



UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW

연세대학교
YONSEI UNIVERSITY

- Executive MBA alumni -

4 - 9 November, 2013

Korea Business Programme

The rise of Asia is the most important transformation that has happened to business in recent decades. As the Asian countries play an increasingly important role in the world's global economy, Swedish companies and their managers need to master business relations in Asia. South Korea is one of the world's fastest-growing developed countries and the fourth largest economy in Asia. The Korea Business Programme is an intensive, week-long development programme that gives you an accelerated learning curve, and an advanced competence development of how to do business in Korea.

For whom?

- Managers who want to get an accelerated update about how to do business in Korea
- Tailor-made for Executive MBA alumni
- NB! Minimum 15 participants

Key facts

- Six programme days, 4 - 9 Nov, 2013
- Location: Seoul, South Korea
- Lectures at Yonsei University
- Cultural events & sightseeing
- Field trips to companies (TBD)

Learning objectives

- Gain current insight into the Korean culture and business climate
- Strengthen your network
- Acquire confidence in pursuing your business objectives in Korea

Sat 2 Nov 2013	Mon 4 Nov 2013	Tue 5 Nov 2013	Wed 6 Nov 2013	Thu 7 Nov 2013	Fri 8 Nov 2013	Sat 9 Nov 2013	Sun 10 Nov 2013
FINNAIR AY676 <u>Departure:</u> GOT Sat 2 Nov 12.55 <u>Arrival:</u> ICN Sun 3 Nov 09.15	Welcome reception Orientation: Korean Culture, Society, and History	Lecture: Korea & Innovation	Lecture: Network Capitalism Business Culture and Behaviors of Korean Companies	Lecture: Entry Strategies into the Korean Market Strategic Management in Korea	Lecture: Human Resource Management in Korea	Full day group sightseeing incl: Bibap performance Gyeongbok Gung (Palace) Panmunjeom	FINNAIR AY042 <u>Departure:</u> ICN Sun 10 Nov 11.15 <u>Arrival:</u> GOT Sun 10 Nov 16.25
Sun 3 Nov 2013	Introduction: Campus tour Group sightseeing	Company visit: TBD Group Dinner	Free time	Company visit: TBD Group Dinner	Completion ceremony Concluding Dinner	Sun 10 Nov 2013	

Registration & payment

- Registration deadline: 1 July, 2013
- Payment: 1 October, 2013

Contact details

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Cost: 30 000 SEK

Including:

- Lectures and seminars
- Lecture notes and materials
- Company visits
- Planned meals
- Local transportation
- Sightseeing

Not included:

- Flight tickets
- Hotel accommodation



한국 비즈니스 프로그램

www.handels.gu.se/exed