

Module description

Field of study HES-SO Business, Management and Services
Degree course Master of Science in Business Administration

1 **Title of module** **Analyzing East Asian Markets** **2023-2024**

Code E.MScBA.390.OB23.E.23	Type of course * <input type="checkbox"/> Bachelor's <input checked="" type="checkbox"/> Master's <input type="checkbox"/> MAS <input type="checkbox"/> EMBA <input type="checkbox"/> DAS <input type="checkbox"/> CAS <input type="checkbox"/> other			
Level <input type="checkbox"/> Basic module <input type="checkbox"/> Further studies module <input checked="" type="checkbox"/> Advanced module <input type="checkbox"/> Specialised module	<table border="0"> <tr> <td>Description <input checked="" type="checkbox"/> In the case of definitive failure in a module defined as compulsory for successfully completing the course profile in question, the student shall be excluded from the degree programme, or from the faculty, if this is provided by the course regulations in accordance with Article 32 of the Regulations relating to first-cycle and second-cycle degrees (Bachelor's and Master's) at the HES-SO</td> <td>Type of module <input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional or subsidiary module</td> <td>Time schedule <input type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input checked="" type="checkbox"/> Spring semester <input type="checkbox"/> Autumn semester <input type="checkbox"/> Autres</td> </tr> </table>	Description <input checked="" type="checkbox"/> In the case of definitive failure in a module defined as compulsory for successfully completing the course profile in question, the student shall be excluded from the degree programme, or from the faculty, if this is provided by the course regulations in accordance with Article 32 of the Regulations relating to first-cycle and second-cycle degrees (Bachelor's and Master's) at the HES-SO	Type of module <input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional or subsidiary module	Time schedule <input type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input checked="" type="checkbox"/> Spring semester <input type="checkbox"/> Autumn semester <input type="checkbox"/> Autres
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2 **Organisation**

ECTS Value 5	Language <input checked="" type="checkbox"/> English <input type="checkbox"/> English - Chinese <input type="checkbox"/> English - Russian <input type="checkbox"/> French <input type="checkbox"/> French - English <input type="checkbox"/> French - German <input type="checkbox"/> French - German - English <input type="checkbox"/> German <input type="checkbox"/> German - English
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3 **Prerequisites**

- The following module(s) must have been validated
 The following module(s) must have been attended
 none
 other

Other prerequisites

4 **Skills to be gained / general learning objectives**

This module is designed to provide insights into business ecosystem in South Korea. The Republic of Korea is one of the major economic hubs of Asia. It is the 15th largest economy and among the first ten economies hosting the headquarters of Global Fortune 500 companies. As one of the leading IT countries in the world with highest broadband internet access per capital, South Korea is ranked amongst the top ten in the world for IT industry competitiveness by the Economist Intelligence Unit. It has one of the most advanced education systems with highest scientific literacy. South Korea's remarkable development has been cited as exemplary by the United Nations.

The module aims to provide an overview of the economic and social development path of South Korea, the business environment and the specificities of doing business through a series of lectures provided by Korean scholars and field trip with onsite visits to firms.

Upon successful completion of this course, students will be able to:

- Identify the particularities of the South Korean business ecosystem.
- Explain the factors that drive success of local and foreign firms in South Korea.
- Distinguish the institutional factors that influence the local and foreign businesses in South Korea.
- Compare management practices in Korea to management practices in Europe.
- Formulate strategies for market entry and expansion within Korea.
- Assess the likelihood of business potential and success in Korea.

5 **Teaching and content**

A variety of techniques will be used to enhance student learning, including observation, lectures, self-reflection, class discussion, case studies and group project and presentation. Discussion is a substantial part of the course and student participation is essential for both individual and collective learning.

During the stay in Seoul, the students will gather local insights from Korean scholars and learn more about Korean society and Korean consumers (for example from scholars in the field of marketing) as well as Korean firms and Korean management style (for example from scholars in the field of International Business).

In parallel to the lectures, the students will gain insights into business ecosystem in South Korea through visits to local and foreign firms to gather insights into high technology and innovation driven organizations in key industries.

Teaching staff : Various professors of the partner university in South Korea

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6 **Assessment and validation methods**

The final grades will be determined based on the group project report and presentation (60%) and two individual assignments, one written report (20%) and one self-reflection report (20%).

Remediation:

In case of remediation, the professor in charge of the module communicates the elements which have to be improved and the related deadline.

7 **Reassessment requirements ***

- reassessment possible
- no reassessment
- other (please specify below)

7a **Reassessment requirements (if module is repeated) ***

- reassessment possible
- no reassessment
- other (please specify below)

other reassessment modalities

8 **Remarks**

9 **Bibliography**

10 **Teaching staff**

Name of head of module *

Güldem Karamustafa

Description validated on *

23.08.2023

Description validated by *

Lukas Baschung