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## Course Syllabus

### Knowledge Management and Corporate Culture

- Instructor:** Uichol Kim, Ph.D.
- Lecture room:** Building 6, Room 224
- Office:** Building 6, Room 225
- Office hour:** MWF, 16:00 – 17:00
- Textbook:** Ichijo, Kazuo & Nonaka, Ikujiro (2007). *Knowledge creation and management: New challenges for managers*. Oxford: Oxford University Press.  
ISBN: 0-19-515962-4
- Goal:** The goal of this course is to introduce key concepts and theories in knowledge management and corporate ethics. This course will cover the topics in creativity, innovation, management, culture, sustainability, and social responsibility.
- Structure:** The first part of the course overviews the process of human adaptation, mastery and transformations. The second part of this course traces the development of organizations, innovation technologies, language, art and culture. The third will examine the rise of industries, commerce and nation states. The fourth part will analyze the development and impact of information technologies on organizations, culture and globalization. The fifth part examines key issues in knowledge management. The sixth part discusses the integration of corporate ethics, social responsibility and sustainable development in business and management.
- Format:** The course will encourage active learning in which students participate in the knowledge generation process. In addition to lectures, students will present a seminar in a group of four students from each the four countries and participate in tour of leading companies and cultural sites in Korea.
- Evaluation:** Students will present a seminar (40%) in a group and a final report submitted by each student (60%).

## Course schedule

- Aug 4 10:00 – 12:00 Introduction to the course  
12:00 – 13:00 Welcoming lunch: Hosted by Dean Myung-Soo Nam  
13:00 – 16:00 *Lecture 1: Human adaptation, mastery and transformations.*  
*Reading material: Handout*
- Aug 5 10:00 – 18:00 *Cultural site visit: National museum, palace and Seoul*
- Aug 6 9:00 – 12:00 Self and group study  
13:00 – 16:00 *Lecture 2: The rise of industries, commerce and nation states*  
*Reading material: Handout*
- Aug 7 10:00 – 18:00 *Site visit and lecture: Samsung Electronics*
- Aug 8 9:00 – 12:00 Self and group study  
13:00 – 16:00 *Lecture 3: Information technology, globalization and cultural differences*  
*Reading material: Handout*
- Aug 9 10:00 – 18:00 *Cultural site visit: Korean Folk Village*
- Aug 10 Free time
- Aug 11 10:00 – 18:00 *Site visit and lecture: Korean Airlines*
- Aug 12 9:00 – 12:00 Self and group study  
13:00 – 16:00 *Lecture 4: Fundamentals of knowledge-based management*  
*Textbook: Chapters 1- 7*
- Aug 13 10:00 – 18:00 *Site visit and lecture: LG Electronics or Hyundai Steel*
- Aug 14 9:00 – 12:00 Self and group study  
13:00 – 16:00 *Lecture 5: Application of knowledge-based management*  
*Textbook: Chapters 8-18*
- Aug 15 10:00 – 12:00 Self and group study  
13:00 – 15:00 *Lecture 6: Ethics, social responsibility and sustainable development*  
*Reading material: Handout*  
15:30 – 18:00 Seminar presentations
- Aug 16 *Farewell reception*
- Aug 17-18 Overnight *Buddhist Temple stay*: <http://eng.templestay.com/>  
<http://lotuslantern.net/english/index.php>