



Sungkyunkwan University Winter International Student Experience (WISE) 2016
"Exploring Korea's hidden depths"

Course Syllabus

Seminar on Korean Business in an International Context:

What Makes Samsung Strong- Samsung Global Sales Strategy

Kyu Uhm, Senior Vice President, Samsung Electronics Co.,Ltd.

SHORT COURSE DESCRIPTION

What Makes Samsung Strong will introduce you to several aspects of Samsung's management philosophy which has been a fundamental growth engine of the electronics giant. The course also explores how Samsung Electronics manages its sales globally with 54 subsidiaries covering 80 more countries. You can understand how Samsung Electronics could maintain its leadership in the marketplace and plans and executes its sales strategies with global thinking.

During the course you will have two business case studies—mobile phones and the Netbook success story. For mobile phone case study, we will invite CS Choi who has served as Executive VP of Samsung Electronics and President of Samsung Electronics America Inc. The Netbook case study will be covered by myself precisely.

The course also invites you to Samsung Innovation Museum in Suwon, 50 km south of SKKU's Seoul campus, where you will see the history of Samsung—the past, present, and future of Samsung Electronics—and feel the strong potential energy of future growth as well.

What Makes Samsung Strong will be an absolutely attractive course for you to understand Samsung and Korea at the same time. There is no advance reading material, but Teamwork is very important to learn about different environments, develop strategic plans, and conduct Team presentations.

COURSE REQUIREMENTS AND GRADING

Final grades will be composed of:

- | | |
|------------------------|-----|
| A. Class Participation | 80% |
| B. Team Presentation | 20% |

Class Participation: Since learning in this class is interactive, class attendance is critical and mandatory. Assessment of class participation contains three aspects: (1) class attendance, (2) active participation in exercises and discussions, and occasionally (3) handling in the results of Team discussions (end of class). All WISE classes are pass/fail. SKKU regulations require students to attend at least 80% of all classes; missing and/or arriving late to more than three classes will result in a fail.

Team Presentation: An important part of doing business is to "sell" your proposals. To contribute our persuasive powers and presentation skills (in English) and develop strategic plans, each Team will be asked to persuasively present their strategic plans.

COURSE SCHEDULE

<u>WK2</u>	<u>6 Jan (Wednesday)</u>	Course Introduction - What Makes Samsung Strong? Create Teams, introduce yourself to class (<u>1 min speech each</u>)
	<u>7 Jan (Thursday)</u>	Introduction to Samsung - Samsung Management Philosophy Samsung Electronics – Business Performance, Product Portfolio,..
	<u>8 Jan (Friday)</u>	Samsung Netbook Case Study
<u>WK3</u>	<u>11 Jan (Monday)</u>	What is Marketing and Sales at Samsung?
	<u>12 Jan (Tuesday)</u>	How Does Samsung Manage Sales Channels ? <i>Exercise: Team research and presentations</i>
	<u>13 Jan (Wednesday)</u>	What is Market Sensing ? <i>Exercise: Team research and presentations</i>
	<u>14 Jan (Thursday)</u>	Samsung Mobile Phone Case Study CS Choi, Exec Senior VP of Samsung Electronics President of Samsung Electronics America
	<u>15 Jan (Friday)</u>	Visit Samsung Innovation Museum (SIM)
<u>WK 4</u>	<u>18 Jan (Monday)</u>	What is Account Planning & Management at Samsung? <i>Exercise: Team research and presentations</i>
	<u>19 Jan (Tuesday)</u>	What is Retail Management at Samsung? <i>Exercise: Team research and presentations</i>
	<u>20 Jan (Wednesday)</u>	How Samsung does Performance Management <i>Exercise: Team research and presentations</i>
	<u>21 Jan (Thursday)</u>	Global Business Etiquette
	<u>22 Jan (Friday)</u>	Assessment
<u>WK 5</u>	<u>25 Jan (Monday)</u>	Corporate Strategy of Apple, Google, and Samsung YS Kim, Senior VP of Samsung Electronics Professor of Soonchunhyang University, Korea
	<u>26 Jan (Tuesday)</u>	Closing ,...



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Smart Phones: The Great Leap towards Ubiquitous Computing

Prof. Navrati Saxena, Sungkyunkwan University

SHORT COURSE DESCRIPTION

Just as the Internet changed the world at the turn of the century, now smartphones are powering a new paradigm of mobile technology. Today, average users spend more time on their smartphones than computers. South Korea, the world's foremost adopter of cutting-edge technology, plays host to the technology ecosystem of the future. With its advanced communications infrastructure, the country is a playground for new electronic gadgets. What lessons can we learn from this technological environment, and how can they be applied to the smartphone industry? Where are we heading with this new smart device revolution, and how will it shape global society and the economy?

