Course Description:
This course gives an overview of doing business in Korea, including an introduction to the Korean economy, history and culture. Lectures and seminars on a wide range of functional areas draw out some differences between this region and other regions, particularly North America. The course structure includes lectures, case studies, presentations and discussions led by Seoul National University faculty experts; visits to companies; faculty debriefing on visits and speakers; final project; and local cultural events. Students will receive 3 credits from Stern for their participation in the course.