

Cross-cultural Training Program in Global Business

Kangwon National University(KNU), Korea

Binus University, Indonesia

Universiti Teknologi MARA(UiTM), Malaysia

1. Outline of AIMS Program

In collaboration with BINUS University of Indonesia and UiTM of Malaysia.

This program aims to cultivate global talent who can understand diverse cultures, histories, and societies of the three participating countries, as well as expertise in economic and business environment conditions in each country.

- (1) to provide exchange students with learning opportunities not only for different business practices but also for different cultures;
- (2) to provide participating opportunities in business practices and cultural activities, and thus
- (3) to incubate a skilled global workforce with mutual cross-cultural understanding to meet increasing global business market resource needs among Korea and ASEAN member countries.

2. Contact Point

- Name : **Hyun-Hoon Lee**
- Position : **Professor, Department of International trade and business**
- Contact : **hhlee@kangwon.ac.kr/+82 32 250 6186**

3. Curriculum

A. Department of International Trade and Business

| semester | code | course name | credit | semester | code | course name | credit | |
|----------|---------|--|--------|----------|---------|--------------------------------------|----------------------------|---|
| 1 | 4115052 | Korean Foreign Trade Law | 3 | 3 | 4115081 | Global Corporate Finance | 3 | |
| | 4115021 | International Business English Conversation | 3 | | 4117006 | Contemporary Korean Economy | 3 | |
| | 4117001 | Microeconomics | 3 | | 4117007 | East Asian Economy | 3 | |
| | 4117002 | Macroeconomics | 3 | | 4117008 | International Business | 3 | |
| | 4117003 | Foreign Trade Practice | 3 | | 4115058 | Customs Law | 3 | |
| 2 | 4115053 | Understanding Electronic Trade | 3 | 4 | 4115077 | Global Marketing | 3 | |
| | 4117004 | International Trade | 3 | | 4115028 | Marine Insurance | 3 | |
| | 4117005 | International Finance | 3 | | 4115049 | World Regional Economy | 3 | |
| 3 | 4115079 | International Trade Payment Systems | 3 | | 4115070 | Global Human Resources Management | 3 | |
| | 4115075 | Multinational Corporate Research | 3 | | 4117009 | Financial Economics | 3 | |
| | 4115030 | Special Topics in International Trade and Business | 3 | | 5 | 4115044 | Theory of Foreign Exchange | 3 |
| | 4115080 | Business English for International Trade | 3 | | | 4115078 | Global Business Strategy | 3 |
| | 4115047 | Field Practice of International Trade | 3 | 4115061 | | International Comparative Management | 3 | |
| | 4115018 | Balance of Payments Theory | 3 | 6 | 4115037 | International Business Environment | 3 | |
| | 4115063 | Theory of International Commerce | 3 | | 4115050 | International Transport | 3 | |

B. Department of Global Business

| semester | code | Course Name | credit | semester | code | Course Name | credit |
|---------------------------|---------|---|--------|---------------------------|---------|---|--------|
| 2 nd year 1 | 4118025 | Global e-business | 3 | 3 rd year 2 | 4118019 | Global Strategic Management | 3 |
| | 4118002 | Marketing | 3 | | 4118020 | Investment Analysis | 3 |
| | 4118003 | Business Statistics | 3 | | 4118004 | Cost Accounting | 3 |
| | 4118039 | Introduction to Accounting 2 | 3 | | 4118035 | International Organizations and Global Governance | 3 |
| | 4118005 | Organizational Theory | 3 | | 4118029 | Business Research Methods | 3 |
| | 4118040 | Global Project | 2 | | 4118024 | Introduction to Business Intelligence and Data Mining | 3 |
| 2 nd year 2 | 4118007 | International Business | 3 | 4 th year 1 | 4118042 | Global Human Resource Management | 3 |
| | 4118008 | Organizational Behavior | 3 | | 4118043 | International Business Law | 3 |
| | 4118016 | Global Trade Practices | 3 | | 4118044 | Asia-Pacific Studies | 3 |
| | 4118001 | Intermediate Accounting 1 | 3 | | 4118028 | Innovation Management | 3 |
| | 4118041 | Global Business Case Study | 3 | | 4118023 | Project Management | 3 |
| | 4118012 | Database Fundamentals | 3 | | 4118022 | International Finance | 3 |
| 3 rd year 1 | 4118013 | Financial Management | 3 | 4 th year 1 | 4118045 | Global Entrepreneurship | 3 |
| | | Production and Operations Management | 3 | | 4118032 | Thesis | 2 |
| | 4118010 | Management | 3 | | 4118033 | Understanding of International Politics | 3 |
| | 4118027 | Service Marketing | 3 | | 4118034 | International Business Negotiations | 3 |
| | 4118011 | International Trade | 3 | | 4118038 | Business Ethics | 3 |
| | 4118006 | Big Data Analysis | 3 | | 4118046 | Global Internship1 | 6 |
| | 4118031 | Understanding of International Development Co-operation | 3 | | 4118047 | Global Internship2 | 3 |

4. Policies & Course description

4-1. Policies

Grading

Final letter grades will be assigned as follows:

| Grade | Final score | GPA |
|-------|---------------|-----|
| A+ | 95 ~ 100 | 4.5 |
| A° | 90 ~ 94 | 4.0 |
| B+ | 85 ~ 89 | 3.5 |
| B° | 80 ~ 84 | 3.0 |
| C+ | 75 ~ 79 | 2.5 |
| C° | 70 ~ 74 | 2.0 |
| D+ | 65 ~ 69 | 1.5 |
| D° | 60 ~ 64 | 1.0 |
| F | lower than 60 | 0 |

Attendance Policy

Attendance is strongly required. Any student who misses more than 1/3 of the course will receive failing grade for the entire class. The instructor will check the attendance every class during the entire semester. Students who frequently arrive late to the lecture or recitation will have lower grade in class participation grade.

