GLOBAL NETWORK WEEK 2023
June 12 ~ 16
The Graduate School of Business
Seoul National University

1. Course Title: The Impact of Korean Culture in a Global Business Context

2. Description: This course gives an overview of the current status of the Korean business environment, including an introduction to the Korean economy, history, culture and representative enterprises in many industries and fields. The course consists of lectures, presentations and discussions led by SNU faculty members and distinguished guest speakers; visits to companies; final team project; and cultural events. It starts at 9:00 a.m. on Monday and finish by 2:00 p.m. on Friday.

3. Venue: The Lecture/Presentation sessions will be in LG Building (59 Bldg.) and team project working sessions will take place in seminar rooms for each team.

4. Itinerary and Lecture Topics: Please refer to the program schedule for now

5. Assignments: Individual Work & Group Presentation. Details will be TBA.

6. 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 a grade reduction.

7. Pre-readings

- Samsung Way (Transformational Management Strategies from the World Leader in Innovation and Design) by Jaeyong Song and Kyungmook Lee – will be provided

- Additional readings, consisting of articles and case studies, will be provided in advance of the first day via e-mail if necessary.

8. 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).