This course focuses on the technological side of smartphones, from the macro level of data networks all the way down to the micro level of smart phone applications. Senior researchers from Samsung Electronics and SKKU will share their insights and guide student projects for developing mobile applications. This course is intended for science and engineering students or students from other majors who have an interest in technology. We shall start the course with the very basics of the cellular networks, ubiquitous computing and sensors used in smart phones. We shall discuss the impacts of smart phones – social impacts (life style), rise of industries and fall of industries. We shall learn about various fun facts in the course related to smart phones and its various applications (Apps). Finally we will have an exhaustive workshop where we will teach students to make their own app. Even if you have no programming background; you are welcome to join the course. We focus more on thinking innovative ideas for the new app rather than making the app itself. However, we will teach you simple programming and have a hands-on session in making the app. Students from all the major are invited to join the course.

We will have a tour of the Samsung Innovation Museum (SIM) during the course. It's a perfect, hi-tech 4 floor museum with history, present and future products and technology on interactive display. Special talks/discussions/lecture by Dr. Abhishek Roy - Manager, Samsung Electronics are included in the detailed schedule below. However, it might change a bit according to Dr. Roy's availability.

READING MATERIALS

Reading materials will be provided in advance during the course. All the PowerPoint slides and other course material will be provided in the class. The following are general background readings:

1. Smart Phone Basics: <http://en.wikipedia.org/wiki/Smartphone>
2. Smart Phone Concept: http://www.wikinvest.com/concept/Smart_phone
3. Smart Phone News: <http://smartphonenews.com/>
4. Smart Phone Reviews: <http://newsmartphonereviews.com/>

COURSE REQUIREMENTS AND GRADING

Attendance and **active participation** in class is very important for the completion of the course. Open discussions are encouraged and will be arranged on suitable topics. Students' group presentations and active workshop participation fetches more points to the students. Academic Dishonesty, plagiarism, poor team work and less than 80% attendance (without prior information and professor's consent) leads a student to fail.

Attendance	20%	
Presentation	40%	You will be assigned in a group of 3 ~ 4 students. You need to make a presentation on one of the topics (related to smart phone) assigned to you. You will be assessed based on your individual slides and presentation; not group wise.
App making session	20%	You will be assessed based on your idea of the App.; Not on your programming skills.
Others	20%	

BRIEF COURSE SCHEDULE

WISE – SMARTPHONES (JAN 2016) 9:30 ~ 12:00 NOON Seoul Campus

WEDNESDAY	THURSDAY	FRIDAY	MONDAY	TUESDAY
*06 Course Intro History of Phones (1)	07 Visit: Samsung Innovation Museum (2)	08 Discuss SIM tour Intro Cellular Networks & Smart Phones (3)	11 Cellular Networks (4)	12 Ubiquitous Computing (AR) (5)
13 Impact of Smart Phs – 1 Social; Life Style; Healthcare; Sports (6)	14 Smartphone App Making Workshop (7)	15 App Making Session (8)	18 App Making Session GREEN TECH. (AR) (9)	19 Student App Presentation (10)
20 Student App Presentation (11)	21 Green & Future Smart Phones (12)	22 Fun Facts: Exclusive Apps from Competitors 2. Securing world's most impt man's smart ph. (13)	25 Impact of Smart Phs – II Rise & Fall of Industries Sensors in Smart Phs. E- Healthcare M- Healthcare (AR) (14)	26 DISCUSSIONS FINAL REMARKS WRAP-UP (15)

***due to professor's official travel overseas; this class will be taken by a suitable substitute. Thanks for your understanding.**

DETAILED COURSE SCHEDULE

– WEEK I –

Wednesday (6 January)

Introduction of the course

- Grading policy,
- Topics covered in the course and
- Assessment criterion

Introduction

- History of phones (landline, cordless)
- Cellular phones (1G, 2G, 3G etc.)
- From simple feature phone towards smart phone
- Evolution of Smart Phones – special focus on *Korea's depths/power – Samsung Electronics*

Thursday (7 January)

Visit to Samsung Innovation Museum (SIM) – Free tour. No participation Fee.

- <http://www.samsunginnovationmuseum.com/index.jsp>
- <https://www.google.co.kr/search?q=samsung+innovation+museum&biw=1185&bih=596&tbm=isch&tbo=u&source=univ&sa=X&ved=0CDUQsARqFQoTCN2hgdqcvsgCFUXapgodIEkHAQ>

Friday (8 January)

Discuss the SIM Tour

Introduction to the cellular technology& Smart Phones - I

- Frequency Spectrum
- Cellular Architecture - I

Monday (11 January)

Introduction to the cellular technology& Smart Phones - II

- Cellular Architecture– II
- Mobility Management basics

Tuesday (12 January)

Ubiquitous Computing (UC)

- An Introduction
- UC – brief History
- UC - Applications
- UC - Technology
- UC - Present & Future Trends – Emphasis on Korean trends/depths

