

SNU Business School | GNAM Global Network Week III
Mar 17 (Mon) - Mar 21 (Fri), 2014 / Building No.59 (LG Building), Room 301



Lecture Session	Project Session	Company Visit	Hospitality Session
-----------------	-----------------	---------------	---------------------

WEEK	Sunday 16-Mar	Monday (Orientation) 17-Mar	Tuesday 18-Mar	Wednesday 19-Mar	Thursday 20-Mar	Friday 21-Mar	Saturday 22-Mar
Morning Session 1 (09:00-10:20)	Arrival and Check-in	Orientation (9:00-9:30)	Introduction of LG Electronics Mr. Pete Cho Team Leader, HR Management Division LG Electronics	Group Project Preparation Prof. Jungsuk Oh	Korea's Auto Industry Prof. Wujin Chu SNU Business School	Doing Business in Korea- GE Korea Ms. Jade Taehee Chung Senior HRM at GE in Korea	Depart to the airport
Morning Session 2 (10:40-12:00)		Changing World Order and Korean Peninsula (11:10-12:30) Prof. Seongho Sheen Graduate School of Int'l Studies, SNU	4 Crises, 4 Opportunities: Lessons from the History of Korean Economy Prof. Emeritus, Dongasung Cho SNU Business School	Human Resource Management in Korea Prof. Seongsu Kim SNU Business School	Brand Marketing Strategy at HMC Mc. Lenny Wonsang Cho Team Leader, Brand Communication Team at Hyundai Motors Corp.	An analysis of Korean Entertainment Business and Korean Wave (K-Pop) Prof. Byungjoon Yoo SNU Business School	
Lunch		Welcome lunch @ Sodam-Maru (12:30-13:30)	Lunch on your own	Lunch on your own	Lunch on your own	Lunch on your own	
Afternoon Session 1 (13:30-14:50)		ICE-Breaking (13:40-14:30)	Company Visit 1 Hyundai R&D Center 14:30-16:00 Travel time (one way) - 1.5 hours Departure from SNU -12:40 Arrival at SNU -22:00 (after "Seoul Club Reception")	Company Visit 2 LG Display 15:00-17:00 Travel time (one way) - 2 hours Departure from SNU -13:00 Arrival at SNU- 19:00~19:30	Company Visit 3 Samsung Delight (Gangnam) 14:00-14:40 Travel time (one way) - 40 min Departure from SNU -13:00 Arrival at SNU- 19:00~19:30 (after "Jump")	Group Project Preparation	
Afternoon Session 2 (15:10-16:30)		Corporate Governance/ Transparency Prof. LeeSeok Hwang SNU Business School (14:40-17:20)			Cultural Program (Musical "Jump") 16:00-17:30	Team Presentation	
Afternoon Session 3 (16:50-18:10)			Reception with Yale MBA Students At Seoul Club 19:00-21:00	FREE-TIME	Farewell Party		

* The schedule is subject to change due to actual needs.