Syllabus for Senior Seminar in Global Business

(Fall 2026)

- Professor: Hyungsik Harris Kim
- Class hours: Wednesday 10:00 – 10:50, Friday 09:00 – 10:50
- Class room: 14303

■ Course Description

This is an advanced seminar course that is highly recommended for global business major juniors and seniors to take. This course emphasizes how to apply economic principles taught in lower-level business courses to practical case studies. The course consists of two distinct but integrated parts: the seminar session with class discussion provides an overview of the field of business management, based on journal articles and any related readings; and the project session requires students to form several research teams to analyze case studies that they choose, and provide business consulting services to local SMEs or MNCs (if possible).

■ Prerequisites

Principles of Economics, Principles of Business Administration, Marketing Principles, Intermediate Microeconomics and Macroeconomics (both I and II), Financial Management I, or any equivalent courses.

■ Course Objectives

This course will provide an opportunity to lay the foundation necessary to understand the roles of SMEs or MNCs in our economic and social environment.

The course will promote mutual understanding among students through class discussions and interactions.

The students will develop expertise in the field of business consulting.

The students will learn how to conduct field-based business research.

The students will learn how to communicate business principles in an effective manner.

■ Class Type and Teaching-Learning Methods

(Lecture, Discussion, Team-based Learning, Field Study)

30% will be lecture especially on how to interpret basic concepts and terms of related topics.

50% will consist of comprehensive evaluations on team project performances that include participation density, peer evaluation on duties, referee evaluation (by professor and guest lecturer) from three phases of the project (topic selection and proposal presentation, midterm result reporting, and final presentation).

20% will be on Q&A and class discussion, so the students are strongly encouraged to actively participate in at least one or two discussions per session.

■ Percentage of Grade

Attendance(20%), Assignments(20%), Midterm(30%), Final(30%)

■ Course Policies

1. Active participation in class is very important. Attendance will be checked at every session.

2. As most of the class content consists of team projects, brief lectures, and discussions, the classroom should be a space for mutual respect. To this end, please turn off your mobile phones before class begins, refrain from conversations that disrupt the lesson, and do not read newspapers or other materials during the lecture.

3. Any final report submitted after the deadline will not be accepted for any reasons.

4. Academic dishonesty will be handled in accordance with university policy as described in the Hallym University Student Handbook.

■ Texts and References

Reading materials will be provided by professor and student teams

■ Weekly Plan

1. Course Introduction and Orientation

2. Lecture & Discussion: 5 Competitive Forces that Shape Strategy

3. Lecture & Discussion: Reinventing Your Business Model

4. Class Discussion and Instructor's Consulting for Forming each Team

5. Class Discussion and Instructor's Consulting for Forming each Team

6. Presentation of Each Team’s Research Proposal

7. Lecture & Discussion: Turning Great Strategy into Great Performance

8. Lecture & Discussion: Decision Making and organizational Performance

9. Midterm

10. Midterm Reporting of Each Team's Research Project

11. Midterm Reporting of Each Team's Research Project

12. Lecture & Discussion: The Secrets to Successful Strategy Execution

13. Class Discussion: What is Blue Ocean Strategy?

14. Final Reporting of Each Team's Research Project

15. Final Reporting of Each Team's Research Project

16. Final Submission of Each Team's Research Paper