No tolerance of Cheating & Plagiarism

All the submitted assignment must be prepared on your own. Plagiarism implies using ideas, sentences, or discussions from another person or source without appropriate citation. Students need to document appropriate references, when you consult other resources (books, articles class readings, even material from the internet). Any type of cheating and plagiarism will give you failing grade immediately, for the entire course.

Standards of class behavior

Students who engage in disruptive behavior during the class can be asked to leave the classroom. Students are expected:

1. To come to class on time and not to leave early
2. To be attentive and engaged in class
3. To refrain from inappropriate usage of laptops and cell phones during class
4. Not to engage in side conversations
5. To seek help when you need

Accommodations for special needs

Any student with a documented disability is welcome to contact me in advance so that we may arrange reasonable accommodations. Please contact Disability Services for Students Office at Na-rae building, 033-250-6037.

4-2. Syllabus for the courses provided in Fall 2016 semester

International Trade (Fall 2016)

Instructor

Professor Danbee Park

Office: Business Bldg. 1312

Office hours: Tuesdays 2:00-3:00pm

Email: park530@kangwon.ac.kr

Course Description

This course aims to study the causes and consequences of international trade. We try to answer the following questions: why nations participate international trade, what they trade, and who will benefit from international trade. In particular, we will explore traditional theory such as Ricardo and Heckscher-Olin model, and the new trade theory on imperfect competitions, and role of multinational corporations.

Finally, we will investigate the impact of trade restrictions on economic welfare. Students can learn the tools to think critically and understand discussions of the current events in the world economy.

Course Prerequisites

Microeconomics, Macroeconomics

Grading Policy

Grades will be based on in-class midterm (35%), final exam (40%), problem sets and class participation (15%), and attendance (10%). Attendance at both the midterm and final exam is mandatory. If you miss more than 1/3 of the course, you will receive failing grade for the entire course. In marginal cases, class attendance and participation will be considered.

Recommended Textbook

Salvatore, Dominick, International Economics, 11th edition, John Wiley & Sons, 2013.

Feenstra and Taylor, International Trade, 3rd edition,

Additional reading materials will be announced

Academic Accommodations

Any student with a documented disability is welcome to contact me in advance so that we may arrange reasonable accommodations. Please contact Disability Services for Students Office at Na-rae building, 033-250-6037.

Course Outline

| | | |
|--------|--|--------------------|
| Week 1 | Introduction | Salvatore Chapter1 |
| Week 2 | International Trade Theory | |
| | The law of comparative advantage | Salvatore Chapter2 |
| Week 3 | The Standard Theory of International Trade | Salvatore Chapter3 |
| Week 4 | Demand and Supply, Offer Curve and the Terms of Trade (1) | Salvatore Chapter4 |
| Week 5 | Demand and Supply, Offer Curve and the Terms of Trade (2) | Salvatore Chapter4 |
| Week 6 | Factor Endowments and the | |

| | | |
|---------|---|---|
| Week 7 | Heckscher-Ohlin Theory (1) Factor Endowments and the Heckscher-Ohlin Theory (2) | Salvatore Chapter5 Salvatore Chapter5 |
| Week 8 | Review and Mid-term Exam | |
| Week 9 | Economies of Scale, Imperfect Competition, and International Trade | Salvatore Chapter6 |
| Week 10 | International Resource Movements and Multinational Corporations | Feenstra Chapter 5 Salvatore Chapter11 |
| Week 11 | International Resource Movements and Multinational Corporations | Feenstra Chapter 5 Salvatore Chapter11 |
| Week 12 | Trade Restrictions: Tariffs | Salvatore Chapter8 |
| Week 13 | Nontariff Trade Barriers and the New Protectionism | Salvatore Chapter9 |
| Week 14 | Economic Integration: Customs Unions and Free Trade Areas | Salvatore Chapter10 |
| Week 15 | Review and Final Exam | |

World Regional Economy (Fall 2016)

Instructor

Professor Chan-Hyun Sohn

Email: chsohn@kangwon.ac.kr

Tel: 033-250-6189

Webpage: <http://cc.kangwon.ac.kr/~chsohn>

Course Description

This class studies the current status and future prospects of the world trade regime. The class particularly concentrates on the theory and practice of free trade agreements (FTAs) that are surging all over the global economy. To this end, a functional study (WTO, DDA, service, intellectual property, rules of origin, etc.) as well as a regional study (East Asia, North America, etc.) will be taken as the major approaches.

The class will develop students' global and open mind in understanding current rapid changes in world regional economy. The class will also equip students with most up-to-dated knowledge of describing changes coming from global free trade movement.

Course Prerequisites

General understanding of WTO and FTA would be of help, but not essential. Classes will employ a number of special/professional terminologies that are essential in understanding current world regional economics. Students endeavor to understand English lecture remains important.

Grading Policy

Grades will be based on midterm (30%), final exam (50%), assignments (10%), and attendance (10%).

Recommended Textbook

Schiff and Winters, Regional Integration and Development, 2003, the World Bank
Additional reading materials will be assigned before each classes.