Special lecture by Dr. Abhishek Roy – Manager, Samsung Electronics

- *We will have an open discussion with Dr. Roy regarding*
 - *Samsung Electronics in general*
 - *Samsung's policy, job prospects, life @ Samsung from a Foreigner's eye*
 - *Discuss global and the economic impacts of the smart phones.*

– WEEK II –

Wednesday (13January)

Smart Phones Impact on the Global/Korean Society & the Economy – I

- Electronic Gadgets – influence on the society & the environment
- Smart phones effect on the life style of the people
- Smart Devices in e-Healthcare / m-Healthcare

Thursday (14January)

Smart Phones Application Development Tools: A Tutorial & Workshop

- A complete Guide and live demo on developing Smart Phones Apps
- Introduction to various Tools/Tool Kits/Platforms available for developing Smart Phones App
- Step wise demonstration of an App development

All essential programming / technical skills will be taught – no pre-requisite required

Students of any major are welcome!

Friday (15January)

Workshop: Making the Smart Phones App - I

Monday (18 January)

Workshop: Making the Smart Phones App - II

Special session with Dr. Abhishek Roy – Manager, Samsung Electronics

Smart Phones Impact on the Global/Korean Society & the Economy – II

- Smart Phones – how “Green” are they?
- How can they “GO GREEN”& help in a Green Sustainable world?
- *Special session with Dr. Abhishek Roy – Manager, Samsung Electronics*

Tuesday (19January)

Students’ Apps presentations - I

Students’ Discussion/ presentations - I

- Killer Applications of Smartphones
 - Special Emphasis on the Korean Apps
- Smartphone Market Trends
 - Online Gaming
 - Mobile broadcast
 - Video conferencing ...

– WEEK III –

Wednesday (20January)

Students’ Apps presentations - II

Students’ Discussion/ presentations - II

Thursday (21 January)

Green & Future Smart Phones

Friday(22January)

Fun Facts

- Android apps to make iPhone users jealous
- Exclusive apps for iOS users
- Ex-googler ... ?
- Securing the smart phone of the world’s most important man ...
- ...

Monday (25January)

Smart Phones Impact on the Global Society & the Economy – II

- Rise of new Industries/jobs/market
- Fall of *Industrial Giants* due to Smart Phones

Special session with Dr. Abhishek Roy – Manager, Samsung Electronics

- Smart Phone Sensors

Tuesday (26January)

Wrap Up session

- Discussions & Final Remarks



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Korean Culture and Society: Dynamic Korea

Youngeun Jang, Sungkyunkwan University

SHORT COURSE DESCRIPTION

This course is designed as an introductory overview of Korean history, culture and society from modern times to the present. It will also help students who do not have prior knowledge to understand the cultural norms, values and attitudes of contemporary Korean society. The course is divided into three themes: History & Politics, Culture & Society and Contemporary Issues.

The 'History & Politics' theme will explore Korean modern history, with a focus not only on Korean history, but also on developments in East Asia including China and Japan related to the Korean peninsula. In this context, the Korean political system will also be discussed, including Korean authoritarianism, democratic movements, and citizens' participation.

The second theme will focus on the current 'Culture & Society' issues such as language, food, religion and interpersonal relations in Korean society. In the final week, the third theme on contemporary Korean pop culture will include, for example, discussion of current music, TV dramas, and movies in Korea. In this course, we will also consider Korea's future in the context of global challenges such as the need to insure shared prosperity for all. The class lectures will be supplemented with films, video clips, slides and other visual materials.

COURSE REQUIREMENTS AND GRADING

This course aims primarily to provide a basic understanding of Korean history, culture and society for foreign students and therefore no previous knowledge is required. However, all students are expected to participate actively throughout the course and those who do not attend and participate are in risk of failing the course. This course will be evaluated based on a group project.

1. Project proposal (30%)
2. Final presentation (50%)
3. Active participation (20%)
4. The presentation attendance is mandatory for everyone

COURSE SCHEDULE

– WEEK I –

Wednesday (6 January)

Introduction of Korean history

Thursday (7 January)

Colonial period & Korean War

Friday (8 January)

Republic of Korea since 1948

Monday (11 January)

Republic of Korea since 1948 (2)

Tuesday (12 January)

Democratic Movement & Politics and systems

– WEEK II –

Wednesday (13 January)

Democratic Movement & Politics and systems (2)

Thursday (14 January)

Modern Korean Culture (1)

Friday (15 January)

Modern Korean Culture (2)

Monday (18 January)

Modern Korean Culture (3)

Tuesday (19 January)

Field Work

– WEEK III –

Wednesday (20 January)

Cultural Code & Communication (1)

Thursday (21 January)

Cultural Code & Communication (2)

Friday (22 January)
Final assessment

Monday (25 January)
Final assessment

Tuesday (26 January)
The Future of Korea