

Industrial Field Study

Course Title	Industrial Field Study		
Course Code	BUS303	Course Type	Free Elective
Credit	2	Contact Hours	30
Prerequisites	None	Co-Requisites	None
Duration	15 weeks	Class Type	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	30	1. In-depth knowledge of the economies and industries. 2. In-depth knowledge of socio-cultural contexts of the Asian and Global Market. 3. Knowledge of business practices and relevant legal-political environments of the Asian and Global Market. 4. An awareness of the countries' histories, emerging trends and projected future changes in the business environment and larger social systems of the Asian and Global Market. 5. Application of the knowledge from the first four objectives to management situations and managerial decision-making.
2. Asian Expertise	30	
3. Creative Management Mind	10	
4. Cross Cultural Communication	20	
5. Social Responsibility	10	

Course Description

This course focuses on developing our students' Global Perspective and Asian Expertise. Asia is a very diverse continent with a multiplicity of cultures, business practices, legal environments, economic development and political systems. Students must be aware of the impact of this diversity on managing in and across various Asian countries and cultures in the Global Market. To this end, students will be equipped with specific and in-depth knowledge of the socio-cultural contexts, business practices and legal-political environments of selected Asian countries in the Global environment. Students will also learn the application of this knowledge to practical management situations in the selected countries.

Learning and Teaching Structure

The Course will follow the student-centered learning model. An extensive set of readings will be supplemented by Classroom discussions so that students learn the various aspects of the three countries. This is followed by lectures and discussions by company visits.

Students will then be given management case situations based on a past or on-going situation for a company. Students are required to conduct their research, and analyze these situations using conceptual knowledge from other courses and specific knowledge from this course. Students will also submit their decision and recommendations for each of these situations. Students will also be required to participate in a competition for each company before the end of the semester based on one or all of the situations.

Assessment	%	Text and Materials
Attendance	20	No textbook is needed
Case Presentation – Team	30	
Individual Case Presentation	10	
Case report	40	

Course content by Week

1	Course outline and Introduction to Case Analysis
2	Korea: An introduction to Business and Society in Korea
3	1st Company Visit
4-5	Independent Research in Consultation with Instructor, Presentation and Report Preparation in-Session
6	Competition including Paper submission and Presentation
7	2nd Company Visit
8-9	Independent Research in Consultation with Instructor, Presentation and Report Preparation in-Session
10	Competition including Paper submission and Presentation
11	3rd Company Visit
12-13	Independent Research in Consultation with Instructor, Presentation and Report Preparation in-Session
14	Competition including Paper submission and Presentation
15	Final Week: Wrap-up