

2021 / Summer Syllabus

Course Title	Capstone Design (Global Korean Studies)	Instructor	Kim Jun Yeup(International Trade and Economic Cooperation)
Code	GK3023-00	Laboratory	
Course Classification	Elective Major Studies	Contact Information	031-201-2300
Department	Global Korean Studies		
Credits	3(Design:3)	E-mail	junyeup@khu.ac.kr
Lecture Time /Room	Kim Jun Yeup Mon13:00-15:45 (국208호), Kim Jun Yeup Tue13:00-15:45 (국208호), Kim Jun Yeup Wed13:00-15:45 (국208호), Kim Jun Yeup Thu13:00-15:45 (국208호), Kim Jun Yeup Fri13:00-15:45 (국208호)	Homepage	[Class]: [Private]:
Language		Office Hours	

Required Prerequisites

Required Student ID	Abeek Apply	Prerequisite Group	Prerequisite (Code)	Apply Record	Necessary Completion Subject Count
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No query data available.

Recommended Prerequisites	
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Course Description	<p>The course will reach our two goals in four ways:</p> <ol style="list-style-type: none"> 1. A thorough study of the Global Business and Market Research. 2. Analyzing cases involving real organizations of different countries and in different industries. 3. Studying readings and reading information from the Internet about particular companies, industries, and Emerging Economies (China, India, Brazil, Russia, Indonesia etc.). You will have numerous short group assignments in and out of class based on these assignments. 4. Completing a GROUP PROJECT as part of a small group. 5-6 students will form a group to develop a portfolio for a product/service in a foreign country or area of their own choice on the issue of entry strategy. The purpose of this project is to simulate the decisions one might be asked to make in a multinational or global company. It is intended to give first-hand experience in identifying market opportunities and developing market entry strategies. In order to develop the complete portfolio, market analysis has to be prepared, which forms the essential foundation for the portfolio. The group should work as if they represent a company planning to expand operations to a new country. <p>Your group project gives you an opportunity to go into more depth in analyzing a real firm and developing a strategy for it as you work within a team. This is the way executives do the job in real organizations. Together these four learning methods will give you a thorough understanding of global business strategy.</p>
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Course Objectives	The objective of this course is to integrate your knowledge from previous international studies courses (Economics, Politics & International Relations, Area Studies and Business), and to study real businesses from the view of top management. You will suggest the competitive actions this project should take for the future.
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Method of Instruction (Offline/Online)	Offline (face-to-face) lectures	Online (non-face-to-face) lecture			Offline + Online lecture			
		Live streaming online lecture (zoom)	Non-live streaming online lecture (contents)	Live streaming online + non-live streaming online lecture (zoom+contents)	Offline + live streaming online (offline+zoom)	Offline + non-live streaming online (offline+contents)	Offline + live streaming online + non-live streaming online lecture (offline+zoom+contents)	
						○		
	Details							
Course Type	Theory	Experiments/ Hands-on Pratice	Practice	Design (ABEEK)	Filed Trip	Capstone Design	Others	
	10%	0%	0%	0%	0%	90%	0%	
	Details							
Course Method	Discussion	Special Lecture /Seminar	Team Activities/ Presentation	Individual Presentation	Audiovisual	On-line	e-campus	PBL/CBL
	○		○			○		
	Theory	Experiments	Practice	Handout	Field Trip	Others		
	○		○					
	Details							
Textbook Information	Title			Author	Publisher	Publication year	Remark	
Required Textbooks and Recommended Materials	1							
	2							
	3							
	4							
	5							
	6							
	7							
	8							
	9							
	10							
Supplementary Materials								

Evaluation Method	Grading Percentage(%)	Additional Information for Grading	
Mid-term	0%		
Final	0%		
Assignment /Report	30%		
Presentation	50%		
Attendance	20%		
Others	0%		
Week	Date	Course Contents	Others(Weekly Course Type, Assignments, etc.)
Week1	6/22 ~ 6/22	Introduction and Course Overview - Background for Capstone Design	
Week2	6/23 ~ 6/23	Comparative Business Environmental Framework	
Week3	6/24 ~ 6/24	Cultural Differences in Business and Economy	
Week4	6/25 ~ 6/25	National Differences in Political Economy	
Week5	6/28 ~ 6/28	Economics and Emerging Markets & Strategy	
Week6	6/29 ~ 6/29	Managing International Operation	
Week7	6/30 ~ 6/30	Country Selection	
Week8	7/1 ~ 7/1	Market Analysis 1	
Week9	7/2 ~ 7/2	Market Analysis 2	
Week10	7/5 ~ 7/5	Market Entry Strategy	
Week11	7/6 ~ 7/6	Group Project Presentation	
Week12	7/7 ~ 7/7	Group Project Presentation	
Week13	7/8 ~ 7/8	Group Project Presentation	
Week14	7/9 ~ 7/9	Group Project Presentation	
Week15	7/12 ~ 7/12	Group Project Presentation	
Week16	7/13 ~ 7/13	Submission of Final Project Report	
Others			
Assignments			

Course Information		
Information for Disabled Student	Course	
	Assignment	
	Others	Please contact to the professor who teaches this class or Center for Students with Disabilities (Seoul Campus 02-961-2104-5, Global Campus 031-201-3186), if you need additional supports regarding this class.

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