BUAD 680  
Xavier Global – Doing Business in Korea  
Spring 2017  
Course Syllabus

Williams College of Business Mission Statement

“We educate students of business, enabling them to improve organizations and society consistent with the Jesuit tradition.”

Faculty: Dr. Mina Lee  
Campus Phone: +1 (513) 745-3128

Office: Smith 339  
Cell (US): +1 (765) 426-4871

Office Hour: 10:00 a.m. – 1:00 p.m. Friday  
Email: leeml@xavier.edu  
Lecture Location: TBD

Course Introduction

This 3-credit-hour MBA elective course is designed to provide a high-level survey of the Korea economic, cultural and geo-political drivers integral to the global economy. By attending faculty lectures and traveling abroad, students have the opportunity to learn about the culture and business practices in person. A key focus of the course is for students to develop an understanding and awareness about the many opportunities and challenges faced by businesses abroad. As part of the course requirements, students are expected to apply the theoretical frameworks learned throughout the MBA program and complete the group assignment.

Korea is an important business venue for the following reasons. Korea has emerged as a high tech industrialized economy in the last thirty years. Unlike many other emerging economies, Korea has accomplished two goals relatively successfully: democracy and economic development. In 2015, Korea was known to have the fastest internet speed (Akamai's Q2 2014). A fast learner in industrialization and technological advancement, Korea has played an important role in the world economy. Ratified in 2011, the US-Korea Free Trade Agreement (FTA) offers greater opportunities for US. In terms of “Ease in doing business index” by the World Bank, Korea is ranked in number five in 2014.

Course Learning Objectives

- Explore the interface between faith and culture *
• **Become a responsible global citizens who are sensitive to the needs of our time** *
• **Learn a global and international dimension for growth and learning** *
• Understand the cultural and business environment in Korea and be able to define the so many differences between the U.S. and Korea culture
• Identify important issues associated with global business environment, in particular, related to Asia
• To promote intercultural awareness and communication, in particular, gain visiting experience and knowledge of important cultural and historical sites in Korea
• Develop in-depth knowledge of one business theme chosen by students
• Achieve a working knowledge of local business practices through direct interaction with managers and government officials
• Explore the value of different economic models as benchmarks for global business practices

* Obtained from the characteristics of Jesuit Education

**Course Components**

The course consists of three main components: 1) on-campus sessions; 2) a 10-day study tour; and 3) course assignments. As a credit-bearing course, you will be evaluated on your attendance and participation during the program as well as the quality of your assignment work.

1. **On-Campus Sessions** – We will dedicate two class sessions before the travel. The instructor will schedule the sessions so as not to conflict with other classes or exams. The instructor (trip lead faculty) will discuss the history, political systems, social issues, culture, and economies of Korea. You will learn about basic language, etiquette, and cultural norms.

2. **Study Tour** -
   • Company / Government Meetings
   • Cultural Events

3. **Course Assignments** – The component includes the following
   • Pre-assignment – Prior to departure, students are required to finish
     o Individual learning assignments including article reading and video watching
       (about 5 hours)
     o Group project proposal (selecting one theme, at least three pages) (due three weeks before the trip, one copy per group. Submit via email)
     o Conduct research and provide profiles of the companies we plan to visit (each group chooses two) (one page length, due two weeks before the trip, email submission)
   • During-trip – Participate fully in the 10 day field trip to Korea
     o Trip debriefing session participation
     o Reflective journal (write at least two full pages, due two weeks after the trip.)
Please submit via email, one per student)

- Post-assignment –
  - Group project paper and presentation (write at least 6 pages, due four weeks after the trip)

**Project Requirements**

Each group will comprise three or four members. Your group will play the role of a consulting group. Your group project is to prepare a business plan 1) either to enter Korea market with a product/service from the United States 2) or to introduce Korean product/service to the United States. When you visit Korea, please keep that in your mind: you need to find a product/service which can work in the US. Alternatively, you can find a product/service which may work in Korea.

The format of the report: single-spaced, one inch margin, 11 point font, Times new roman, 6-8 pages of text excluding exhibits and references.

Your team (three or four students) represents a consulting group that has been retained by a large multinational corporation with business interests in Korea. Your assignment is to prepare a business report that includes an environment and industry analysis and/or a plan of action for succeeding in that environment. The report should be professionally prepared as if for a real consulting project. Suggested topics are:

- Aging population in Korea and “elderly orphans”
- Venture capitalist in Korea and cloud funding
- Samsung and software ecosystem
- Eco-friendly products/services in Korea
- Consumer products in Korea
- Restaurant industry in Korea
- Toyota, Tesla, and the future of a driverless/electronic/hybrid car
- E-business in Korea
- Investment opportunities in Korea
- Housing price and alternative housing in Korea
- The future of steelmaking industry in Korea
- The competitive advantage of manufacturing industry in Korea

Each student is required to be involved in an oral case presentation for a company of their choosing. Case presentations will be prepared, presented and graded on a TEAM basis. Presentations should be **20 minutes long**, not including questions and answers. Each team should present detailed recommendations of what they think the company should do.