Academic Accommodations

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Course Outline

| | | |
|----|---|---------------|
| 1 | Introduction of Subject/Classes Overview of World Regional Economy | readings |
| 2 | The Changing World Trade Regime | readings |
| 3 | Understanding of World Regional Economy | Chap. 1 |
| 4 | The Structure of WTO/GATT Agreement and DDA | Chap. 1 |
| 5 | Economics of Trade Integration 1 - Trade Creation Effect | Chap. 2 |
| 6 | Economics of Trade Integration 2 - Trade Diversion Effect | Chap. 3 |
| 7 | Economics of Trade Integration 3 - Trade Refraction Effect, etc | Chap. 4 |
| 8 | Mid-term Exam | exam. |
| 9 | The EU | Chap. 8 |
| 10 | The NAFTA | Chap. 8 |
| 11 | Mercosur and Andean Community | readings |
| 12 | AFTA and ANZER | readings |
| 13 | FTA and Economic Growth | Chap. 5 |
| 14 | The Future of World Regional Economy | Chap. 6 and 7 |
| 15 | Final Exam | exam. |

Global Marketing (Fall 2016)

Instructor

Professor Eui Burm Park

Office hour: Fri. 17:00-17:50

Email: euibpark@kangwon.ac.kr

Course Description

In the first half semester, students learn about the global marketing mix, and in the second half one, they apply the global marketing concepts and mix strategies to their team projects.

They should make research and present team projects and hand in final research report about global marketing strategies of team's special product or service.

Course Prerequisites

- Introduction to international trade & business
- Marketing principles
- International business management

Grading Policy

Grades will be based on midterm (30%), final exam (20%), assignments (40%), and attendance (10%).

Recommended Textbook

- Main Text Book: warren j. Keegan & mark c. green, Global Marketing(Sixth Edition), Prentice Hall,2011.
- Second Text Book: Global Marketing (Keegan & Green, 6th ed.), Translated by Eui Burm Park & et al., Sigma Press, Seoul, 2011.
- Other video and supplement materials

Academic Accommodations

Any student with a documented disability is welcome to contact me in advance so that we may arrange reasonable accommodations. Please contact Disability Services for Students Office at Na-rae building, 033-250-6037.

Course Outline

| | | | |
|----|---|--------------|-------------------------|
| 1 | Chapter 1 Introduction to global marketing | pp. 1~41 | |
| 2 | Chapter 2 The global economic environment | pp. 42~80 | Quiz (1) |
| 3 | Chapter 3 Regional market characteristics and preferential trade agreements | pp. 82~118 | Report (1) |
| 4 | Chapter 4 Social and cultural environments | pp. 120~154 | Quiz (2) |
| 5 | Chapter 5 The political, legal, and regulatory environments of global marketing | pp. 156~197 | Report (2) |
| 6 | Chapter 6 Global information systems and market research | pp. 198~238 | Quiz (3) |
| 7 | Chapter 7 Segmentation, targeting, and positioning | pp. 240!~282 | Mid-term exam. |
| 8 | Chapter 8 Importing, exporting, and sourcing | pp. 284~321 | Quiz (4) |
| 9 | Chapter 9 Global market entry strategies: licensing, investment, and strategic alliances | pp. 322~357 | Report (3) |
| 10 | Chapter 10 Brand and product decisions in global marketing | pp. 358~403 | Quiz (5) |
| 11 | Chapter 11 Pricing decisions | pp. 404~446 | Report (4) |
| 12 | Chapter 12 Global marketing channels and physical distribution | pp. 448~487 | Final-exam. |
| 13 | Chapter 13 Global marketing communications decision i: advertising and public relations | pp. 488~522 | Project presentation(1) |
| 14 | Chapter 15 Global marketing and the digital revolution | pp. 564~598 | Project presentation(2) |
| 15 | Chapter 17 Leadership, organization, and corporate social responsibility | pp.644~680 | Project presentation(3) |

Global Human Resource Management (Fall 2016)

Module Director: Dr. Yang, Oh Suk

Email: osyang30@kangwon.ac.kr

Mobile: 010-8884-4058

Office Location: Room 316, Building No. 1, CBA

Office Hours: Anytime, but by appointment only

Course Description

This course focuses on specific functions within an international business by looking at Global human resource management. HRM refers to the activities an organization carries out to use its human resources effectively. These activities include determining the firms' human resource strategy, staffing, performance evaluation, management development, compensation, and labour relations. Our starting point is to focus on the dominant vehicle of internationalization, the multinational corporation (MNC), and briefly review its role and influence in the global economy. Next, we examine the determinants of organizational effectiveness that led such companies to better firm performance, and its leading indicators such as vision attributes, vision contents, vision satisfaction, communication and so on. We are then ready to review the strategic management of MNCs' global HRM activities. In conclusion, this course explores the nature of MNCs' HRM activities from both a theoretical and empirical perspective.

Course Design

This course is designed to prepare students for a career in international business. The textbook readings and class discussions are designed to help students move toward a deeper understanding of international business and global HRM strategies in the market system of their selected country. Upon completion of this course, students will be capable of writing a comprehensive HRM strategies for a firm that seeks to do business overseas.

Objectives

The course objectives are:

To develop an understanding of the origins and developments of the MNCs in a great detail;

To consider the main theoretical approaches to global HRM such as staffing, performance evaluation, management development, compensation, and labour relations;

To describe the institutional, cultural and environmental contexts of global companies;

To analyze the dynamics of the organizational effectiveness;

To explore the rationales that lie behind the MNCs' approaches to their global HRM strategies.

Assessment

There are four components to assessment in this core course. Each component is worth 10~30% of the final course grade, and candidates must complete all of them.

- No Exam.
- Students are also urged to perform **one or two** team presentations in the course. (60%) *Grouping will be arranged by the course convenor in the first session.*
- Attendance at all classes. (10%) *Do not give any excuses for not attending or attending late.*
- Participation in seminar discussions. (30%)

Recommended Purchases

The following texts form the basis of required reading for the course and are highly recommended as purchases:

Core Reading

Chapter 2, 3, 13 and 18 only from Hill, Charles W. L., Wee, Chow-Hou, and Udayasankar, Krishna. 2016.

