

2024 June SNU Global Network Week
The Impact of Korean Culture in a Global Business Context
 June 10 (Mon) - June 15 (Sat), 2024 / Building No.59 (LG Building), Room 120



Lecture/Guest Session	Team Project Session	Company Visit	Catering&Culture
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WEEK	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	09-Jun	10-Jun	11-Jun	12-Jun	13-Jun	14-Jun	15-Jun
Morning Session 1 (09:00-12:00)	Arrival and Check-in		[Guest Speaker] (9:00-10:30) Doing Business in Korea James Kim Chairman & CEO of AMCHAM	[Lecture] (9:00-12:00) The Changing Korean Business Landscape as Seen Through The Movies and Cases Dae Ryun Chang Professor, SUNY Stony Brook Korea	[Lecture] (9:00-12:00) K-Wave in International Consumer Insight Chang-Dae Ham Professor, University of Illinois at Urbana-Champaign		*Optional [Cultural Experience] (07:00-17:00) Demilitarized Zone Tour (DMZ)
Lunch (12:00-13:00)		[Orientation] (10:00-10:20) [Ice Breaking] (10:20-11:10)	[Team Project] (10:30-13:00)			[Final Presentation] (10:00-12:00)	
Afternoon Session 1 (13:00-16:00)		[Welcome Lunch] (11:30-13:00)			Lunch on your own	Lunch on your own	
Afternoon Session 2 (16:00-17:00)		[Lecture] (13:00-16:00) The Strategy for Korea's Economic Success Hwy-Chang Moon President and Professor, Seoul School of Integrated Sciences and Technologies (aSSIST University)	[Company Visit] (13:00-17:00) FNC Entertainment 13:00: Depart 14:00-15:30: Company Visit 16:00: Back to SNU	[Cultural Experience] (13:00-17:00) Cooking Class (Korean Dessert) 13:00: Depart 14:00-15:30: Cooking Class 16:00: Back to SNU	[Company Visit] (13:00-17:00) Amore Pacific 13:00: Depart 14:00-15:30: Company Visit 16:00: Back to SNU		
Afternoon Session 3 (17:00-18:00)		Campus Tour (16:00-17:00)					

The program schedule is subjective to change without a pre-notice.