



EMBA GLOBAL NETWORK WEEK 2020

June 8~12, 2020

Graduate School of Business
Seoul National University, Korea

1. Course Description

'The Impact of Korean Culture in a Global Business Context

This course gives an overview of current status of Korean business environment, including an introduction to the Korean economy, history, culture and representative enterprises in a variety of industries and fields. Lectures and seminars on a wide range of functional areas particularly to Korean economy and culture will be provided. The course consists of lectures, presentations and discussions led by SNU faculty members and distinguished guest speakers; visits to companies; final team project; and local cultural events.

2. Venue

The Lecture/Presentation sessions will be held in LG Building (59 Bldg.) Room 120 and team project working sessions will take place at seminar rooms for each team.

3. Itinerary and title of the lectures

- Specific lecture topics and schedule are subject to change.

Day 1 (June 8th, 2020)

Lecture 1: The Strategy for Korea's Economic Success

Lunch & Team Project Kick-Off

Lecture 2: Business in Korea and Bridging the Cultural Gap

Day 2 (June 9th, 2020)

Lecture 3: Capital Market in Korea

Team Project Session

Company Visit I

Day 3 (June 10th, 2020)

Lecture 4, 5: Samsung Way I, II

Team Project Session

Cultural Program: Exploring Korean Traditional Food & Culture

Day 4 (June 11th, 2020)

Lecture 6: Doing Business in Korea from European's Perspective

Company Visit II

Day 5 (June 12th, 2020)

Panel of Peers Session (PoP)

Team Project Session & Final Presentation

4. Assignments

1) Individual Assignment (pre-departure assignment)

(submit to michelle28@snu.ac.kr by 6pm, June 7th)

The first assignment will be creation of a briefing book containing information on business, historical, and political environment of Korea. To make the book, you will choose one of the topics below and write a report on it. It is strongly recommended that your assignment should include questions on the selected topic area. Please refer to the guidelines for report format details.

- Topic1: History and Culture of Korea
 - a) The Korean War (1950~1953)
 - b) Economic Growth and Democratization (1960 to present)
 - c) Education System in Korea
- Topic2: North Korea's Nuclear Development and Korean Peninsula
 - a) Ideology conflict between the two Koreas
 - b) Sunshine Engagement and Gaesung Industrial Complex
 - c) Trump and Kim Jong-Un's the Hanoi Summit and next step
- Topic3: 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

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, etc. (Do not count them in the suggested length.)
- The report should include 3 major sections:
 - o General introduction to the topic
 - o Specific issues on the topic area
 - o Conclusion

2) Group Assignment

Group assignment will be carried out during the program and the final product of each group will be presented during the last hours of the program. For the group assignment, 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. Consider an expansion plan/joint business plan in Korea. Please send the presentation slides via email (michelle28@snu.ac.kr) by **noon, June 12th**.

Format:

- Class divided into 4 groups
- Group size: 5-6 people
- Length: 15 PPT slides maximum
- Covering the following issues:
 - o Strategic opportunities for the company to expand its operation into Korea
 - o Assessment of the Korea' business environment
 - o Business model: How to localize the company to succeed in Korea

Each group will give a 10-minute presentation and every member in the group must participate in the presentation.

5. Grading (pass/fail)

Participants will be evaluated in three areas:

Categories	% of grade
1 st Assignment (Individual Work)	25%
2 nd Assignment (Group Presentation)	50%
Class Participation and Attendance	25%

*IMPORTANT: Attendance is mandatory at all classroom sessions and official visits during the program. Participants are expected to arrive at classroom sessions on time every day. Those who arrive 0-10 minutes late to class will be marked tardy. Tardiness and any absence without prior approval or supporting documentation will affect the final grade.

6. Pre-readings

Participants are required to read Samsung Way (Transformational Management Strategies from the World Leader in Innovation and Design) prior to Prof. Song Jaeyong’s lecture on June 10th. Additional readings, if needed, will be informed prior to the program.

7. Attire Policy

All participants are expected to wear “Business Casual” for all company visits. During class sessions, comfortable suits are allowed (flip flops and short pants are not allowed in school or during company and cultural visits).

8. Non Academic Sessions (cultural programs)

We would be more delighted to offer you opportunities to discover Seoul attractions and experience vibrant nightlife of the city through Wednesday cultural sessions of the week.

When	Where	What	Attendance
Wednesday 3-7:30 p.m.	Short Seoul City Tour & cultural activities	- Short City Tour with guide -To experience Korean traditional food making or Hanbok wearing	mandatory
	N Seoul Tower (N 서울타워 전망대/한식뷔페)	-To explore the city view in the tower observatory -To enjoy dinner at Korean buffet	

On (Day 3), the class will visit downtown area of Seoul city to learn more about Korean culture by tour, also experience Korean traditional fashion and food. In Namsan folk village(남산골한옥마을), the class will have Korean traditional costume, called ‘Hanbok’ experience and dinner will be followed in N Seoul

Tower where you can enjoy the city view and Korean food. No separate fees and charges required.

2020 SNU Global Network Week for Executive MBA students

The Impact of Korean Culture in a Global Business Context

June 8(Mon)-12(Fri), 2020 / Building No.59 (LG Building), Room 120

<TENTATIVE Version>



	Lecture Session	Team Project Session	Company Visit	Catering&Culture	
WEEK	Monday 8-Jun	Tuesday 9-Jun	Wednesday 10-Jun	Thursday 11-Jun	Friday 12-Jun
Morning Session 1 (09:00-10:20)	Orientation (9:00-9:30)	[L3] Capital Market in Korea Prof. Woojin Kim SNU Business School	[L4,5] Samsung Way I, II Prof. Jaeyong Song SNU Business School	Team Project Working Session III	Panel of Peers (PoP) Session <u>led-by Participants</u>
Morning Session 2 (10:40-12:00)	[L1] The Strategy for Korea's Economic Success Prof. Hwy-Chang Moon Professor Emeritus Graduate School of International Studies (09:40-12:20)	Team Project Working Session I		[L6] Doing Business in Korea from European's Perspective Christoph Heider President, European Chamber of Commerce in Korea	Team Project Working Session IV * boxed-lunch to be provided at noon
Lunch	Team Lunch @ seminar rooms (12:00-13:00) * Team Project kick-off * boxed-lunch to be provided	Lunch on your own	Lunch on your own	Lunch on your own	Team Project Final Presentation (12:45-14:00)
Afternoon Session 1 (13:30-14:50)	[L2] Business in Korea & Bridging the Cultural Gap Mr. Todd Sample CEO and Co-founder of Eathentic	Company Visit I LG Display	Team Project Working Session II	Company Visit II KT (Korea Telecom)	Group Photo & Wrap-up (14:00~14:15)
Afternoon Session 2 (15:10-16:30)	CAMPUS Tour (optional/int'l students only) 15:30-16:30	<ul style="list-style-type: none"> • Departure 12:30 pm • Travel time(one way) : 90 min • Finish by 6:00 pm 	Cultural Program Seoul city Tour and Exploring Korean Traditional Food & Culture @ Namsan Folk Village & N Seoul Tower (Tentative) 15:00~19:30 * dinner (Korean buffet) included	<ul style="list-style-type: none"> • Departure 1:15pm • Travel time(one way) : 30 min • Finish by 5 pm 	
Afternoon Session 3 (16:40-18:00)					
Evening Session			<ul style="list-style-type: none"> • Departure 2pm • Travel time(one way) : 50 min • Finish by 7:30 pm 		

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