

Syllabus

Strategic Management I

Course Name	Course type (credit/hours)		전선(3/3)		Course code	
	Target students Division/major/grade		/		Opening semester	
	Class time and classroom		월11(다505) 월12(다505) 월13(다505)(다505)			
Reference to this course	Related basic courses					
	Recommended concurrent courses					
	Related advanced courses					
Instructor	Name (title/division)					
	Office Room Number		Office phone Number	3672	e-mail	kyunghokim@ajou.ac.kr
	Office hours		Homepage address			
Teaching Assistant	Name (title/division)					
	Office Room Number		Office phone Number		e-mail	

1. Introduction

The course is intended to achieve a few goals: (i) to facilitate you to be familiar with organizational economics research that is particularly relevant for the study of corporate strategy; (ii) to equip you with a standard of excellence in strategy research; (iii) to train you to read, critique and synthesize different authors' work on the same topic. You in this course will be exposed to reading outstanding work both within the strategy field, as well as contributory work from the economics of organization.

The course is centered around two perspectives that are coming to dominate economic approaches to strategy: transaction cost economics and the resource/knowledge based view of the firm. We will be examining the logic and mechanisms underlying each of these theories in detail, and studying their implications for understanding a range of firms' strategic actions, including vertical integration, diversification, and strategic alliances. We will spend considerable time exploring how the firm's organizing choices interact with the firm's choice of strategy, and how they together impact its financial performance over time.

2. Course Objectives

3. Class types and activities

4. Teaching Method

Seminar: Presentation and discussions

5. Knowledge and ability required for taking this course

6. Method of Evaluation

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
Attendance			
midterm exam			
final exam			
quiz			
presentation			
discussion			
homework			
etc			

Mid-Term Exam	30%
In-class Contributions	30%
Final Term Paper	40%
TOTAL	100%

7. Textbooks

Main/Sub	Title	Writer	Publisher	Publication year
주교재	Selected readings			

8. Lecture Schedule

Week	Lecture contents	Lesson type	Remark
1	Overview and Introduction	Seminar	
2	Economic Perspectives on Strategy and Organization	Seminar	
3	Transaction Cost Economics	Seminar	
4	Resource-based View of the Firm	Seminar	
5	Knowledge-based View of the Firm	Seminar	
6	Empirical Studies of Organizational Boundary Choices	Seminar	
7	Organizational Boundary Choices and Firm Performance	Seminar	
8	Midterm Exam	Seminar	
9	Proposal Development	Seminar	
10	Horizontal Boundaries of the Firm	Seminar	
11	Diversification	Seminar	
12	Debates	Seminar	
13	Mechanisms of Internal Coordination	Seminar	
14	Strategic Alliances: Governance	Seminar	
15	Strategic Alliances: Learning and Capabilities	Seminar	
16	Final Exam	Seminar	

9. Others

--