

The Global MBA and Leadership Program 2008:

Final Report

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Inha University

The Global MBA and Leadership Program

The aim of the Global MBA and Leadership Program is to provide a critical understanding of innovations that are shaping the business and global community. Under the framework of GU8 Consortium, several universities have agreed to enter into a partnership to form a global alliance in education, research and application: Inha University, Korea. Le Havre University, France, University of Rhode Island, USA and Xiamen University, China. The program integrated with the collaborative research documenting innovations and successful business models in each country. From each university five students have been selected and these students made site visits to other participating universities and successful companies. Participants were allowed to learn about innovations in industries, companies and business and learned about issues of sustainable development, corporate social responsibility, corporate ethics and cultural diversity.

Introduction

During the past ten millennia, the world has experienced globalization in varying degree and forms. The shape and speed of globalization in the 21st century is unparalleled in human history, influencing almost every aspect of our lives. Businesses, companies and universities need to meet the challenges of globalization to reap its benefits and also to address emerging issues such as sustainability, social responsibility and cross-cultural understanding.

University education is now becoming universal and accessible to those who are ready to learn. A significant challenge for the modern universities is to meet the challenges of globalization and at the same time providing quality education at the community and national levels. This is especially a challenge for business schools which must train and prepare students and executives to become the next generation of business leaders, scholars and professionals.

University education in business schools must provide a global understanding of markets and trends, local and international production and delivery of goods and services, financing and regulating rapidly emerging multi-national companies, human resource management of employees of diverse cultural backgrounds, and dealing with common issues such as environmental and ethical issues. In addition, modern science, technologies and communication network are changing the way we conduct business, educate and live around the world.

Universities must meet the challenges of a shift to a knowledge-based society. Universities can become a central catalyst in research, training and innovation in the global sphere. Universities need to meet the demands of a changing society by preparing our students and executives with specialized knowledge and intellectual skills needed in a highly competitive business environment. Universities must take on a pivotal responsibility as a pacesetter of the knowledge creation, integrating sustainable development, corporate ethics and corporate social responsibility with profit generation.

The goal of the Global MBA and Leadership Program provides a basis for international training in research, education and application to prepare next generations of leaders who understand global issues and who can apply them in the community and national context. The program is geared to prepare the next generation of scholars and leaders to reap the benefits of the global challenge.

Framework

Under the framework of GU8 Consortium, four universities discussed and developed the Global MBA and Leadership Program. These four universities have entered into a partnership to form a global alliance to deal with local, national and global issues:

1. Inha University, Korea
2. Le Havre University, France
3. University of Rhode Island, USA
4. Xiamen University, China

The training emphasized multi-faceted integration of local, national and international perspectives to encourage students and executives to become future educators, professionals, researchers or business leaders.

1. The goal is to develop a collaborative education system, recognizing community and national emphasis and at the same time developing common curricular that addresses issues that are salient in the global and international community.
2. The program coordinated with ongoing research documenting successful business in each country, as a part of collaborative research, educational and training program.
3. The program integrated academic research and knowledge and with practical training and skill development.
4. Participants in the program received education and training in the above four universities and also from business leaders working for successful businesses in China, France, Korea, and USA.

Structure

The Global MBA and Leadership Program have been divided into three aspects: local, national and global.

1. At the local level, each university provided basic education and training.
2. From the existing MBA and Leadership Program, five students have been selected to the Global MBA and Leadership Program.
3. In the program, English was the medium of instruction.
4. During the program, students made site visits to other three participating universities.
5. They interacted with students from the other universities and spent 2 weeks in each of the four countries to receive intensive training.
6. They received a total 8 weeks of intensive interaction and education.
7. They made site visits to successful companies and meet with executives and employees to understand how these companies succeed in the business world.
8. Global MBA and Leadership Program will be integrated with the current project that documents successful business models in each of these countries.

Administration

1. Students paid tuition fee to their own university.
2. Host universities will provide accommodation, meals and covered the costs site visits to companies.
3. Participating university and students will covered the cost of airfare and incidental costs.
4. Some participating universities provided scholarships to support travel for students.

Outcome and future developments

1. Students received local, national and international education and training in business administration.
2. They developed an understanding and appreciation of sustainable development, corporate social responsibility and cultural diversity.
3. They had a chance to interact and develop ties with students and faculty members from the other three universities.
4. They had a chance to visit leading companies in the four countries.
5. Student will receive a MBA or undergraduate degree from their respective countries.
6. They will receive an additional certificate signed by the four deans stating that they have completed a specialization Global MBA and Leadership Program from the following universities: (1) Inha University, Korea, (2) Le Havre University, France, (3) University of Rhode Island, USA, and (4) Xiamen University, China.
7. The goal is to other all GU8 universities participate in the Global MBA program in the future.
8. The goal is for each of the GU8 universities to develop parallel Executive Global MBA program based on Inha University's model.

