

GLOBAL NETWORK FOR
ADVANCED MANAGEMENT



GLOBAL NETWORK WEEK
at SEOUL NATIONAL UNIVERSITY
March 14-18, 2016

1. Program Overview

- Globalization in an Emerging Economy: The Case of South Korea

This course gives an overview of current status of Korean business environment, including an introduction to the Korean economy, history, culture and representative enterprises such as Samsung Electronics and Hyundai Steel. Lectures and seminars on a wide range of functional areas peculiar to Korean economy will be provided. The course consists of lectures, presentations and discussions led by Seoul National University faculty members; visits to companies; faculty debriefing on visits and speakers; final project; and local cultural events.

2. Assignments

1) 1st Individual Assignment

(submit to gmba@snu.ac.kr Due by 6pm, March 13th, 2016)

As part of the preparation, the first assignment will be creation of a briefing book containing useful information on business, historical, and political environment of Korea. To create the briefing book, each student will choose one specific topic below and must prepare a report (please refer to the guidelines). It is strongly recommended that your assignment 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) Education System in Korea

- **Topic 2: North Korea's Nuclear Development and Korean Peninsula**
 - a) Ideology conflict between the two Koreas
 - b) Sunshine Engagement

c) Kaesung Industrial Park in North Korea

● **Topic 3: Corporate Governance / Accounting Transparency in Korea**

a) 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

2) Guidelines:

- Length: 7 pages 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. These do not count in the suggested length.
- Do not use any headers or footers.
- Do not insert any page numbers.
- The report should include 3 major sections:
 - General introduction to the Topic
 - Specific responses to the topic area
 - Conclusion

2) 2nd Group Assignment (Will be completed and presented during the class)

Select any company 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. Please consider an expansion plan/joint business plan in Korea. (Please communicate and share ideas with Korean students in your group) Also, please bring your laptop PC on your final day of the class.

3) Grading will be given pass/fail

30% 1st Assignment (Individual Work)

60% 2nd Assignment (Presentation)

10% Class participation and attendance

Total of 100 Points

2. Schedule and Lecture Topics (All Schedule is Tentative)

Day1 (March 14th , 2016)

Orientation

The legacy of the past (Korean History)

Welcome Lunch and Ice-Breaking

Corporate Governance / Accounting Transparency in Korea

Day 2 (March 15th , 2016)

Issues & Outlook for the Global Auto Industry: What's next?

Organizational Culture in Korean Firms

Samsung Way I, II

Cultural Program (Making bibim-bop/Korean Traditional Food)

Day 3 (March 16th , 2016)

Doing Business in Korea: From American's Perspective

An analysis of Korean Entertainment Business and Korean Wave (K-Pop)

Company Visit 1

Company Visit 2

Day 4 (March 17th , 2016)

DMZ Tour

Day 5 (March 18th , 2016)

Capital Market in Korea: Applications

Group Project Preparations

Farewell Pizza Party

3. Faculty and Administration Support

- Professor Jae Yong Shin (jshin@snu.ac.kr)
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- Staff
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4. About Seoul National University

Seoul National University (SNU) is the pre-eminent leader of advanced education in Korea and has earned its reputation by living up to the highest standards in both research and teaching. According to the QS world university rankings, SNU ranked the 31th best university in 2014. It is located at the foot of magnificent Kwanak Mountain in the southern part of Seoul (about 30-40 minutes from the center city by bus or subway), and covers an area of approximately 4.5 km². Currently about 23,000 undergraduate students and 8,000 graduate students enroll in various academic programs at SNU. More than 1,700 faculty members from around the world teach and conduct research here.

SNU business school was accredited by the AACSB in 2002 which is the first accreditation in Korea. The school has four degree programs (undergraduate, master, Ph.D., and MBA programs) and more than a dozen of non-degree executive programs for leading Korean companies. Our business school programs have long led business education in Korea. For more information, please refer to <http://gsb.snu.ac.kr>.