

<b>Subject Title</b>	Doing Business in Korea		
<b>Lecturer</b>	Stephan Gerschewski	<b>Remarks</b>	
<b>Period</b>	1st (09:00 ~ 10:50)	<b>Field</b>	Business
<b>Course Summary Synopsis &amp; Purpose</b>	<p>Korea has experienced 'miracle' economic growth rates in the recent past. This has manifested itself not only in the development of major global Korean companies, such as Samsung and Hyundai, but Korea has also become an increasingly important market for foreign companies and foreign direct investment (FDI).</p> <p>This lecture will introduce the economic, political, and cultural environment that influence doing business in Korea. Using a combination of lectures, case studies, and class discussions, students will examine how foreign companies and managers can do business successfully in Korea.</p> <p>The structure of the lecture will include market entry, marketing, human resource management, and advice on how to start-up a business in Korea as a foreigner.</p> <p>Learning Objectives of the Course</p> <p>After attending this course, students have obtained key knowledge on the economic, political, and culture environment that influence companies in Korea.</p> <p>In addition, students will gain valuable insights into successfully doing business in Korea. This course aims to prepare students for doing business in Korea.</p>		
<b>Required Textbooks</b>	Froese, F. J. (2019). Doing Business in Korea. Routledge: London.		
<b>A manner of Lecturing</b>	The course will include a combination of lectures, case studies, and class discussions.		

Evaluation (100%)				
Mid	Final	Attendance	Report	ETC
30	40	10	20	-
Further Information				
More information on the course assignments will be provided during the lectures. Participation from the students during the lectures is much appreciated in terms of class discussions and case study analysis.				

Day	Contents
1	Introduction to the Course 'Doing Business in Korea'
2	Economic Environment of Korea
3	Political Environment of Korea
4	Cultural Environment of Korea
5	Market Entry: Inbound Foreign Direct Investment (FDI) into Korea
6	Exporting to Korea
7	Cross-border Mergers and Acquisitions (M&As) in Korea
8	Midterm
9	Learning from Korea
10	Marketing from Korea
11	Human Resource Management in Korea
12	Expatriates in Korea: Live to Work or Work to Live?
13	Establishing a Start-up Business in Korea as a Foreign Entrepreneur
14	Team Presentations
15	Team Presentations
16	Final Exam