

**Korean Management Systems**

<b>Course Title</b>	Korean Management Systems		
<b>Course Code</b>	BUS512	<b>Course Type</b>	Elective
<b>Credit</b>	3	<b>Contact Hours</b>	45 Hours
<b>Prerequisites</b>	None	<b>Co-Requisites</b>	None
<b>Duration</b>	15 Weeks	<b>Class Type</b>	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	10	Students will enhance their analytical skills in analyzing company data, and forensic management skills. Students will also have a chance to use state of art methodology to handle knowledge, WizMeta and Google Docs. So we can practice editing knowledge from various YouTube video clips at your fingers, which can be called mash-up, and writing project paper on the Internet on the same page with your team members at the same time or not, which can be called online collaboration.
2. Asian Expertise	40	
3. Creative Management Mind	20	
4. Cross Cultural Communication	20	
5. Social Responsibility	10	

**Course Description**

This course introduces you to an overall understanding of Korea Management, principally within the "chaebol". You will learn about Korean economic development, Management in Korea, and Korean market/ customer. Students will be able to enhance their capabilities of understanding and adapting oneself to Korean business environment with theory frame. We will pay company visits and handle hands-on case studies.

**Learning and Teaching Structure**

The Course will be taught as a mixture of lectures, exercises and case studies. Important concepts will be introduced via classroom lecture and discussion while exercises and case studies will allow the student to gain knowledge of the practical aspects of Korean management on a holistic basis, and see these concepts applied in real-life situations.

Assessment	%	Text and Materials
Attendance	10	Sea-Jin Chang (2008) "Sony vs Samsung: The Inside Story of the Electronics Giants' Battle For Global Supremacy", Wiley
Surprise Quizzes	20	
Team Project Presentation	30	Myung Oak Kim and Sam Jaffe (2010) "The New Korea: An Inside Look at South Korea's Economic Rise", AMACOM
Midterm Exam	20	
Class Contribution	20	

**Course content by Week**

1	Orientation & Overview
2	Methodology practice (Google Docs & Wizmeta)
3	Dynamic Formula of Korea
4	Global Management in Korea - Framework
5	Samsung vs. Sony
6	Global Management in Korea - Case Study
7	Mid-term
8	Company Visit-TataDaewoo
9	Company Visit-Samsung Electronics
10	Understanding Korean Customer - Framework
11	Korean Major Industry
12	Understanding Korean Customer - Case Study
13	Challenge and Future of Korean Economy
14	Case Study Wrap-up & preparation of presentation
15	Final - Presentation