International Business: Asia Global Edition. 2nd Edition. McGraw Hill.

Other PDF files in the lecture community café. (provided by course convenor)

Additional Reading

Business Cases from *Harvard Business School*

Programme

| No | Topic | Chapter |
|----|--|-----------|
| 1 | Introduction and Study Skills (Lecture: L) <i>Globalization and International Business</i> | 1 |
| 2 | National Differences in Political Economy (L) <i>Seminar-Student Team Presentation(Group 1)</i> | 2/PDF |
| 3 | National Differences in Political Economy (L) <i>Seminar-Student Team Presentation(Group 2)</i> | 2/PDF |
| 4 | Differences in Culture (L) <i>Seminar-Student Team Presentation(Group 3)</i> | 3/PDF |
| 5 | Differences in Culture (L) <i>Seminar-Student Team Presentation(Group 4)</i> | 3/PDF |
| 6 | Differences in Culture (L) <i>Seminar-Student Team Presentation(Group 5)</i> | 3/PDF |
| 7 | Wrap-Up | PDF/Movie |
| 8 | The Organization of International Business <i>Seminar-Student Team Presentation(Group 6)</i> | 13/PDF |

Business English 2 (Fall 2016)

Instructor

Professor Raul Moretti

Email: moretti@kangwon.ac.kr

Tel: 033-250-6135

Course Description

This class is the second section of the Business English curriculum and will be an extension of Business English I. The spring course addressed conversation speaking, business conversation, cultural issues among other things. This course will focus more on specific situations and issues.

The specifics of this course revolve around analytical thinking, case studies, and problem resolution. The idea is to use the skills learning in Business English I by applying them to real world problems.

Grading Policy

Grades will be based on midterm (30%), final exam (40%), attendance (20%), and etc (10%).

Recommended Textbook

There is no text in this class. All materials will either be provided by me in class OR materials will be uploaded to the class portal website where students should download, print, and bring the material to class.

Academic Accommodations

Any student with a documented disability is welcome to contact me in advance so that we may arrange reasonable accommodations. Please contact Disability Services for Students Office at Na-rae building, 033-250-6037.

Course Outline

| | | |
|----|---------------------------------------|---------------------|
| 1 | Course introduction | Given in class |
| 2 | Business English I review and augment | Given in class |
| 3 | Analytical skills | Given in class |
| 4 | Discussion topic 1 | Given in class |
| 5 | Discussion topic 2 | Given in class |
| 6 | Discussion topic 3 | Given in class |
| 7 | Group discussion and review | Given in class |
| 8 | Midterm Exam | Exam |
| 9 | Problem resolution | Given in class |
| 10 | Problem solving issue 1 | Given in class |
| 11 | Problem solving issue 2 | Given in class |
| 12 | Problem solving issue 3 | Given in class |
| 13 | Cultural skills in negotiation | Given in class |
| 14 | Final Presentations | Final Presentations |
| 15 | Final Presentations | Final Presentations |

Organizational Behavior (Fall 2016)

Instructor

Professor Raul Moretti

Email: moretti@kangwon.ac.kr

Tel: 033-250-6135

Course Description

This course will help students use theories that will help them understand, explain, and to a certain point predict how other people will act and react in the organization. Even within a group of people of the same culture, it is sometimes difficult to determine or understand why someone acted the way they did. When an organization contains employees of different backgrounds, cultures, genders, ages, etc., the difficulties are compounded. This course will help students make sense of relationships in the organization and how to manage those relationships.

This course will combine a theoretical understanding of human behavior and interaction and situational examples of behaviors within the organization, how those situations were handled, and what was learned from said interactions in order to cultivate ones skills in communicating efficiently and effectively with others in the workplace.

Given all the conflicts that exist in virtually every organization in the world, it is hoped that students can learn from the theories presented in class, coupled with their own life experiences in order to become better communicators both in and out of the workplace.

Grading Policy

Grades will be based on midterm (30%), final exam (40%), and etc. (30%).

Academic Accommodations

Any student with a documented disability is welcome to contact me in advance so that we may arrange reasonable accommodations. Please contact Disability Services for Students Office at Na-rae building, 033-250-6037.

Course Outline

| | | |
|----|---|--------------|
| 1 | Course introduction | Introduction |
| 2 | The components of organizational behavior | PPT |
| 3 | Individual perceptions and the perception of others | Quiz 1, PPT |
| 4 | Individual expectations | Quiz 2, PPT |
| 5 | How to motivate yourself and others | Quiz 3, PPT |
| 6 | Decision making processes | Quiz 4, PPT |
| 7 | What to do when your decisions cause conflict | PPT |
| 8 | Midterm Exam | exam |
| 9 | Being a leader or a follower | PPT |
| 10 | Managing teams | Quiz 5, PPT |
| 11 | Negotiations within groups/across groups | Quiz 6, PPT |
| 12 | Communication skills and technology | Quiz 7, PPT |
| 13 | Face to face communication skills | Quiz 8, PPT |
| 14 | Persuading and influencing others | PPT |
| 15 | Final Exam | Exam |

Global Trade Practices (Fall 2016)

Instructor

Professor Raul Moretti

Email: moretti@kangwon.ac.kr

Tel: 033-250-6135

Course Description

This course is designed to give students the ability to understand how trade occurs between countries from a number of perspectives. Basically a top-down approach, the course will begin by explaining how global organizations monitor and set guidelines for international trade. Some of the organizations we will look at include the WTO, IMF, WIPO, World Bank and others. Below that, a country level analysis will follow focused on regulations and practices established within countries. Subsequently we will look at individual companies, products, and finally down to the consumer. The end of the course will see all of these concepts tied together.

