

## GLOBAL NETWORK WEEK 2023

June 12 ~17

The Graduate School of Business  
Seoul National University

---

Program director: Professor Byungjoon Yoo (EMBA program director)  
Office: LG Building (#59), Room 616  
E-mail: [byoo@snu.ac.kr](mailto:byoo@snu.ac.kr)

---

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

**2. Description:** This program provides a comprehensive understanding of the unique cultural aspects of Korean and their significant implications for global business practices. Participants will dive into key areas such as communication styles, social hierarchy, business etiquette, and values, analyzing how these cultural elements shape negotiations, and decision-making processes. In addition, we will investigate the successful global expansion of Korean companies, including management styles and innovation approaches. 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 starts at 9:00 a.m. on Monday and finishes by 12:00 p.m. on Friday.

**3. Venue:** The Lecture/Presentation sessions will be in LG Building (59 Bldg.) Room 120 and team project sessions will take place in seminar rooms for each team.

### 4. Itinerary and Lecture Topics

#### Day 1 (Monday)

Orientation

Lecture (1): The Samsung Way (Professor Jaeyong Song)

Welcome Lunch

Lecture (2): Changing World Order and Korea (Professor Seong-ho Sheen)

#### Day 2 (Tuesday)

Guest Speaker (1): Global vs Globalized: Experience and Perspectives (Todd Sample, CEO of Eathetic)

Culture Program (1): Deoksugung and Cooking Class

#### Day 3 (Wednesday)

Lecture (4): Korean Corporate Structure & Capital Market Implications (Professor Woojin Kim)

Team Project Session (1)

Company Visit (1): CROWN

#### Day 4 (Thursday)

Guest Speaker (2): Doing Business in Korea (James Kim, Chairman & CEO of AMCHAM)

Team Project Session (2)

Company Visit (2): FNC Entertainment

#### Day 5 (Friday)

Team Project Presentation

Farewell & Reception

#### Day 6 (Saturday)

Cultural Program (3): DMZ (Optional)

## 5. Assignments

### 1) Individual Assignment (pre-departure assignment) – A briefing book

Please send the assignment via email ([heatherwise@snu.ac.kr](mailto:heatherwise@snu.ac.kr)) **due by 5 p.m., May 31, Wednesday.**

This briefing book will provide information about political, historical, and business environment of South Korea. You will choose one of the topics below and prepare a report. It is strongly recommended that your report includes all questions in the selected topic area.

- Topic 1: History and culture of Korea
  - a) The Korean War (1950~1953)
  - b) Economic growth and democratization (1960~1990)
  - c) The education system in Korea
- Topic 2: Challenges and opportunities in a changing global trade environment
  - a) Korea in the world trade
  - b) The impact of the pre-and post-pandemic trading environment
  - c) Key Korean industries and their prospects
- Topic 3: Corporate governance / Accounting transparency in Korea
  - a) The 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-page 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 in the suggested length.)
- The report should include 3 major sections:
  - General introduction to the topic
  - Specific responses to the topic area
  - Conclusion

### 2) Group Assignment

Group sessions will be completed and presented during the program. Select any company (one company per group) 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 assignment via email ([heatherwise@snu.ac.kr](mailto:heatherwise@snu.ac.kr)) **by midnight, June 15, Thursday.**

#### Guidelines

- Group size: 5 participants
- Length: 15 PPT slides maximum
- Covering the following issues:
  - Strategic opportunities for this company to expand its operation into Korea
  - Assessment of Korea's business environment
  - Business model: How to localize the company to succeed in Korea

Each group will be given 10 minutes to present their project followed with 5 minutes of Q&A session.

## 6. Grading (Letter Grade)

All participants will be evaluated in three areas:

Categories	% of grade
1 <sup>st</sup> Assignment (Individual Work)	35%
2 <sup>nd</sup> Assignment (Group Presentation)	35%
Class Participation and Attendance	30%

Grading Scale:

Grade	GPA Value	Marks
A+	4.3	100
A0	4	96
A-	3.7	93
B+	3.3	89
B0	3	86
B-	2.7	83
C+	2.3	79
C0	2	76
C-	1.7	73
D+	1.3	69
D0	1	66
D-	0.7	63
F	0	0

**\*IMPORTANT: Attendance is mandatory for all program sessions and visits.** Participants must arrive on time each day. Late arrivals of 0-10 minutes will be marked as tardy. Unexcused tardiness or absences 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 (provided)
- Additional readings, including articles and case studies, will be shared via email prior to the program's start date, if needed.

## 8. Attire Policy

For all company visits, participants are required to adhere to a "Business Casual" dress code. Please note that wearing flip flops and shorts is not allowed.