

2020 GNAM Week @ SNU

Globalization in an Emerging Economy: The case of South Korea

March 9 (Mon) - Mar 13 (Fri), 2020 / Building No.59 (LG Building), Room 120



		Lecture Session	Team Project Session	Company Visit	Catering&Culture		
WEEK	Sunday 8-Mar	Monday 9-Mar	Tuesday 10-Mar	Wednesday 11-Mar	Thursday 12-Mar	Friday 13-Mar	Saturday 14-Mar
Morning Session 1 (09:00-10:20)	Arrival and Check-in	Orientation (9:00-9:30)	<u>[L3]</u> <u>Samsung Way I&II</u> Prof. Jaeyong Song SNU Business School	<u>[L4]</u> <u>Human Resources Management in Korea</u> Prof. Seongsu Kim SNU Business School	<u>[L5]</u> <u>Capital Market in Korea</u> Prof. Woojin Kim SNU Business School	<u>[L6]</u> <u>An Analysis of Korean Entertainment Business and Korean Wave (K-POP)</u> Prof. Byung Joon Yoo SNU Business School	Depart to the airport
Morning Session 2 (10:40-12:00)		<u>[L1]</u> <u>The Strategy for Korea's Economic Success</u> Prof. Hwy-Chang Moon Graduate School of Int'l Studies (9:40~12:20)					
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	Group Photo & Wrap-up (13:00~13:30)	
Afternoon Session 1 (13:30-14:50)		<u>[L2]</u> <u>Business in Korea & Bridging the Cultural Gap</u> Mr. Todd Sample CEO and Co-founder of Eathentic	Team Project Working Session I	Company Visit I	Company Visit II	Farewell Reception @ BBQ Café (on-campus / 38 bldg) 14:00-15:30	
Afternoon Session 2 (15:10-16:30)		CAMPUS Tour (optional/int'l students only) 15:30-16:30	<u>Cultural Program</u> "Exploring Korea" - Half Day Seoul City Tour				
Afternoon Session 3 (16:40-18:00)		Team Project Preparation (optional)	- Dinner at Korean Traditional Restaurant (19:00-20:30)		Team Project Preparation (optional)		
Evening Session							

• Specific lecture topics, company visit and schedule are subject to change.



GLOBAL NETWORK WEEK 2020

March 9th ~13th

The Graduate School of Business Seoul National University
Republic of Korea

○ Course Description

- Globalization in an Emerging Economy: The Case of South Korea

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 peculiar to Korean economy 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. It is scheduled to start at 9:00 a.m. on Monday morning, finish by 6:00 p.m. on Friday.

○ 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.

○ Itinerary and Lecture Topics

(* Specific topics, company visit and schedules of lecture sessions are subject to change)

Day 1 (Monday)

**GNAM (SNU) Orientation & Welcome
The Strategy for Korea's Economic Success
Welcome Lunch & Team Project Kick-off
Business in Korea & Bridging the Cultural Gap
Campus Tour (optional)**

Day 2 (Tuesday)

**Samsung Way I & II
Team Project Working Session I
Cultural Program: Exploring Korea (Half Day Seoul City Tour / Dinner at Korean Traditional Restaurant)**

Day 3 (Wednesday)

**Human Resources Management in Korea
Team Project Working Session II
Company Visit I**

Day 4 (Thursday)

**Capital Market in Korea
Team Project Working Session III
Company Visit II**

Day 5 (Friday)

**Analysis of Korean Entertainment Business and Korean Wave
Team Project Final Presentation
Group Photo & Farewell**

○ **Assignments**

• **Individual Assignment (pre-departure assignment)**

(submit to gnam.snu@snu.ac.kr due by 6pm, March 5th(Thur))

As part of the preparation, the first assignment will be creation of a briefing book containing useful information on business, historical, and political environment of Korea. To create the briefing book, each student will choose one of the topics below and must prepare a report. It is strongly recommended that your assignment includes all questions in the selected topic area. Please refer to the guidelines.

- **Topic 1: History and Culture of Korea**
 - **The Korean War (1950~1953)**
 - **Economic Growth and Democratization (1960~1990)**
 - **Education System in Korea**
- **Topic 2: North Korea's Nuclear Development and Korean Peninsula**
 - **Ideology conflict between the two Koreas**
 - **Sunshine Engagement & Inter-Korean summit meeting**
 - **Kaesung Industrial Complex**
- **Topic 3: Corporate Governance / Accounting Transparency in Korea**
 - **Past and present state of the banking system.**
 - **Key financial institutions, main players, regulatory framework**
 - **Financial markets. Main markets and institutions**
 - **Capital market regulatory reform in Korea: Consolidated capital markets law**

Guidelines

- **Length: 7 pages maximum (no less than 5)**
- **Font: 12point 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 in the suggested length.)**
- **The report should include 3 major sections:**
 - **General introduction to the topic**
 - **Specific responses to the topic area**
 - **Conclusion**

• **Group Assignment**

Group sessions 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. Consider an expansion plan/joint business plan in Korea. Domestic students can paraphrase by selecting any Korean-based company which is entering a global market. Please send the assignment via email (gnam.snu@snu.ac.kr) by 1 pm, March 12th(Thur).

Format:

- **Group size: 7-8 participants**
- **Length: 15 PPT slides maximum**
- **Covering the following issues:**
 - **Strategic opportunities for this company to expand its operation into Korea**
 - **Assessment of the Korea' business environment**
 - **Business model: How to localize the company to succeed in Korea**

Each group will be required to give 10-minute presentation with the assignment to be evaluated by the instructor and each member in the group must participate in the presentation.

- **Grading (pass/fail)**

Participants will be evaluated in three areas:

Categories	% of grade
1st Assignment (Individual Work)	25%
2nd 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 result in grade reduction.**

- **Pre-readings**

Participants are recommended to read Samsung Way (Transformational Management Strategies from the World Leader in Innovation and Design) prior to the program. Additional readings, consisting of articles and case studies, will be provided in advance of the first day via e-mail if necessary.

- **Attire Policy**

All participants are expected to wear “Business Casual” for all company visits. During class sessions, comfortable suits are allowed. (Flip flops, short sleeveless shirts and short pants are prohibited).