Korean Business and Management

CATHOLIC UNIVERSITY OF KOREA

강 의 계 획 서

2016학년도 제1학기

교과목명	국 문	Korean Business and Management			
	영 문	Korean Business and Management			
과목번호-분반	05550-01	이수구분	제1전공선택	시간/학점	3/3
요일 및 시간 (강의실)	화7~9(IH356)	수강대상		선수과목	
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1.교과목 개요

In this era of unlimited competition, the changing political, economic, social, and international environmental factors as well as the pressures from employees, customers, community interest groups make corporate management more difficult than ever. Mainly due to its noticeable economic achievement and in some scale due to the Hallyu phenomenon, the growing number of foreigners are getting interested in Korea nowadays. During the fifty years after the liberation of Korea, Koreans have observed and overcame the journey of democratization with political and social change, IMF pain, global financial crisis that shook the world economy, and Korean companies continue to show growth. In this course, we study the traditional culture, the history, and recent social cultural changes and new trends in Korea to understand business styles and characteristics of the large companies in Korea.

The growth of large companies made a critical factor for Korea to make an economic quantum leap, having global competitiveness in various sectors such as semiconductor, LCD, automobile, steel, ships and mobile phones. However, sort of manufacturing-focus, governance-related conflicts, and lack of global reach remain Korean company's weaknesses.

This course first introduces the various issues in the global management, then covers the characteristics of the Korean companies. In particular, we will take a look at the global business strategies Korean companies should consider to create competitive advantages in the global market.

2. 강의목표

-Provide practical knowledge and deep insight into the Korean economy.
-Introduce the process of Korean economic development.
-Study the growth and rising competitiveness of Korean firms.
-Talk about all the problems of Korean businesses and what to do to follow global standard.

3. 강의방법

Lecture
Voluntary Discussion

4. 평가방법

Attendance	10%
Individual Presentation	20%
Class Quiz	70%

5. 과제물

6. 실험, 실습계획

7. 관련강의

8. 교재

도서명	출판사	저자	연도	교재여부
Lecture Note	Copy		2015	교재

9. 강의일정 및 내용

주	기간	강의내용	참고자료	비고
1	2016-03-02 ~ 2016-03-08	Introduction		
2	2016-03-09 ~ 2016-03-15	Korea's Industrial Development and Globalization -Korea's export-led growth strategy was based on the global trade liberalization trend. -Overview of the industrial development process in the Republic of Korea		
3	2016-03-16 ~ 2016-03-22	K-Management: speed, aggressiveness, dynamism, and bravery -The growth and rising competitiveness of Korean firms -Korean management: basket case or role model? -The performance of Korean firms and the case for K-management		
4	2016-03-23 ~ 2016-03-29	Foundations of Korean capitalism - The origin of Korean capitalism and K-management - Confucianism - Japanese Influence - American Influence - Military-led industrialization		
5	2016-03-30 ~ 2016-04-05	The Early Growth Stages - Humble beginnings: early Korean entrepreneurs - Post-liberation emergence and growth (1945-60) - The boom years of the 1960s and 1970s - The five Largest business groups		
6	2016-04-06 ~ 2016-04-12	Globalizing: Korean companies entering the world markets - International trade: explosive growth since the 1960s - International investment: take-off since the 1980s		
7	2016-04-13 ~ 2016-04-19	The asian financial crisis - The unfolding of the crisis - Underlying reasons for the failures of Korean companies - The crisis management of Korean companies - Managerial reforms		
8	2016-04-20 ~ 2016-04-26	Study Break		
9	2016-04-27 ~ 2016-05-03	Korean companies in the twenty-first century - The accelerated globalization of Korean companies - Case examples of Korean companies in the		

주	기간	강의내용	참고자료	비고
		twenty-first century		
10	2016-05-04 ~ 2016-05-10	Korea's IT companies		
11	2016-05-11 ~ 2016-05-17	The strategy of Korean company - Strategic orientation: Speed and flexibility		
12	2016-05-18 ~ 2016-05-24	Korean Leadership - Underlying forces of K-management leadership		
13	2016-05-25 ~ 2016-05-31	K-management meeting the challenge of globalization - Globalization challenges for Korean companies - How Korean companies deal with globalization - Global coordination and control		
14	2016-06-01 ~ 2016-06-07	Dynamic Korea - Domestic challenges for Korean companies - Corporate governance reforms - Changes in leadership style Key features of K-management		
15	2016-06-08 ~ 2016-06-14	Final Summary		
16	2016-06-15 ~ 2016-06-21	Final Study Period		