

Syllabus

Special Topics in Business

Spring 2017

Professor: Donghoon Lee (donga345@gmail.com, 010-9597-0777)

Class hour: Every Friday 6:00 pm – 8:45 pm

Summary of course:

This course is designed to provide actual cases and knowledge to students who are interested in doing business globally. There have been tremendous changes in every sector of global markets in terms of strategy, governance, structure, culture, people, region etc. I will subcategorize the issues and changes into five topics. They are general topics in doing business globally, innovation shown by industry 4.0 movement, global industry consolidation such as M&A activities, changing marketing strategy to build global mega brand, and emerging market opportunities and risks. Participants in the class will be joining teams consisting of 3 – 5 members to perform in-depth case study and research in assigned topic out of five subject mentioned above. Each team will be given opportunity to present their case study, opinions, and argument.

Weight allocation for grade assignment:

Class participation and presentation 20%

Midterm exam score 40%

Final exam score 40%

Course Schedule:

1st Week: Course Introduction, team formation, logistics, ice-breaking

2nd – 3rd Week:

Subject 1: General Topics - Doing Business Globally

- Cross Cultural issues
- Legal and governance structure
- Finance and reporting (accounting and tax)

4th – 5th Week:

Subject 2: Innovation - Industry 4.0 and its impact

- ICBM (IOT, Cloud, Big Data, Mobile)
- Cross over of industries – Auto, IT, Healthcare, etc
- Expansion to Healthcare 3.0: Impact on healthcare industry

6th Week:

Team presentation and discussion 1

7th Week:

Midterm Examination

8th – 9th Week:

Subject 3: Industry Consolidation - M&A

- What drives global consolidation
- Merge and Acquisition case study
- How to execute M&A successfully

10th – 11th Week:

Subject 4: Marketing strategy - global brand

- Importance of global brand power

- Success and failure cases of global branding projects
- How to implement effective marketing strategy to create mega-brand

12th – 13th Week:

Subject 5: Emerging Market

- 1980s four tigers of Asia, 2000s BRICS, 2010s CIVETS 2020s Frontier Markets
- Opportunities and risks of emerging markets
- How to infiltrate into emerging markets

14th Week:

Team presentation and discussion 2

15th Week:

Final Examination