



College of Business Administration
Inha University
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Course Syllabus

Global Management and Corporate Culture

- Instructor:** Prof. Yukari Ariizumi, Uichol Kim, Myungsu Nam, Kichan Park
- Office:** Building 6, Room 226
- Textbook:** Hitt, M. A., Ireland, R. D. & Hoskisson, R. E. (2007). *Strategic Management: Competitiveness and Globalization, 7th International Student Edition*. Mason, OH: Thomson.
- Goal:** The course will cover key issues, concepts and theories in global management and corporate culture. Second, the course will review cultural variations, business strategies and leadership styles. Third, the course will cover topics of creativity, innovation, ethics and morality, sustainability, and corporate social responsibility.
- Structure:** The first part of the course overviews the role that creativity, innovation and culture play in global management. The second part of this course will provide specific examples of successful and innovative companies that were able to provide profit-generation while upholding integrity and social responsibility. The course will examine case studies of successful business models and innovation in the global context, focusing on food, retail, automotive and electronics industries.
- Format:** The course will encourage active learning in which students participate in the knowledge generation process. In addition to lectures, students will present a seminar in a group of four students from each the four countries and participate in tour of leading companies and cultural sites in Korea.
- Evaluation:** Students will be required to participate in group discussions and give three presentations (33% each).

Course schedule

- Lecture 1 Culture, globalization and corporate cultures
- Lecture 3 Strategic management and competitiveness
Topics in vision, mission, leadership and strategies in the global context
- Lecture 4 External business environment and competitiveness
Topics in opportunities, threats and competitor analysis
- Guest lecture 1: Strategic management and successful Korean companies*
- Lecture 5 Internal business environment and core competencies
Topics in innovation, core competencies and outsourcing
- Lecture 6 Business-level strategy: *Managing customers, cost leadership, and differentiation*
- Lecture 7 Competitive rivalry and dynamics
Topics in competitive analysis, dynamics and strategic actions and tactics
- Guest lecture 2: Corporate finance and competitiveness of Korean companies*
- Lecture 8 Corporate-level strategy: *Diversification, value creation and motivation*
- Lecture 9 Mergers and acquisition: *Acquisition, mergers, and restructuring*
- Lecture 10 International strategy: *Environmental trends, entry mode, competitive outcomes*
- Lecture 11 Cooperative strategy: *Alliances, networking, and international collaboration*
- Guest lecture 3: Creativity, innovation, and entrepreneurship of Korean companies*
- Lecture 12 Corporate governance: *Governance, ethics, and ownership*
- Lecture 13 Organizational structure and controls: *Structure, internationalization*
- Lecture 14 Strategic entrepreneurship: *Entrepreneurship, internal innovation, value creation*
- Lecture 15 Strategic leadership: *Leadership, managerial succession, strategic action*
 Japanese culture and Toyota Motors
- Guest lecture 4: Successful Korean companies, globalization and competitive advantage: With specific focus on Samsung and Hyundai Group*

Case study and group presentations

1. Food industry: McDonald's, Yum! Brand, Starbucks, Lotteria
2. Retail industry: Walmart, Carrefour, Tesco/Homeplus, E-Mart
3. Electronics industry: GE, Philips, Sony, Samsung

Detailed schedule

Monday, August 1 Arrival in Incheon, Korea

Tuesday, August 2

- 09:00 – 9:15 Welcoming address: Dean Garp Kim
Introduction to the course: Prof. Yukari Ariizumi
- 09:15 – 12:00 *Lecture:* Strategic management and competitiveness
External business environment and competitiveness
Internal business environment and core competencies
- 12:00 – 13:00 *Lunch* (Inha cafeteria)
- 13:00 – 18:00 *Tour of Incheon:* Site visit to Tesco/Homeplus, E-Mart, McDonald's
Starbucks, Lotteria

Wednesday, August 3

- 09:00 – 12:00 *Guest lecture 1:* Strategic management and successful Korean companies
Prof. Kichan Park
- 12:00 – 13:00 *Lunch* (Inha cafeteria)
- 13:00 – 18:00 Seminar: Food industry

Thursday, August 4

- 09:00 – 12:00 *Lecture:* Business-level strategy
Competitive rivalry and dynamics
Mergers and acquisition
- 12:00 – 13:00 *Lunch* (Inha cafeteria)
- 13:00 – 18:00 *Seminar:* Food industry

Friday, August 5

- 09:00 - 12:00 **Group presentation:** Food industry
- 12:00 – 13:00 *Lunch* (Inha cafeteria)
- 13:00 – 18:00 **Site visit:** *Incheon International Airport*

Saturday, August 6

09:00 – 18:00 *Tour of Seoul and analysis of traditional and modern and retail industry*
Dongdaemun and Namdaemun Market, Chunggaechon stream, and Insadong

Sunday, August 7

Seminar preparation: Retail industry

Monday, August 8

09:00 – 12:00 *Lecture: Corporate-level strategy*
International strategy
Cooperative strategy

12:00 – 13:00 *Lunch (Inha cafeteria)*

13:00 – 16:00 *Seminar: Retail industry*

16:00 – 18:00 *Seminar: Electronics industry*

Tuesday, August 9

09:00 – 12:00 *Lecture: Mergers and acquisition*
Corporate-level strategy

12:00 – 13:00 *Lunch (Inha cafeteria)*

13:00 – 15:00 *Guest lecture 2: Korean culture and customs*

15:00 – 17:00 **Group presentation:** Retail industry

17:00 – 18:00 *Seminar: Electronics industry*

Wednesday, August 10

09:00 – 12:00 *Lecture: Strategic leadership*
Strategic entrepreneurship

12:00 – 13:00 *Lunch (Inha cafeteria)*

13:00 – 18:00 **Site visit:** *Samsung Electronics*

Thursday, August 11

09:00 – 12:00 *Lecture: Corporate governance*

Organizational structure and controls

- 12:00 – 13:00 *Lunch*
- 13:00 – 16:00 *Guest lecture 3: Creativity, innovation, and entrepreneurship of Korean Companies. Prof. Uichol Kim*
- 16:00 – 18:00 *Seminar: Electronics industry*

Friday, August 12

- 09:00 – 12:00 *Lecture: Japanese corporate culture and Toyota Motors*
- 12:00 – 13:00 *Lunch*
- 13:00 – 16:00 *Guest lecture 4: Successful Korean companies, globalization and competitive advantage
Prof. Uichol Kim*
- 16:00 – 18:00 **Group presentation:** Electronics industry
- 19:00 *Closing dinner*

Saturday, August 13

- 12:00 Check-out