

Introduction to Management II

Syllabus Number

MAN-102

Compulsory Elective
2 credit

YO, Kinka

1. Course Description

In this course, we will learn the aspects of business strategy through the case studies on focusing the management between business and the environment. The competitive strategy, new business strategy and global strategy of multinational enterprise will be discussed as well. We also focus on the analysis of new issues in business administration such as: the corporate governance, corporate social responsibility and business ethics.