At each level from broad to specific, examples will be given to help students understand the concepts as they are applied to trade. Additionally, weekly quizzes will be given to ensure students understand and keep up with the

material as each section is relevant to the next. Two reports will be assigned during the semester. Each student will be given a country and the reports will task the students with exporting a product or service to another country “in the class.

Expectations

Students are expected to be able to take the information provided in class, analyze it and use it to complete the reports required. Copying and pasting material will not suffice here. A logical and concise strategy with explanations will be expected.

Grading Policy

Grades will be based on midterm (25%), final exam (25%), reports (30%) and other. (20%).

Textbook

Currently there is no text. All materials will be provided by me. That could change so I will update information as necessary

Academic Accommodations

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Course Outline

| | | |
|----|--|--------|
| 1 | Introduction to course, grading system, reports, quizzes | |
| 2 | CIA Factbook and resource websites for reports | |
| 3 | Global Organizations | Quiz 1 |
| 4 | Regional Trade Agreements | Quiz 2 |
| 5 | Types of Exporting arrangements | Quiz 3 |
| 6 | Chinese manufacturing | Quiz 4 |
| 7 | In-class activity | |
| 8 | Midterm Exam | |
| 9 | International product guidelines, and restrictions | |
| 10 | Financial challenges when exporting | Quiz 5 |
| 11 | SWOT analysis | Quiz 6 |
| 12 | Product features and requirements | Quiz 7 |
| 13 | Geographical, Behavioral, Psychographic factors | Quiz 8 |
| 14 | Cultural factors in trade | |
| 15 | Final Exam | |

Global Business Case Study (Fall 2016)

Instructor

Professor Raul Moretti

Email: moretti@kangwon.ac.kr

Tel: 033-250-6135

Course Description

This course focuses exclusively on case studies. It will require students to think critically about the cases presented in class. In each case, students will be put into groups and given the role of one of the “players” in the given case study (for example, manufacturer, distributor, marketer, consumer, etc). Students will be asked to consider the real life problems/opportunities confronted by their chosen group. This course requires a great deal of ACTIVE participation as students will be asked to explain their opinions.

Course Methodology

As mentioned above, most work in class will be done in groups although some discussion will just be carried out as a class. A number of case studies (3 or 4) will be presented during the semester. Students will be given some background information and well as strategies on how to analyze the cases and then they will be given time to discuss and present their thoughts, findings, and strategies to deal with, solve, improve a situation.

Expectations

This course will require a great deal of interaction with classmates and the professor. If a student just wants to sit and listen and absorb information, then this is NOT your class. Students are expected to participate actively and share their thoughts, opinions, and insights.

Grading Policy

Grades will be based on final exam (50%), attendance (20%) and others (30%).

Textbook

Currently there is no text. All materials will be provided by me. That could change so I will update information as necessary

Academic Accommodations

Any student with a documented disability is welcome to contact me in advance so that we may arrange reasonable accommodations. Please contact Disability Services for Students Office at Na-rae building, 033-250-6037.

Course Outline

| | |
|----|--|
| 1 | Course introduction |
| 2 | Introduction of analytical and critical thinking |
| 3 | Being able to articulate your thoughts and ideas |
| 4 | Case study 1 |
| 5 | Case study 1 |
| 6 | Review and conclusion of case study 1 |
| 7 | Case 2 |
| 8 | No Midterm Exam |
| 9 | Case 2 |
| 10 | Analysis and review of case 2 |
| 11 | Case 3 |

| | |
|----|-------------------------------|
| 12 | Analysis and review of case 3 |
| 13 | Case 4 |
| 14 | Analysis and review of case 4 |
| 15 | Final report |

Database Fundamentals (Fall 2016)

Instructor

Professor KyungJin Cha

Email: kjcha7@kangwon.ac.kr

Tel: 033-250-6134

Course Description

This unit will provide the student with an overall understanding of database concepts and theory. Students will learn how to design and build a database, from data analysis to mapping a specific database model. The relational model is emphasized and introduced using MS Access and structured queried language (SQL) for creating and manipulating databases. Assignment work includes the analysis, design, and implementation of a database.

The lecture and the lab aim to provide you with a chance to learn fundamental database knowledge and skills. There will be several course activities to foster your critical thinking, develop your basic problem-solving strategies, facilitate your acquisition of life-long learning skills and prepare you to work effectively in the information economy. Formal lectures, labs and the textbook can only provide the context, structure and resources for your learning. You will find that your own practical engagement with the material in self-study or in group works as well as informal communications with your peers is the crucial elements of your learning. The major assignment is a project, reflecting how real-life commercial systems are built.

Expectations

- 1 list and explain the terminology of the relational database model
- 2 model business information requirements using entity relationship diagrams (ERD)
- 3 translate a data model (ERD) into a logical database design with normalised relations
- 4 design, develop, test and prove the functionality of a database
- 5 formulate, write and execute SQL queries
- 6 describe the necessary steps to develop an effective physical database design

Grading Policy

Grades will be based on midterm (30%), final exam (35%), assignments (35%) and other. (20%).

Textbook

Kroenke, D & Auer, D. (2010). Database concepts. (5th ed.). Prentice-Hall.

Academic Accommodations

Any student with a documented disability is welcome to contact me in advance so that we may arrange reasonable accommodations. Please contact Disability Services for Students Office at Na-rae building, 033-250-6037.

