

Syllabus

1st Semester ,2016

Subject	Korean : 한국산업의글로벌기업가정신			
	English : Global Entrepreneurship of Korean Business			
Course Number	10578	Professor	Suh, Changsoo	
Course Grade	Course for all grades	Major	Graduate School	
Credit / Hour	3 credits / 3 hours			
Prerequisite		Contact	Cell Phone	-
Course Type	General lecture		E-Mail	suh@sch.ac.kr

1. Course Description

This course is to review globally successful Korean business groups such as HYUNDAI, SAMSUNG, LG, POSCO and study their strategies of becoming global leaders. Getting started with looking at Korean national economic development strategies individual case will be reviewed. And some field trip to industrial factories like HYUNDAI Motor will be followed. Practical discussions rather than theoretical analysis will be done.

2. Course Purpose

By introducing and discussing successful Korean businesses including entrepreneurs and their entrepreneurship, students can learn and understand the factors of success and failure in Korean Businesses. This course is to introduce successful Korean business cases and share some lessons by comparing different cases from different countries.

3. Course Type

Theory + Practice (○)

4. Assignments

Individual & Group Presentation

5. Grades

Mid-term exam	%	Final exam	%	Total
Attendance	20 %	Report	%	100 %
Presentation	%	Discussion	70 %	
Quiz	%	Etc	10 %	

6. Note

1) Individual Presentation: Case study of any one of 5 cases

2) Team presentation: Comparisons of international business culture, strategies, behaviors and so on. (Team will be formed in the class.)

Participation is highly recommended by Q&A, making comments, suggestions etc.

7. Required Text (Recommended Text)

■ Schedule

Week	Title	Content
1	Orientation	Course Introductions
2	General Understanding of Korea (1)	Korean history, People, Culture, Foods & Life
3	General Understanding of Korea (2)	Korean Waves: Now & Future
4	Overviews on Korean Economy (1)	History of Korean Economic growth National Strategy of Economy Current Status of Korean Economy & Industry
5	Overviews on Korean Economy (2)	History of Korean Economic growth National Strategy of Economy Current Status of Korean Economy & Industry
6	Field Trip (1)	Visiting Manufacturing Factory
7	Midterm Exam	Midterm Exam
8	Case Study (1) Hyundai Group & Its Founder	Hyundai Group Growth history & Strategies, Founder and his Entrepreneurship
9	Case Study (2) Hyundai Group & Its Founder	Samsung Group Growth history & Strategies, Founder and his Entrepreneurship
10	Field Trip (2)	Hyundai Motors, Asan
11	Case Study (3) POSCO Group & Its Founder	POSCO Group Growth history & Strategies, Founder and his Entrepreneurship
12	Case Study (4) LG Group & Its Founder	LG Group Growth history & Strategies, Founder and his Entrepreneurship
13	Case Study (5) Global Korean SMEs	Global SMEs Growth history & Strategies, Founder and his Entrepreneurship
14	Case Study(6) Korean Wave & Korean Pops	The Strategy of Korean wave & Korean Pops in World Market
15	Final Exam	Team Presentations
16	Final Exam	Team Presentations