

GLOBAL NETWORK WEEK 2024

June 10 ~ 15

The Graduate School of Business
Seoul National University

Program director: Prof. Sungho Park (EMBA program director)

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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 local cultural events. It starts at 10:00 a.m. on Monday and officially finishes by 2:00 p.m. on Friday.

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

4. Itinerary and Lecture Topics

Day 1 (Monday)

Orientation

Ice Breaking

Welcome Lunch

Lecture (1): The Strategy for Korea's Economic Success (Prof. Hwy-Chang Moon)

Campus Tour

Day 2 (Tuesday)

Guest Speaker (1): Doing Business in Korea (James Kim, Chairman & CEO of AMCHAM)

Team Project

Company Visit (1): FNC Entertainment

Day 3 (Wednesday)

Lecture (2): The Changing Korean Business Landscape as Seen through the Movies and Cases (Prof. Dae Ryun Chang)

Cultural Activity (1): Cooking Class (Korean Dessert)

Day 4 (Thursday)

Lecture (3): K-Wave in International Consumer Insights (Prof. Chang-Dae Ham)

Company Visit (2): Amore Pacific

Day 5 (Friday)

Team Presentation

Closing Ceremony

Farewell Reception

Day 6 (Saturday)

Cultural Program (2): DMZ (optional)

5. Assignments

1) Individual Assignment (pre-departure assignment)

Please send the assignment via email (heatherwise@snu.ac.kr) **due by 5 p.m., May 31, Friday.**

This report 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. Domestic students can paraphrase by selecting any Korean-based company which is entering a global market. Please send the assignment via email (heatherwise@snu.ac.kr) **by 10 p.m., June 13, Thursday.**

Guidelines

- Group size: 5~6 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 required to give a **10-minute** presentation with the assignment to be evaluated by the instructor and each member of the group must participate in the presentation.

6. Grading (Letter Grade)

Participants will be evaluated in three areas:

Categories	% of grade
1 st Assignment (Individual Work)	25
2 nd Assignment (Group Presentation)	40
Class Participation and Attendance	35
Total	100

GPA Conversion Table

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

Attendance Policy

- Participants must attend all classroom sessions, activities, and official visits during the program.
- Missing any sessions/activity block without prior notice and supporting documentation will lead to automatic failure.
- It's essential for participants to prioritize attendance, punctuality, and active participation throughout the program to ensure successful completion.

7. Pre-readings

It 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.