

Last updated: May 28th, 2026

Summer Session 2026
Special Topics in Global Business
(Subject to Change)

Course Number: **Time: 1:00-4:00 pm**
Instructor: Adjunct Professor Yung Ki Kim ('Prof YK,' 김용기 교수)
Classroom: Cheonnong Hall **Classification: 3 credits**
E-mail: whyklab0205@uos.ac.kr **Mobile Phone: 010-8966-2349**
Office Hours: available only by appointment or through email

COURSE DESCRIPTION

This course aims to equip students with the foundational knowledge, skills, and tools essential for effective global business consulting. The syllabus will cover the consulting profession, focusing on organizational consulting issues, including relevant theories, business models, communication and reporting skills, presentation skills, and negotiation skills within the context of global business. A strong emphasis will be placed on developing a comprehensive understanding of various global business challenges.

COURSE PURPOSE

The course's purpose is to provide students with an understanding of the basics of management consulting, the phases of the consulting cycle, effective techniques for information gathering and problem-solving, client management in diverse situations, and teamwork dynamics. The curriculum will explore strategies that firms utilize to achieve a sustainable competitive advantage and enhance their overall value. The course begins with analyzing special topics in the global business landscape, progresses to strategy formulation, and culminates in corporate strategy implementation.

COURSE OBJECTIVES

1. To provide the foundation of knowledge, skills and tools necessary for effective global business consulting.
2. To advance on international management career journey by enabling students to prepare themselves to become leaders of global business environment.
3. To execute a strategic management consulting plan through practical team projects.

COURSE DESIGN

Following a general introductory lecture, the course will be largely composed of two areas of strategic consulting subjects: the theoretical approach and the practical approach. The titles for the classes within each area are listed below.

PART I. THE THEORETICAL APPROACH (subject to change):

1. Strategic Management Inputs
2. Strategic Actions: Strategy Formulation
3. Strategic Actions: Strategy Implementation
4. Case Studies

PART 2. THE PRACTICAL APPROACH:

EXPECTATIONS & ASSIGNMENT

This course targets students eager to grasp the principles of strategic management. Engagement is essential, and students are encouraged to share insights and experiences actively. Substantial preparation is necessary, involving:

1. **ASSIGNMENT:** Students will choose topics such as corporate finance, investment, corporate governance, and technology to analyze current issues and propose solutions in a 5-8 page paper, acting as a business consultant. (Details will be explained later)
2. **MID-TERM and FINAL** Students will be required to take a written mid-term while there won't be a final exam for this course.
3. **FINAL TEAM PRESENTATIONS:** Teams will select a case study, research it, and develop a strategic management consulting plan. Grading will evaluate the project's understanding, creativity, dedication, performance skills (presentation quality, engagement, timing, Q&A response). Teams of 6-7 students will present during the last 2-3 class sessions.
4. **CLASS PARTICIPATION:** Active participation is highly encouraged; students are expected to contribute based on their preparation through readings and assignments.
5. **ACADEMIC INTEGRITY:** Upholding academic integrity is paramount. Assignments may involve combining original work with others' contributions, necessitating proper citations. Any suspicion of plagiarism will be addressed with appropriate measures.

CONDITIONS FOR AI USE IN THIS COURSE

- The use of generative AI is permitted only with prior instructor approval or explicit acknowledgment in submissions.
- Students must specify the purpose, extent of use, and sources of generative AI in their work.
- Generative AI is strictly prohibited during exams; violations will be treated as academic dishonesty.
- Generative AI may serve as a reference or learning aid, but final submissions must represent the student's critical thinking and interpretation.

COURSE MATERIALS

Reading assignments include two types: (1) Textbooks and (2) Downloads from the course platform. Students are encouraged to acquire textbooks and prepare reading materials in advance to facilitate participation.

Required:

- Hitt, Ireland & Hoskisson. *Strategic Management: Competitiveness & Globalization, Concepts and Cases*, 14th Edition, Asia Edition, Cengage Learning Asia, 2024.

Optional:

- 김용기. *Global Investment Banking English (글로벌금융증권영어회화)*, revised version, Nexus, June 2017

GRADING AND PERFORMANCE EVALUATION

- Evaluation of your performance in the class will be based on class discussion/assignment paper/TEAM projects. The weighting of the total grade will be distributed as follows:

• Final TEAM Project: Case Study -----	40%
• Mid-term Exam -----	30%
• Assignment -----	20%
• Class Discussion (attendance & contribution) -----	10%
• Total (a sum of parts) -----	100%

OUTLINE: SUBJECT TO CHANGE

- **Class 1: General Introduction** **7/2**
Getting to know each other
- **Class 2: Understanding the basic financial tools** **7/3**
Understanding the basic financial tools (a separate hand-out to be uploaded)
- **Class 3-1: Chapter 1. Strategic Management and Strategic Competitiveness** **7/6**
- **Class 3-2: Chapter 2. The External Environment: Opportunities, Threats, Industry Competition, and Competitor Analysis** **7/6**
- **Class 3-3: Chapter 3. The Internal Organization: Resources, Capabilities, Core Competencies, and Competitive Advantages** **7/6**
- **Class 4-1: Chapter 4. Business-Level Strategy** **7/7**
- **Class 4-2: Chapter 6. Corporate-Level Strategy** **7/7**
- **Class 5-1: Chapter 7. Merger and Acquisition Strategies Industry** **7/8**
- **Class 5-2: Chapter 8. International Strategy** **7/8**
- **Class 6-1: Chapter 9. Cooperative Strategy** **7/13**
- **Class 6-2: Chapter 10. Corporate Governance** **7/13**

- Class 7-1: Chapter 11. Organizational Structure and Controls 7/14
Special Lecture: Smart city project
- Class 7-2: Chapter 12. Strategic Leadership 7/14
- Class 8: Special Lecture: Leadership workshop
Appointing TEAM leaders for FINAL TEAM presentations on ‘Case Study’, filling out both names of TEAM members and the case name on the list of the presentation schedule. 7/15
- Assignment to be uploaded in the course platform until 7/15
- Class 9: Mid-term Exam 7/16
- Class 10: Discussion on Final Team Project; Global Investment Banking English (글로벌금융증권영어회화), Nexus, June 2017: Samsung Electronics- P31, 51 and 129, Corporate Governance- P53, AI- P79 7/20
- Class 11: Discussion on Final Team Project 7/21
- Class 12: Wrap-up 7/23
- Class 13: Case Study presented by TEAM 1,2 7/24
- Class 14: Case Study presented by TEAM 3, 4 7/27
- Class 15: Case Study presented by TEAM 5, 6 7/28

Prof YK

University of Seoul

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