Course Outline

| | | | |
|----|---|--------------|--------------------------------|
| 1 | Getting Started: An Overview of Database | Ch1 | DBMS, Relational DB, SQL |
| 2 | Getting Started: An Overview of Database The Access WorkBench: Section One - MS Access | Ch1 | DBMS, Relational DB, SQL |
| 3 | Relational Model and Database Normalization | Ch2 | Relational Terminology |
| 4 | The Access Workbench: Setion Two - Working with Multiple Tables in MS Access | Ch2 | |
| 5 | Structured Query Language (SQL) & Working with Queries in MS Access | Ch3 | |
| 6 | Data Modeling and The Entitiy Relationship Model & Prototyping with MS Access | Ch4 | |
| 7 | DataBase Design & Relationships in MS Access | Ch5 | |
| 8 | Database Administration and Management | Ch6 | |
| 9 | Mid-Term Exam | Exam | |
| 10 | Database Administration is MS Access Database Processing in Applications | Ch6, Ch7 | |
| 11 | Web Databse Processing using MS Access Big Data, Data Warehouses, and Business Intelligence Systems | Ch7, Ch8 | |
| 12 | Big Data, Data Warehouses, and Business Intelligence Systems | Ch8 | |
| 13 | Business Intelligence Systems Using MS Access & Group Project Discussions | Ch8 | |
| 14 | Project Presentation | Presentation | |
| 15 | Final Exam | Exam | |

The principle of business administration (Fall 2016)

Instructor

Professor KyungJin Cha

Email: kjcha7@kangwon.ac.kr

Office Hours: Fri. 1-2pm

Tel: 033-250-6134

Course Description

The goal of this course is to give students practical tools, grounded in theory and research, that will allow them to become good managers. Some of those tools include strategic analysis, motivation techniques, change management principles, ways to work in and with teams, and ethical frameworks for better decision-making. Overall, the course answers the question, “What does it take to be a good manager?”

Course Methodology

This course is offered as a Lecture/Classroom course. This course requires that students meet a designated time in the classroom.

Exams: The course will require two separate (non-comprehensive) exams over the assigned chapters in the text. These assessments will include a selection of objective questions based upon the class lectures and assigned readings.

Graduate Project: The course will require one graduate project based upon an assigned written book report (5-7 pages in length) and oral presentation to the class. Instructions will be provided for the graduate project in class.

Expectations

1. Understand the general development of classic and contemporary theories
2. Apply comparative analysis of competing theoretical perspectives
3. Engage in critical evaluation of competing models of management
4. Apply conceptual knowledge and problem solving skills to explain and evaluate the administrative performance and practices of various organizations
5. Apply administrative skills within complex and dynamic organizational environments
6. Develop skills associated with effective web-based learning and instruction.

Grading Policy

Grades will be based on midterm (25%), final exam (35%), assignments (30%) and attendance. (10%).

Textbook

Management, Gulati, Mayo, Nohria, Cengage Learning

Academic Accommodations

Any student with a documented disability is welcome to contact me in advance so that we may arrange reasonable accommodations. Please contact Disability Services for Students Office at Na-rae building, 033-250-6037.

Course Outline

| | | |
|----|-------------------------------------|---|
| 1 | Orientation and Fundamentals | Introduction to Management |
| 2 | Setting the context for management | The Global Business Environment Ethics and Corporate Social Responsibility |
| 3 | Organizational Perspective - Part 1 | Organizational Design and Culture |
| 4 | Organizational Perspective - Part 2 | Managing Human Capital and Performance Mgt. |
| 5 | Organizational Perspective - Part 3 | Organizational Change |
| 6 | Strategic Perspective - Part 1 | Introduction to Strategy |
| 7 | Strategic Perspective - Part 2 | Business Level and Corporate level Strategy |
| 8 | Mid-Term Exam | Introduction to Management |
| 9 | Individual Perspective - Part 1 | Leadership and Becoming a Leader |
| 10 | Individual Perspective - Part 2 | Power and Influence, Decision Making |
| 11 | Individual Perspective - Part 3 | Conflict and Negotiation |
| 12 | Individual Perspective - Part4 | Leading Teams, Motivation |

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|----|-------------------|----------------------------|
| 13 | Oral Presentation | Introduction to Management |
| 14 | Oral Presentation | Introduction to Management |
| 15 | Final Exam | Introduction to Management |

4-3. Course description

Microeconomics (code: 4117001/ credit unit: 3)

The main goal of this course is to introduce basic concepts and tools of microeconomics. Before midterm, we study how the individual economic agents such as consumers and firms make economic decisions, how markets work, and how the government policy affects the market outcomes. After the midterm, we discuss the firm's behavior in more detail. At the end of the semester, students would be in a position to understand the basic microeconomic theory and apply them to real economy

* Evaluation: mid-term exam - 35% , final exam 40% assignments - 15% attendance - 10%

* Exams: Mid-term and final exam

* Prerequisite: Introductions to Economics. Most of the classes will be based on lectures and discussions. Students are encouraged to discuss assignments and course materials with classmates.

* Textbooks: N. Gregory Mankiw, Principles of Economics, recent edition (6th or higher) : required/ Hal R. Varian, Intermediate Microeconomics, 9/E, Norton & Company , 2014 : recommended

Macroeconomics (code: 4117002/ credit unit: 3)

This course analyzes the relationships between Gross Domestic Product (GDP), Unemployment, Price, Currency Exchange Rate, Interest Rate, and the economic significance of the total number of variables. Based on these concepts, the course studies full employment and policies designed to achieve price stabilization. To apply and expand these concepts into a real economic model, it is necessary to consider basic supply and demand as well as the basic concept of national income. In particular, we need to examine and compare the classic school and the Keynesian school in order to develop the process of this concept from an objective viewpoint.

