analyze its environments (economic, technology, etc.). Examine its industry it belongs to. You also need to find out its unique characteristics. You may focus on unique business practices and management styles which may support its sustained growth. Then, you need to identify its major business issue/problem and suggest solution to it.</p> <p>This is a group assignment for a summer semester. Each group need to submit team-based report at the end of semester. Final output can be submitted in the format of PowerPoint slides with details in Note section.</p> <p><b>Class Participation</b> Class attendance is mandatory. Students are strongly encouraged to participate in class discussion. Classroom discussion is the main interaction between the instructor and students. Each class will contribute toward the final participation grade. Levels of</p>



	<p>participation will be evaluated based on each student’s contribution (i.e., quality, not quantity) to lectures, class discussions, and case discussions, not just on class attendance. Students should be able to respond to questions, to participate in discussions and in the analysis of case studies. If you miss a lecture, it is your responsibility to obtain materials from a fellow student. Office hours are not meant for repeating lectures. <b>If you miss the class three times without valid reasons, you will receive a grade of ‘F’</b>—if you are late for the class or leave earlier twice, it will be counted as one absence). The missed classes will <b>ONLY</b> be excused in the event of illness or major emergency with legitimate documentation or the instructor’s approval.</p> <p><b>Academic Integrity Rules</b> Academic misconduct is defined as any act by a student that misrepresents the student's own academic work or that compromises the academic work of another. Scholastic misconduct includes (but is not limited to) cheating on assignments or examinations, plagiarizing, i.e. misrepresenting as one's own work any work done by another, submitting the same paper, or substantially similar papers, to meet the requirements of more than one course without the approval and consent of the instructors concerned, or sabotaging another's work. Within this general definition, however, instructors determine what constitutes academic misconduct in the courses they teach. Students found guilty of academic misconduct face penalties ranging from lowering of the course grade to suspension from the University.</p>
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**□ Course Schedule**

**Tentative Course Schedule**

Session	Topic	Contents
1 (6/27) Wed	Course Introduction	<p><b>Course Overview</b></p> <ul style="list-style-type: none"> <li>- Review Syllabus</li> <li>- Ice Breaking: Self-introduction</li> </ul>
2 (6/28) Thu	Overview of Business and Management	<p><b>Overview of Business and Management</b></p> <p><b>Readings.</b> Management: Science, Theory, Practice, Ch. 1, <u>Management: A Global and Entrepreneurial Perspective</u>, H. Wehrich et al., <i>McGraw Hill</i>, 2011</p> <p><b>Case.</b> Samsung’s Management Style</p>



		<p><b>References.</b> The Paradox of Samsung’s Rise, T. Khanna, J. Song, and K. Lee, <i>HBR</i>, 2011 <i>How Samsung Became a Design Powerhouse</i>, Y. Yoo &amp; K. Kim, <i>HBR</i>, Sep 2015 <i>Dynamic Capabilities at Samsung: Optimizing internal Co-opetition</i>, J. Song, K. Lee, T. Khanna, <i>CMR</i>, Summer 2016.</p>
3 (7/2) Mon	Introduction to Korean Companies	<p><b>Competition, Strategy and Business Analysis</b></p> <p><b>Readings.</b> What is Strategy, Michael E. Porter, <i>HBR</i>, Nov-Dec 1996 <i>The Five Competitive Forces That Shape Strategy</i>, M. Porter, <i>HBR</i>, Jan 2008</p> <p><b>Case.</b> Analysis of Amazon</p>
4 (7/4) Wed	Field Trip	<b>TBA</b>
5 (7/5) Thu	Disruptive Innovation	<p><b>Disruptive Innovation</b></p> <p><b>Readings.</b> Disruptive Technologies: Catching the Wave, Bower, J., L. and Christensen, C., <i>HBR</i>, 1995. What is disruptive innovation? C. Christensen et al, <i>Harvard Business Review</i>, Dec 2015.</p> <p><b>Case.</b> Tesla: Disrupting the Auto Industry?</p> <p><b>References.</b> <i>Dyer, Gregersen and Fur (2015) “Tesla’s Secret Formula”, Forbes</i> <i>Dyer and Bryce (2015) “High-end Disruption”, Forbes</i></p>
6 (7/9) Mon	Platform(-based) Business	<p><b>Platform(-based) Business</b></p> <p><b>Readings.</b> Strategies for Two-sided Markets, Eisenmann, Parker and Van Alstyne, <i>HBR</i>, 2006 Strategic Decisions for Multisided platforms, A. Hagiu, <i>SMR</i>, 55(20), Winter 2014.</p> <p><b>Case.</b> Facebook</p>



7 (7/11) Wed	Field Trip	<b>TBA</b>
8 (7/12) Thu	Sharing/On-demand Economy	<p><b>On-demand (/Sharing) Economy</b></p> <p><b>Readings.</b> The On-Demand Economy, HBS Case # 9-716-405 Sharing's Not Just for Start-Ups, R. Botsman, HBR, Sep. 2014 Adapting to Sharing Economy, K. Matzler, V. Veider, and W. Kathan, MIT Sloan Management Review, Winter 2015</p> <p><b>Case.</b> Uber</p>
9 (7/16) Mon	SNS and Social Strategy	<p><b>SNS and Social Strategy</b></p> <p><b>Readings.</b> Social Strategies that Work, Mikotaj Jan Piskorski, <i>HBR</i>, 2011</p> <p><b>Case.</b> Social Strategy at Nike?</p>
10 (7/18) Wed	Field Trip	<b>TBA</b>
11 (7/19) Thu	Emerging Businesses in IOT era	<p><b>Emerging Digital Technologies and Business Changes</b></p> <p><b>Readings.</b> Digital Ubiquity: How Connections, Sensors, and Data are Revolutionizing Business, M. Lansiti and K. Lakhani, HBR, Nov. 2014 How Smart, Connected Products Are Transforming Competition, M. Porter and J. Heppelmann, HBR, Nov 2014</p> <p><b>Case.</b> GE's Transformation in IOT era</p>
12 (7/23) Mon		<b>Review and Slack Session for Make-up</b>
13 (7/25) Wed	Field Trip	<b>TBA</b>
14 (7/26) Thu	Final Presentation	<b>Final Project Presentation</b>
15 (7/27) Fri		<b>Final Exam</b>