

2019 GNAM Week @ SNU

Globalization in an Emerging Economy: The case of South Korea

March 11 (Mon) - Mar 15 (Fri), 2019 / Building No.59 (LG Building), Room 120



				Lecture Session	Team Project Session	Company Visit	Catering&Culture
WEEK	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	10-Mar	11-Mar	12-Mar	13-Mar	14-Mar	15-Mar	16-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. Hwuy-Chang Moon Graduate School of International Studies (09:40-12:20)		Team Project Working Session II	Team Project Working Session III	Team Project Final Presentation (11:00-13:00)	
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 <u>Seoul Global Startup Center</u> <u>서울글로벌창업센터</u> <u>(Yongsan Center)</u>	Company Visit II <u>Amore Pacific</u> <u>(Yongsan New Building)</u>	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 Korean Traditional Food & Culture @Korea House (한국의 집)	<div>• Departure 12:30 pm • Travel time(one way) : 30 min</div>	<div>• Departure 1:45 pm • Travel time(one way) : 30 min</div>		
Afternoon Session 3 (16:40-18:00)		Team Project Preparation (optional)	16:00~20:00 * dinner to be included		Team Project Preparation (optional)		
Evening Session							

* Specific lecture topics and schedule are subject to change.