World Regional Economy (code: 4115049 / credit unit: 3)

This class studies the current status and future prospects of the world trade regime. The class particularly concentrates on the theory and practice of free trade agreements (FTAs) that are surging all over the global economy. To this end, a functional study (WTO, DDA, service, intellectual property, rules of origin, etc.) as well as a regional study (East Asia, North America, etc.) will be taken as the major approaches. The class will develop students' global and open mind in understanding current rapid changes in world regional economy. The class will

also equip students with most up-to-dated knowledge of describing changes coming from global free trade movement.

International Trade (code: 4117004 / credit unit: 3)

This course deals with international trade theory and its policy. The main objective of this course is to study a comprehensive, up-to date, and clear exposition of the theory of international trade so as to understand the basis for and the gains from trade. In particular, we study the traditional models of Ricardo and Heckscher-Ohlin, and the new trade models based on imperfect competition with increasing returns to scale. Based on the sound understanding of the trade theory, we also explore the policy related issues such as effects of trade restrictions on a nations' welfare, and economic integration.

Global Marketing (code: 4115077 / credit unit: 3)

In the era of internationalization and globalization, global marketing has become one of the most important issues. This course deals with the concepts of global marketing and the relevant environment. On this basis, the course covers global marketing using the 4P mix strategy. Consideration is given not only to studying the important concepts and knowledge but also to examining real examples from the corporate world to improve students' ability to make executive decisions.

Global Human Resources Management (code: 4115070 / credit unit: 3)

As corporations become increasingly globalized and internationalized, the importance of systematic human resource management constantly increases. The aim of this course is to enhance students' abilities in effective human resource management by analyzing the human resource management process and policy in businesses that have performed successfully in a changing global environment.

International Business (code: 4117008 / credit unit: 3)

This course aims to develop students' decision making and problem solving skills as needed by business executives in global corporations by studying the basic concepts of international business, a global corporation's environment system, international business strategy, and a global corporation's organizational management. This is achieved by analyzing visual and auditory materials and carrying out case studies.

International Finance (code: 4117005 / credit unit: 3)

International Finance is one element of the international economy, which deals with the circumstances and forms of financial trade and analyzes the foreign exchange market, international capital movements, international monetary market, and international liquidity theory.

International Business English Conversation (code: 4115021 / credit unit: 3)

This course is designed to help students improve their knowledge of Trade English and their Trade English Communication skills. The main element in this course is practice in foreign trade and communication with

application to real-life situations so that students can have confidence in resolving problems and becoming proactive business leaders.

East Asian Economy (code: 4117007 / credit unit: 3)

This course analyzes the regional economy of Asia in depth. To do this, we analyze the recent trends of East Asia's total development model, relevant practical problems, and further predictions. In addition, the course will study, for China, Japan, and ASEAN countries, the main economic characteristics and progress and will analyze the relationship between these countries and our country.

Business English I (code: 1400052 / credit unit: 3)

This course is designed to give students practical knowledge of business English and how it is best applied. The material will cover all areas of general language learning (speaking, reading, listening and writing) with an emphasis on the business interaction concerning your job, business activities, company structure, meetings, personnel interaction, etc. The course will also cover issues such as cultural differences, presentation skills, ethics, speaking styles, and case studies.

Business English II (code: 1400053 / credit unit: 3)

This class is the second section of the Business English curriculum and will be an extension of Business English I. The spring course addressed conversation speaking, business conversation, cultural issues among other things. This course will focus more on specific situations and issues.

Global E-Business (code:4118025/ credit unit:3)

This course provide a complete introduction to the world of electronic business, with a balanced coverage of business and technical topics. Students are introduced to both the theory and practice of doing business over the Internet and the WorldWideWeb.

Global Business Case Study (code: 4118041/ credit unit: 3)

This course focuses exclusively on case studies. It will require students to think critically about the cases presented in class. In each case, students will be put into groups and given the role of one of the "players" in the given case study (for example, manufacturer, distributor, marketer, consumer, etc). Students will be asked to consider the real life problems/opportunities confronted by their chosen group. This course requires a great deal of ACTIVE participation as students will be asked to explain their opinions.

Global Trade Practices (code: 4118016/ credit unit: 3)

This course is designed to give students the ability to understand how trade occurs between countries from a number of perspectives. Basically a top-down approach, the course will begin by explaining how global organizations monitor and set guidelines for international trade. Some of the organizations we will look at include the WTO, IMF, WIPO, World Bank and others. Below that, a country level analysis will follow focused on

regulations and practices established within countries. Subsequently we will look at individual companies, products, and finally down to the consumer. The end of the course will see all of these concepts tied together.

Organizational Behavior (code: 4118008 / credit unit: 3)

This course will help students use theories that will help them understand, explain, and to a certain point predict how other people will act and react in the organization. Even within a group of people of the same culture, it is sometimes difficult to determine or understand why someone acted the way they did. When an organization contains employees of different backgrounds, cultures, genders, ages, etc., the difficulties are compounded. This course will help students make sense of relationships in the organization and how to manage those relationships.

Organizational Theory (code: 4118005/ credit unit: 3)

The goal of this course is to cover how the changing global environment affects the way managers design and change organizational structure to increase organizational effectiveness. As the complexity and number of challenges managers face, it is necessary to understand how to confront these issues.

Database Fundamentals (code: 4118012/ credit unit: 3)

Emphasizes the functions of database administrators. Includes survey of physical and logical organization of data and their methods of accessing, and the characteristics of different models of generalized database management systems.

