

<b>Georg-August-Universität Göttingen</b>		3 C 1 WLH
<b>Module M.WIWI-BWL.0147: Doing Business in Korea</b>		
<b>Learning outcome, core skills:</b> After attending this lecture, students have obtained background knowledge on the economic, political, and cultural environment that influence the business in Korea. In addition, students will obtain insights into successfully doing business in Korea. This course will prepare students for doing business in Korea.		<b>Workload:</b> Attendance time: 14 h Self-study time: 76 h
<b>Course:</b> M.WIWI-BWL.0147.Lec <b>Doing Business in Korea</b> (Lecture) <i>Contents:</i> The lecture will introduce the economic, political, and cultural environment that influence business in Korea. Through a mixture of lectures, case studies, and discussions, students will study how foreign companies and managers do business in Korea. The contents will include market entry, marketing, and human resource management.		1 WLH
<b>Examination: Written examination (60 minutes)</b> M.WIWI-BWL.0147.Mp: Doing Business in Korea		3 C
<b>Examination requirements:</b> <ul style="list-style-type: none"> <li>• Demonstration of knowledge in doing business in Korea,</li> <li>• demonstration of the ability to apply theoretical knowledge to practical business challenges in Korea.</li> </ul>		
<b>Admission requirements:</b> none	<b>Recommended previous knowledge:</b> none	
<b>Language:</b> English	<b>Person responsible for module:</b> Prof. Dr. Fabian Jintae Froese	
<b>Course frequency:</b> each summer semester	<b>Duration:</b> 1 semester[s]	
<b>Number of repeat examinations permitted:</b> twice	<b>Recommended semester:</b> 2 - 3	
<b>Maximum number of students:</b> not limited		