Attachments

Attached documents provide the following detailed information:

1. Schedule of the Global MBA and Leadership Program
2. Syllabus for the program at the University of Rhode Island
3. Syllabus for the program at the Le Havre University
4. Syllabus for the program at the Xiamen University
5. Syllabus for the program at the Inha University
6. Detailed program evaluations by the participants

Schedule

June 21-July 4	University of Rhode Island Prof. Doug Hales and Nik Dholakia <i>Advanced topics in global logistics</i>
July 5	Travel day
July 6 -19	Le Havre University Prof. N., Aubourg, P. Chabal, C. H. Fredouet & M. L. Baron <i>Geopolitics, retailing and social responsibility</i>
July 20	Travel day
July 21-August 2	Xiamen University Prof. Lisa Kusnomo & Xin Zhou: <i>Business communication and strategy</i>
August 3	Travel day
August 4-18	Inha University Prof. Uichol Kim: <i>Knowledge management and corporate ethics</i>

Syllabus – Global MBA –BUS 463

Advanced Concepts In Operations and Supply Chain Management

Ballentine Hall – Room 251

June 23rd – July 3rd, 2008

Monday – Thursday, 8:00 AM – 5:00 PM

Instructor:	Professor Douglas N. Hales
Correspondence:	dhales@uri.edu
Office:	209 Ballentine Hall; Telephone: 874-7882
Office Hours:	by appointment
Class Time and Place:	Monday – Thursday, Ballentine Hall Room 251 & Computer Laboratory
Textbook:	None: All Materials Provided or available on FTP site
Prerequisite:	Graduate Student Standing
Required Materials:	To take full advantage of the class, students should bring their reading materials, cases, class notes, handouts, notebook, pencil/pen, & calculator to each class.
Class Description:	A fast-paced class covering advanced topics and practices of contemporary domestic and global Supply Chain Management. Supply Chain Management is defined as the management of the systems and processes that create and deliver goods and/or provide services for sale.

Academic Integrity Statement:

As an institute of higher learning, we recognize that academic dishonesty detracts from the value of a URI degree; therefore, we shall not tolerate lying, cheating, or stealing in any form. Violations of this policy will result in a grade of 'F' for the class, and possible expulsion from the University.

Course Objectives:

GENERAL OBJECTIVE

To apply the tools for developing efficient and effective Supply Chain Operations which focus limited firm resources on strategies that support overall corporate objectives.

LEARNING OBJECTIVES

At the end of this course, the student will be able to view Supply Chain and Operations systems from a multi-dimensional perspective by gathering, reviewing, organizing, and analyzing a company's strategic focus, customer demand, supplier capabilities, capacity, inventory, quality, employee, and resource data, and use the information to design and implement efficient and effective Supply Chain Operations.

By the end of this course, the student will be able to,

- Identify and chart a company's Supply Chain system, listing key functions, personnel, and the important responsibilities of a Supply Chain manager.
- Identify key variables and cost drivers in supply chains
- Demonstrate Supply Chain management techniques through discussion, assessment, and simulation
- Use contemporary techniques to design a Supply Chain system that supports corporate and business strategies of the firm
- Develop performance measurement systems that effectively evaluate a Supply Chain.
- Describe global business environments and their effect on Supply Chain issues.

Attendance Policy:

Attendance in all class sessions is mandatory. Students more than 10 minutes late for each session will be penalized 15 points per incident. Students who leave a session early will receive a reduction of 2% off of their final grade for each incidence + all credit for any missed/incomplete assignments, discussions and assessments, team meetings, cases, invited speakers, presentations, etc.

Students with Disabilities:

Appropriate accommodations will be made for students with disabilities that are documented by Disabilities Services. It is expected that students will follow the policies and procedures of Disabilities Services. Students must present a letter stating that the disability has been documented and requesting the specific accommodations during the first week of classes. Additionally, it is the responsibility of the student to remind the professor by the end of the S1 session where an accommodation will be needed. Due to the tight schedule, a student will be granted additional time to take a quiz at the beginning or the end of the regular class period. If additional time is needed to read the cases, each student should begin reading in advance of each class where the case will be discussed.

Grading System:

The student's grade will be based on a 1000-point system – distributed over 10 sessions. Students may earn a maximum of 100 points per session. Points are earned through a combination of session attendance, team and individual effort, active participation in discussions, open-note/book exams, team presentations, in-class assignments, and case quizzes and analyses. Because of the in-class, participatory nature of most assignments, NO MAKEUP EXAMS, ASSESSMENTS or MAKEUP WORK will be available. The times listed below for each session are approximations and may vary with the actual schedule.