Financial Management (code: 4118013 / credit unit: 3) –from 2017

Introduction to the principle ideas in finance and their application to the solution of financial problems. Topics include choice among investment projects (capital budgeting), corporate policy towards dividend payments and retentions, capital structure (e.g., debt versus equity), and analysis of risks and returns.

Production and Operations Management (code: 4118006/ credit unit: 3) –from 2017

Understanding managerial decision making in operations problems, including application of quantitative analysis and use of computers. Production of goods or services in any type of organization. Inventory management, scheduling, facility location, management of service systems, and quality assurance are covered.

Big Data Analysis (code: 4118010/ credit unit: 3) –from 2017

This course introduces the terminology and application of big data and data analytics. Students will learn cases in a variety of disciplines as they become acquainted with some of the software, tools and techniques of data analytics.

Global Strategic Management (code: 4118019 / credit unit: 3) –from 2017

Strategic management of operations and manufacturing in domestic and international companies. Developing and implementing a coherent strategy based on continuous improvement of quality, productivity, products, processes,

and customer services. Facilities, capacity, process/work-force planning, organization, people, systems integration, coordination between operations, marketing, engineering, and R&D are covered.

Investment Analysis (code: 4118020 / credit unit: 3) –from 2017

This course introduces risk-return concepts, debt and equity securities, and options and futures contracts. The course uses a Portfolio Project to evaluate the array of financial instrument investment alternatives and their risk profile.

Business Research Methods (code: 4118029/ credit unit: 3) –from 2017

Emphasizes issues of eliciting, analyzing, and representing verbal data in qualitative research. The topics considered are definition and evaluation of qualitative research; methods of eliciting data from individuals and groups; methods of analyzing verbal data; issues of representing narratives; and new research directions using feminist, historical, and aesthetic methods.

Introduction to Business Intelligence and Data Mining (code: 4118024 / credit unit: 3) –from 2017

This course emphasizes the concepts and techniques of business intelligence systems and their application and development, which are underpinned and exemplified via the learning of one or more contemporary 'best of breed' business intelligence software tools.

International Organizations and Global Governance (code: 4118035 / credit unit: 3) – from 2017

Governance is a term that describes a set of practices performed by individuals all the way up to the global scale that manage common affairs. The process as it relates to international organizations is to explore ways to improve the abilities and capacities of the international community in order to deal with global challenges. Therefore, there needs to be a certain level of consistency in order deal with challenges.

Services Marketing (code: 4118027/ credit unit: 3) – from 2017

Most of the world these days is dominated by services. Through services, companies have been able to expand their offerings to provide consumers with a more comprehensive customer experience. This, however, creates a unique set of opportunities and difficulties. This course is designed to teach students how the service industry has developed, what it has contributed to companies and consumers, and how the future looks for the service industry.

International Business Law (code: 4118043/ credit unit: 3) - from 2018

This course offers a comprehensive range of modules relevant to international trade law, business law, competition law, corporate governance, intellectual property and market regulation.

Asia-Pacific Studies (code: 4118044/ credit unit: 3) - from 2018

Major aspects of the Asian business environment and how Asian enterprises have evolved over the past several

decades and their management philosophies and styles are studied. Current processes and future opportunities also discussed.

Project Management (code: 4118023/ credit unit: 3) - from 2018

Focuses on management principles, methods, and tools to effectively plan and implement complex projects. Includes project selection, preparation, planning, and monitoring.

Understanding of International Politics (code: 4118033 / credit unit: 3) - from 2018

This course offers a global perspective on long term change in the world economy, and the interaction between countries, regulatory systems and business firms. Attention is especially focused on the dynamics of international trade and investment, including the relationship between trade and economic growth, trade imbalances and protectionism, and the impact of technological innovation on international competitiveness. The role of economic and political institutions is also a central feature of this course, including the international trading and financial systems, national systems of innovation and political economy, and the interaction between multinational companies and both the state and multilateral institutions.

Business Ethics (code: 4118038 / credit unit: 3) - from 2018

How a person should is the basis of the study of ethics. Everyone faces this issue in their daily lives. This course takes that concept and applies it to how people and organizations should behave when doing business domestically and abroad. Not only the concept of what is ethical behavior but also how this behavior is affected is covered in this class. An additional and significant aspect of business ethics is culture which affects not only a person's core beliefs but also the more "flexible" set of values that guide our daily decision making process.

Innovation Management (code: 4118028 / credit unit: 3) - from 2018

Innovations guide competitive advantage especially technological innovations. Students need an understanding of how to manage innovations, how they are managed and eventually brought to fruition in order to drive competitiveness and improve quality of life. Strategies of how innovation is encouraged and handled is a skill that will give students the ability to recognize and take advantage of opportunities through diagnostic and analytical tools.

International Business Negotiations – (code: 4118034 / credit unit: 3) - from 2018

This course will examine the art of negotiation. Many previous examples will be given in class to help explain (in hindsight) what went right and what went wrong in a variety of negotiation situations. Current negotiations will also be presented and analyzed in class. Cultural factors which also have a hand in negotiations as they relate to expectation and biases will also be examined as well as strategies and pitfalls of the negotiation process.

Global Entrepreneurship (code: 4118045 / credit unit: 3) – from 2018

This course is aimed at giving students the knowledge and motivation to become entrepreneurs as opposed to

trying to land jobs in large companies. In Korea, especially, gaining employment in a large firm is the goal of virtually every student. Because entrepreneurship requires more risk, creativity, and devotion, many students are hesitant to consider entrepreneurship as an option. In this course, a comprehensive plan of how the entrepreneur process is divided and approached as well as the advantages and difficulties that could be encountered.