Korean Business & Management

CATHOLIC UNIVERSITY OF KOREA

Course Syllabus

2014학년도 제2학기

Course Title	Korean	Korean Business and Management			
	English	Korean Business and Management			
Course Number-Division	05550-01	Course Completion Requirement	제1전공선택	Time/Credits	3/3
Day / Time	월4~5(IH233), 금4(IH233)	Course Target Audience		Prerequisite Courses	
Professor	Full Name	Office	Phone Number	E-MAIL	
	강성민	T507	02-2164-4285	skang@catholic.ac.kr	
Web Site			English Class	A형	

1.Course Outline

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. On the other hand, because of the Hallyu phenomenon in Korea, the growing number of foreigners are getting interested in Korea's economic development. 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.

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. Objectives

-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. Teaching Method

Lecture

4. Evaluation Method

Attendance	30%
Participation	30%
Presentation	40%

5. Assignments

6. Experiment, Practical Exercise

7. Related Courses

8. Textbook

Book Title	Publisher	Author	Year	Textbook or not
Tiger Management	Routledge	Martin Hemmert	2012	교재
Lecture Note				교재

9. Detailed Weekly Activities

Week	Date	Lecture Content	Reference Material	Remarks
1	2014-09-01 ~ 2014-09-07	Introduction		
2	2014-09-08 ~ 2014-09-14	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	2014-09-15 ~ 2014-09-21	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	2014-09-22 ~ 2014-09-28	Foundations of Korean capitalism - The origin of Korean capitalism and K-management - Confucianism - Japanese Influence - American Influence - Military-led industrialization		
5	2014-09-29 ~ 2014-10-05	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	2014-10-06 ~ 2014-10-12	Globalizing: Korean companies entering the world markets - International trade: explosive growth since the 1960s - International investment: take-off since the 1980s		
7	2014-10-13 ~ 2014-10-19	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	2014-10-20 ~ 2014-10-26	Korean Supply Chain Management -Samsung Way -Hyundai's Global Supply Chain		

Week	Date	Lecture Content	Reference Material	Remarks
		A Field Trip		
9	2014-10-27 ~ 2014-11-02	Korean companies in the twenty-first century - The accelerated globalization of Korean companies - Case examples of Korean companies in the twenty-first century		
10	2014-11-03 ~ 2014-11-09	Korea's IT companies		
11	2014-11-10 ~ 2014-11-16	The strategy of Korean company - Strategic orientation: Speed and flexibility		
12	2014-11-17 ~ 2014-11-23	Korean Leadership - Underlying forces of K-management leadership		
13	2014-11-24 ~ 2014-11-30	K-management meeting the challenge of globalization - Globalization challenges for Korean companies - How Korean companies deal with globalization - Global coordination and control		
14	2014-12-01 ~ 2014-12-07	Dynamic Korea - Domestic challenges for Korean companies - Corporate governance reforms - Changes in leadership style Key features of K-management		
15	2014-12-08 ~ 2014-12-14	Final Summary		
16	2014-12-15 ~ 2014-12-21	Final Presentation		