



# Doing Business in Korea 2022 “after COVID- 19”

MBA Graduate School of Business  
Seoul National University  
May 9-13, 2022

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Instructor: Prof. Michael Lim

Office: SK Bdg. 58-503

Phone: 02-880-6932

E-mail: milim@snu.ac.kr

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## Course Description

This course will address unique business climates in Korea. The course structure includes lecture sessions, case studies, presentations and discussions led by Seoul National University faculty experts. This year, in particular, students will have a team project to address unique business challenges and opportunities presented by the coronavirus (COVID-19). Students will receive 3 credits for their participation and successful completion of the course. This course is opened to all MBA students including GSMBA as well as EMBA.

## Classroom

Lecture/Presentation sessions will be held as below:

Period	Classroom
May 9-13, 2022	Online (Zoom Link will be noticed)

## Academic Integrity

All participants should not plagiarize work that has been done by others in any form. Plagiarism in any form will result in a zero for the assignment and possibly a failing course grade depending on the circumstances. SNU expect you to abide by the highest standards of academic integrity.

## Late Work

Late work is not accepted and will result in a zero grade for the assignment. All assignments are due promptly on the date/time specified unless otherwise indicated.

## Course Requirements and Grading

The course is graded as S/U. For those who do not pass the course will be graded as unsatisfactory.

Participants will be evaluated in three areas:

Categories	% of grade
Group Presentation	50%
Individual Project	20%
Attendance / Participation	30%

**\*IMPORTANT:** Attendance is mandatory at all sessions during the program. Participants are expected to arrive at the online classroom sessions on time every day. Those who arrive 0-10 minutes late to class will be marked tardy. Tardiness and any absence without prior approval or supporting documentation will result in grade reduction.

## Grade Composition

### Group Project/ Presentation: Due May 13<sup>th</sup>

How will Coronavirus change the Korea market and consumers? This project aims to provide an opportunity for students to ponder over the uncertainty uniquely presented by the coronavirus (COVID-19) surrounding business operating in Korea. Each group needs to identify an interesting and meaningful changes in an industry because of the coronavirus pandemic, such as the way of operating business or the way of consumers think and behave. And, based on the analysis, each group needs to submit and present a business proposal that addresses the market changes and opportunities presented by COVID-19 in Korea. The business plan can take a perspective of an existing company and suggest a new product or service that can be launched by the company. Or it can suggest a totally new business idea. Group will be randomly assigned.

Please send the assignment via email ([smba@snu.ac.kr](mailto:smba@snu.ac.kr)) by **9 am, May 13<sup>th</sup>**

*Formatting:* your final plan should be approximately 15 PowerPoint slides in length and double-spaced, excluding exhibits or appendices.



*Presentation:* Each team will make a short presentation (15-20 min) highlighting the key planning idea.

**Individual project: Due May 20<sup>th</sup>**

Based upon what you've learned in this course, name and discuss three important challenges that a company in Korea may face at this point. Please send the assignment via email ([smba@snu.ac.kr](mailto:smba@snu.ac.kr)) by **9am, May 20<sup>th</sup>**

**Format:**

- Length: 2 pages max.
- Font: 12 point Arial, single spaced with an extra space between each paragraph
- Students are allowed to attach additional items such as tables, charts, and readings that do not count in the suggested length.