Each member of the team must participate equally in the oral presentation. Public speaking is a mandatory part of this course and ANYONE WHO DOES NOT PARTICIPATE IN GIVING THE PRESENTATION WILL RECEIVE A GRADE OF “F” FOR THE COURSE, NOT JUST FOR THE PRESENTATION. Visual aids should be incorporated into the presentation to help streamline and clarify the recommendations being made. The keys to giving a good presentation are: preparation, coordination, interpretation, and explanation.
Following the presentation there will be a question-and-answer session with questions being posed by members of the class.

Presentation grades will be based on the content of the presentation (depth, thoroughness, and detail) and presentation skill and quality (how effectively the material was presented and delivered).

Course Evaluation and Grading

<table>
<thead>
<tr>
<th>Grading Components</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Participation and professionalism</td>
<td>25%</td>
</tr>
<tr>
<td>Reflective journal</td>
<td>10%</td>
</tr>
<tr>
<td>Project paper (group)</td>
<td>50%</td>
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<tr>
<td>Final presentation (group)</td>
<td>15%</td>
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Grading Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>89 – 92%</td>
</tr>
<tr>
<td>B</td>
<td>79 – 89%</td>
</tr>
<tr>
<td>C</td>
<td>70 – 79%</td>
</tr>
<tr>
<td>D</td>
<td>60 – 69%</td>
</tr>
<tr>
<td>F</td>
<td>below 60%</td>
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Course Calendar
March 3\(^{rd}\), 2017 to March 12\(^{th}\)

<table>
<thead>
<tr>
<th>Day 1</th>
<th>March 3(^{rd}) Friday</th>
<th>Leave CVG – Cincinnati Fly from the U.S. to Seoul, South Korea</th>
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<tbody>
<tr>
<td>Day 2</td>
<td>March 4(^{th}) Saturday</td>
<td>Airport (ICN) arrival. Participants will be met by a chartered bus and transported to their hotel. Check-in at hotel with little time to settle in. <strong>Evening: Welcome dinner with program orientation</strong></td>
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<tr>
<td>Day 4</td>
<td>March 6(^{th}) Monday</td>
<td>Morning: <strong>Company visit - DSC investment</strong> (a venture capital) and other ventures supported by DSC investment Address: 180 Yeoksamro, Gangnam-gu, Seoul (Yeoksamdong 790-6) Afternoon : <strong>Company visit - Posco</strong> (Steel company) Address: 81 gil 14, Teheran-ro, Gangnam-gu, Seoul</td>
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<tr>
<td>Day 5</td>
<td>March 7(^{th}) Tuesday</td>
<td>Morning: <strong>Company visit - Samsung electronics</strong> Address: 416 Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do Afternoon : <strong>Company visit - Kia motors</strong></td>
</tr>
</tbody>
</table>
| Day 6 | March 8th Wednesday | Morning: **Company visit** - NHN corporation – Naver and internet venture (@ Bundang)  
Address: NAVER Green Factory, 178-1 Jeongja-dong, Bundang-gu, Seongnam-si, Gyeonggi-do  
Afternoon: **Company visit** - Kukmin University  
Address: 77 Jeongneung-ro, Seongbuk-gu, Seoul  
Dinner with students at Kukmin University |
| --- | --- | --- |
| Day 7 | March 9th Thursday | Morning: **Company visit** - Jeoldoosan mountain (**Catholic church for martyr**) or National folklore museum  
Address: 6 Tojeong-ro, Mapo-gu, Seoul  
**Cultural visit** - Leeum (museum)  
Address: 60-16 Itaewon-ro 55-gil, Yongsan-gu, Seoul  
Afternoon: **Company visit** - ITCEN – a Venture (@Gangnam)  
Address: Teheran-ro, Gangnam-gu, Seoul |
| Day 8 | March 10th Friday | Morning: **Transfer to Busan** (2 hr and 30 min)  
importance of shipping and logistics industry for the local market – Busan Port Authority  
Afternoon: **Guided tour of Busan**: Taejongdae Resort Park and UN memorial cemetery |
| Day 9 | March 11th Saturday | Morning: **Company visit**  
Afternoon: **Company visit** |
| Day 10 | March 12th Sunday | Fly from Busan, South Korea to the U.S. |

*Tentative calendar, other events like lunch or dinner may be added if the budget allows.

**Faculty Expectations**

Grades on participation will be assigned based upon students’ participation level throughout the entire trip. Students are expected to be punctual for all group activities, and to conduct themselves in a professional manner in all business visits. Active participation in the discussion sessions are expected during all business visits and de-briefing sessions. Please prepare at least one question for the Q&A session for each of the business visits.

Furthermore, the rules set by Xavier University and the MBA Office on international trips will also apply: Students are expected to conduct appropriately and respectfully, and will abide by the rules set forth by the instructor and the MBA Office. Any student who engages in disrespectful, hostile, or violent behavior that threatens him/herself, another person, or the program, will be subject to immediate disciplinary action and may be dismissed from the trip, and sent home at his/her own expense, with no refund.

**Academic Integrity**

The University’s Academic Honesty Policy should be followed for all assignments and travel activities.
Faculty Bio

Dr. Mina Lee is an Associate Professor in International Management and Strategic Management at Xavier University, Cincinnati, Ohio. She received her PhD degree in Strategic Management from Purdue University, West Lafayette, Indiana in 2009. She earned MBA from Purdue University, LL.M. in international economic law from University of Warwick, Coventry, United Kingdom.

* The instructor reserves the right to make changes to the syllabus.

(Updated on 07/04/2016)