

Subject	Management Strategy(Special Lectures)		Subject	Management Strategy(Special Lectures)	
Instructor	CHI NGHIA NGUYEN		Instructor	CHI NGHIA NGUYEN	
Day・Period	Thu.2Period				
Eligible Participants	3・4				
Course Numbering	EAL-MAN363J				
Credit(s)	2Credits				
Course of Media Class					
Main Subjects					
Object and Summary of Class	In this course, students systematically learn the main theories and concepts of management strategy through documentaries, discussions, and the lecturer's explanations. Students deepen their understanding of business strategy by moving back and forth between abstract theories and concepts and concrete organizational examples. Students are expected to listen to the lecturer's explanations and deepen their learning by selecting a topic that interests them the most from the class topics and conducting a case study. Through this type of active learning, this class aims to equip human resources with the practical skills and knowledge necessary to analyze management strategies and meet societal requirements.				
Goal of Study	The goal is to enable students to acquire basic business strategy knowledge and use it to analyze various management strategy phenomena.				
Contents and Progress Schedule of the Class	Class 1: Orientation Class 2: Key concepts in management strategy 1 Class 3: Key concepts in management strategy 2 Class 4: Management resources 1 Class 5: Management resources 2 Class 6: Competitive strategies 1 Class 7: Competitive strategies 2 Class 8: Competitive strategies 3 Class 9: International strategy Class 10: Social strategy Class 11: Strategy of various organizations Class 12: Case study of business strategy 1 Class 13: Case study of business strategy 2 Class 14: Applicability of business strategy Class 15: Summary, supplementary notes and evaluation of case study results ※This may change depending on the class's progress.				
Practical business					
Language Used in Course	Lectures are given in English				
Evaluation Method	Case study report (analysis results and suggestions): 100%				
Textbook and References					
書名	著者名	出版社	出版年	ISBN/ISSN	資料種別
A Microscopic Theory of Resource and Psychology Management under Constraint: From Hidden Mismatches to Meaningful Living (Open Access)	Nghia Chi Nguyen	Springer	2026	978-981-95-6788-1	Recommended Reading https://link.springer.com/book/10.1007/978-981-95-6789-8
U R L					

Preparation and Review	* Class 1 Preparation: Collect information about your favorite organization. Review: Organize how you can analyze your various management strategies based on the coming contents of this lecture. *Class 2, 3 Preparation: Collect information on the management strategies of your favorite organization. Review: Organize what you have learned on the key concepts in management strategy by analyzing your favorite organization. *Class 4, 5 Preparation: Collect information on the management resources of your favorite organization. Review: Organize what you have learned about management resources by analyzing your favorite organization. *Class 6-8 Preparation: Collect information on basic competitive strategies. Review: Organize what you have learned about basic competitive strategies by analyzing your favorite organization. *Class 9 Preparation: Collect information on the international strategies of your favorite organization. Review: Organize what you have learned about international strategy by analyzing your favorite organization. *Class 10 Preparation: Collect information on the social strategies of your favorite organization. Review: Organize what you have learned about social strategy by analyzing your favorite organization. *Class 11 Preparation: Confirm what you have learned so far. Review: Organize what you have learned so far by analyzing the management strategies of various organizations. *Class 12, 13 Preparation: Confirm what you have learned so far. Review: Organize what you have learned by analyzing the management strategies of your favorite case and giving suggestions. *Class 14 Preparation: Confirm what you have learned so far. Review: Organize the applicability of the management strategy in various contexts. *Class 15 Preparation: Complete the case study. Review: Organize what you have learned by confirming the case study results.
Attached File	
In Addition	
Last Update	

One-credit courses require 45 hours of study. In lecture and exercise-based classes, one credit consists of 15-30 hours of class time and 30-15 hours of preparation and review outside of class. In laboratory, practical skill classes, one credit consists of 30-45 hours of class time and 15-0 hours of preparation and review outside of class.