

GLOBAL NETWORK FOR
ADVANCED MANAGEMENT



GLOBAL NETWORK WEEK III
at SEOUL NATIONAL UNIVERSITY
March 17-21, 2014

1. Program Overview

This course gives an overview of current status of Korea Business Environments, including an introduction to the Korean economy, history culture and representative Korean enterprises such as Samsung Electronics and Hyundai Motors. Lectures and seminars on a wide range of functional areas peculiarities of Korean economy. The course content is comprised of lectures, presentations and discussions led by Seoul National University faculty experts; visits to companies; faculty debriefing on visits and speakers; final project; and local cultural events.

2. Assignments

1) 1st Individual Assignment (Due by March 16th)

We will assign you one topic out of three and you need to provide facts regarding each area. This assignment will be presented on your first day at the ice-breaking session.

- **Topic 1: History and Culture of Korea**
 - a) Korean War (1950~1953)
 - b) Economic Growth and Democratization (1960~1990)
 - c) Describe Education System in Korea

- **Topic 2: North Korea's Nuclear Development and Korea Peninsula**
 - a) Ideologies between two Koreas
 - b) Sunshine Engagement
 - c) Kaesung Industrial Park in North Korea

- **Topic 3: Corporate Governance / Accounting Transparency in Korea**
 - a) Past and present state of the banking system.
 - b) Key financial institutions, main players, regulatory framework.

c) Financial markets. Main markets and institutions.

d) Capital market regulatory reform in Korea: Consolidated capital markets law

2) Guidelines:

- Length: 7 pages maximum (no less than 5)
- Font: 12 point Arial, single spaced with an extra space between each paragraph.
- Each student can attach additional items such as tables, charts, suggested websites and readings and so forth that do not count in the suggested length.
- Do not use any headers or footers.
- Do not insert any page numbers.

2) 2nd Group Assignment (Will be completed and presented during the class)

Select any company located in your home country. The company selected would be entering Korea for the first time, or launching a new line of business in Korea. Please consider an expansion plan/joint business plan in Korea. (Please communicate and share ideas with Korean students in your group)

3) Grading

A grade will be given Pass or Fail.

2. Schedule and Lecture Topics (Tentative)

Day 1 (March 17th, 2014)

Orientation

History and Culture of Korea

Korean Politics (North Korea and Korea Peninsula)

Welcome Lunch and Ice-Breaking

Corporate Governance / Accounting Transparency in Korea

Day 2 (March 18th, 2014)

Samsung Way 1, 2

Company Visit (Samsung Electronics)

Day 3 (March 19th, 2014)

Group Presentation Preparation

Organizational Culture and HRM of Korean Firms

Company Visit (LG Display)

Day 4 (March 20th, 2014)

Korea's Auto Industry
HMC in Global Market
Company Visit (Hyundai Motors)
Cultural Program

Day 5 (March 21th, 2014)

Issues and Opportunities of Doing Business in Korea
An analysis of Korean Entertainment and Korean Waive (K-Pop)
Group Project Preparation
Group Project Presentation
Farewell Dinner

3. Costs for Program

No program fee will be charged for the GNW program. However, students should pay their own transportation to/from Seoul, local accommodation, and meals.

Expenses to be covered by Student

Airfare	
Transport to/from airports	<i>approx. US\$ 40</i>
Local accommodation	<i>approx. US\$ 80~100 / day</i>
All breakfast	
All other lunches and dinners	
Entrance fee to the Korea Folk Village	<i>to be sponsored</i>
Transportation for company visits and cultural programs	<i>to be provided</i>
All other personal expenses	

4. On-campus Accommodation

Rooms at SNU Hoam Faculty House (on-campus location) is tentatively reserved for GNW Seoul program participants from Sunday, March 16 to Saturday, March 22.

If you would like to stay at Hoam Faculty House, please make a reservation online at <http://www.hoam.ac.kr/eng/> and let us know by writing 'Hoam Faculty House' in the attached registration form. Note that **standard-twin room** is only available during your stay because other types of rooms will be under construction for renovation. It is up to you to extend the length of your stay beyond March 16-22, depending on your travel plan.

- Standard-twin room : 94,500 KRW (breakfast not included, tax included)

5. Faculty and Administration Support

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Phone Number 02-880-2528
Office Number SK Hall 504
- Staff
 - Ms. Jooyoung Chun (jychun@snu.ac.kr) 02-880-1334
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6. About Seoul National University

Seoul National University (SNU) is the pre-eminent leader of advanced education in Korea and has earned its reputation by living up to the highest standards in both research and teaching. According to the QS world university rankings, SNU ranked the 35th best university in the world and 4th best school in Asia in 2013. It is located at the foot of magnificent Kwanak Mountain in the southern part of Seoul (about 30-40 minutes from the center city by bus or subway), and covers an area of approximately 4.5 km². Currently about 23,000 undergraduate students and 8,000 graduate students enroll in various academic programs at SNU. More than 1,700 faculty members from around the world teach and conduct research here. SNU business school was accredited by the AACSB in 2002 for which is the first accreditation in Korea. The school has four degree programs (undergraduate, master, Ph.D., and MBA programs) and more than a dozen of non-degree executive programs for leading Korean companies. Those programs are taught by our world-class faculty members.

Our business school programs are highly regarded, and have long led business education in Korea. For more information about our business programs, please refer to <http://gsb.snu.ac.kr>.