



GNAM Global Network Week 2020

Korean Management: Local and Global Perspectives

October 19 – 23, 2020

Graduate school of Business

Seoul National University, Korea

1. Overview

Korea is an outlier in the world economy. The country has become a major player in every aspect of the global economy including trade, investment, and even culture, starting from the scratch since the Korean War 70 years ago. This course gives an overview of the Korean management which stands behind the very success of the Korean economy. The courses consist of a number of lectures, presentations and discussions led by SNU faculty members conducting cutting-edge research in strategy, corporate finance, organizational theory, and human resource management in the relevant fields.

2. Venue

The entire set of lectures will be held online through Zoom; links will be emailed to the registered students prior to the first day of the class. All assignments will be done on individual-basis in consideration of the current COVID-19 situation.

October 2020 SNU Global Network Week

Korean Management: Local and Global Perspectives



Program Period: October 19 (Monday) - 23 (Friday), 2020
The entire set of lectures will be held online through zoom.

▪ Please note the below schedule is tentative.

Time (KST)	Monday	Tuesday	Wednesday	Thursday	Friday
	October 19	October 20	October 21	October 22	October 23
9:30	Intro & Program Overview (9:30 - 10:30 a.m.) Theresa Seung Ah Cho <i>Associate Dean of Student Affairs</i>	[Class 3] Human Resource Management in Korea (9:30 a.m. - 12:30 p.m.) Seongsu Kim <i>Professor of Human Resource Management</i>	[Class 4] TBA (9:30 a.m. - 12:30 p.m.) Jeong-yeon Lee Professor of Human Resource Management, Organizational Behavior		Final Project Due
10:00					
10:30					
11:00					
11:30					
12:00					
12:30					
13:00	[Class 1] Doing Business in Korea (1:00 - 2:00 p.m.) James Kim <i>Chairman & CEO of AMCHAM</i>				
13:30					
14:00	[Class 2] The Samsung Way I & II: How did Samsung become a world-class corporation? (2:00 p.m. - 5:00 p.m.) Jaeyong Song <i>Professor of Strategy and International Management</i>		[Class 5] Cross-cultural Negotiation (2:00 - 5:00 p.m.) Theresa Seung Ah Cho <i>Associate Dean of Student Affairs</i>	[Class 6] Korean Corporate Structure (2:00 - 3:20 p.m.) Capital Market Implications (3:30 - 5:00 p.m.) Woojin Kim <i>Professor of Finance</i>	
14:30					
15:00					
15:30					
16:00					
16:30					
17:00					