



Sungkyunkwan University (SKKU) International Summer Semester (ISS) 2017
"New Experience, New Engagement"

Corporate Leadership in East Asia

Prof. Edward J. Romar PhD, University of Massachusetts Boston, USA

SHORT COURSE DESCRIPTION

Corporate leadership is measured in a variety of ways: market share, profit, innovation and reputation to name just a few. To succeed firms must develop the necessary tools such as culture, management skills and the supporting business processes. All successful organizations demonstrate these attributes regardless of home country. While there are some universal characteristics found in all well-managed firms, local and regional attributes play an important role in business success.

The course will use the idea of "New Beginning" within the overall theme of "New Experience, New Engagement." Several years ago, the term "ubiquitous computing" came into vogue. This meant that computer capability was all around us. Today there is the term "internet of things." Building upon the concept of ubiquitous computing, the internet of things denotes wide spread connectivity of computer capable devices. This suggests that we are on the verge of another significant social and economic transformation which will, once again, alter social, economic and business relationships. Firms, as well as people, capable of leading and adjusting to this dynamically changing environment will survive and prosper.

East Asia has many companies, well positioned to lead in the dynamic new environment. We will focus on several leading Korean, Chinese and Japanese firms such as Toyota, Honda, Alibaba and Xiaomi. The central firm will be Samsung. Samsung is a world class, global technology company which makes not only finished products but also component products found in many technology products. It is also a firm critical to Korean economic success. As such, it is a bellwether of large global firms.

READING MATERIALS

(Please note the reading list may change prior to the first day of class)

Confucius, The Great Learning
Deng, Build Socialism with Chinese Characteristics
Grobart, Colossus: How Samsung became the World's Number One Smart Phone Maker
Hardy, Quentin, Artificial Intelligence Software is Booming, But Why Now?
Harris, Bryan, Samsung to Pay \$8bn for US Car Tech Group Harmon
Levit, Alexandra, A Robot May be Training to Do Your Job. Don't Panic
Lucas, Louise, SoftBank Robot Ready to Earn Its Keep
Lucas, Louise, Tencent: Inside China's 'Killer App' Factory
Margolis, Jonathan, 'Over' Is So Over As Passé Technology Refuses to Die
Mozur, Paul, Silicon Valley's Culture, Not Its Companies, Dominates in China
Noonan, Laura, Bank Hiring: Wall St Turns to Machines to find Better Behaved Bankers
Rich Motoko, In the Land of the Robot, Androids are on the March
Schuman, Michael, Venture Communism: How China Is Building a Start-Up Boom
Shepherd, Christian, Volvo and Geely to Share China Car Factory
Song, Jung -a, South Korea Gaming Groups Struggle to Fend Off China
Netmarble Snaps Up US Games Studio Kambam
Wortham, Jenna, What Silicon Valley Can Learn From Seoul

COURSE REQUIREMENTS AND GRADING

All ISS classes are pass/fail based on the student academic achievement evaluated by grades on a scale of 100 points (grade of 60 or above is Pass). **SKKU regulations require students to attend at least 80% of all classes.** Professors should clearly indicate each **grading percentages** (ex. attendance, exam, presentation, team project, quiz etc.) and the conditions under which students fail, including tardiness, academic dishonesty, etc. Please understand many of partner universities are requiring more specific clarification on how to evaluate the students' performance for their credit acceptance procedure.]

Grades will be based upon group work and class participation. Groups will be required to present on course readings and one group research project to be identified early in the first week of class.

Group reading assignments are indicated with an asterisk (*).

Reading Presentation	45%
Group Research Presentation	45 %
Class Participation	10%
Total	100%

Please use the name you registered with for the SKKU ISS for all course submissions since it is the only name I have for grading.

COURSE SCHEDULE

– WEEK I –

Tuesday (27 June)

Introduction
Team membership/ Assignments

Wednesday (28 June)

What is Leadership?
What is Management?

Reading:

Hardy, Margolis, Noonan,

Thursday (29 June)

Reading

The Great Learning (Entire Class)
<http://www.sacred-texts.com/cfu/conf2.htm>

From beginning To COMMENTARY OF THE PHILOSOPHER TSANG

Friday (30 June)

Contemporary Chinese Corporate Leadership: The Foundations

Reading

Deng *, Mozur*

WEEK II –

Monday (3 July)

China Continued

Reading

Lucas, Tencent*, Shephard*

Tuesday (4 July)

Korean Business Leadership: Samsung

Reading:

Wortham*

Wednesday (5 July)

Korean Business Leadership: Samsung

Harris*

Thursday (6 July)

Korean Business Leadership: Samsung

Friday (7 July)

Japanese Business Leadership: Honda

Reading:

Lucas, SoftBank*

– WEEK III –

Monday (10 July)

Japanese Business Leadership: Toyota

Reading:

Rich*

Tuesday (11 July)

Japanese Business Leadership: Toyota

Wednesday (12 July)

Summary and Conclusions

Thursday (13 July)

Group Presentations

Friday (14 July)

Group Presentations

– WEEK III –

Monday (17 July)

Group Presentations