Maximum possible points are distributed as follows:

Attendance in all sixteen sessions (four hours each)	30%	300 points
Team Assessment Performance	40%	400 points
Simulations, Analysis/Assignment & Participation	15%	150 points
Book Project: Team Presentations	15%	150 points
	100%	1000 points

The following point system will correspond to grades.

<u>Letter Grade</u>	<u>Points</u>
A	931-1000
A-	900-930
B+	870-899
B	831-869
B-	800-830
C+	770-799
C	731-769
C-	700-730
D+	670-699
D	631-669
D-	600-630
F	< 600

Assignments and Cases:

Assignments refer to work that is to be handed-in for grading purposes. Assignments will not be revised based on minor technical or typographical errors in this syllabus, handouts or instructor error. Some assignments may require the formulation of student teams. Any written assignments must be the student's best work. Feedback will be given throughout the sessions, which should facilitate improvement in written and oral assignments. Time is provided in the class schedule to begin most assignments – except for some readings and cases 1, 2, and 4. Cases will be utilized throughout the sessions. It is important to read all assigned cases (available on FTP) as scheduled; however, Cases 1, 2, and 4, and the book must be read outside of class. The schedule includes “Reading and Analysis Periods” for students to read the remaining cases and answer some basic questions.

Three Questions: The ‘3 Question’ assignments are to be completed during the Facility Tour sessions. During the tours, each student will write down 3 “good thought-provoking” questions for the presenters. Each team – in rotation – will be assigned to ask the 1st-question of each speaker. Then, other students will be expected to ask 3 or 4 more questions – hopefully based on the case readings or lecture and discussion material. At the end of the speakers Q&A period, each student will turn in their questions for an assignment grade. As part of this assignment, each student MUST ask at least one question during the formal presentation period during the tours.

Reading and Analysis Periods:

Except for Cases 1, 2, and 4, and the book project, time is provided in the schedule for students to read and analyze cases prior to assessment and discussion. At the beginning of each “Reading and Analysis Period”, a few questions are provided to help students focus on the important issues presented in each case. The answers to these questions should be written and may be collected as part of the Assessment. These sessions are designed to make sure that a student is fresh on the case material and has considered some of the important issues in the cases. Students are encouraged to consider more issues than are included in the questions – and will count toward their grade if the answers are collected. As the class progresses, material from previous cases, facility tours, lecture, simulations, and discussions should be incorporated.

Teams:

The use of teams is essential in this class. The instructor will form other teams based on diversity of skills and interests. Class time will be provided for teams to meet and work on Assessment 1 and Final Presentations. During last session on July 3rd, students will evaluate each others team performance based on attendance and contribution. Individual grades will be adjusted based on these evaluations. Team leadership will involve rotation among all members.

Student Assessments:

In addition to **Assignments**, six short open-notes/book Assessments will be given during the sixteen sessions. The purpose of the assessments is to ensure that students are correctly interpreting the lectures and speaker points, reading and analyzing the cases, and are synthesizing class material. Assessments are graded sessions which may include open

discussions, short quizzes, essay write-ups, etc. The assessments will include material presented in the class including cases, assignments, speakers, discussions and lectures. Since the first assessment is given during session 1, it will be administered as a Team assessment – which means that each team can discuss the questions & possible answers as a group, but each individual must turn in their own answer sheet.

Project and Final Presentation:

The class project will be team based; however, class time (“TEAM MEETINGS”) will be provided for teams to work on their projects. The class time from 8:00am – 8:45am each morning will be used exclusively for team meetings.

The purpose of the project is for each team to present information on an interesting topic or book (the book or topics will be assigned by the instructor) to the class more fully than was covered by the instructor or speakers. Each team will then use the book material (plus other provided or Internet material) to prepare a one-hour presentation on the topic. Each team will prepare a 60- minute presentation where ALL members must participate equally in the presentation (5 members = 12 minutes each). Students are not expected to present in formal attire – normal class wear is acceptable. But, creativity is rewarded for presentation styles beyond normal PowerPoint usage.

The last (16) session on July 3rd will be reserved for project presentations and final assessment. Fellow students will grade each team’s performance based on relevance of the topic, working within the 60-minute time limit, demonstration of the major points, use of appropriate terminology, clarity and professionalism of discussion, and support of conclusions. The computer labs will be available during breaks and lunch. More details of the assignment will be given in class.

Communication:

Use only dhales@uri.edu in order to contact me by e-mail.

Distractions:

While participation is encouraged, discourtesy is not tolerated. Excessive arguments, disrespect, offensive language, or behavior leading to the disruption of learning will result in the expulsion of the student from class and possible disciplinary action of the student judiciary. PLEASE turn off all devices that create "NOISE" or set them on 'silent' mode.

Disclaimer:

The descriptions, policies, procedures, and schedules are not intended to be comprehensive of all class and student activity. They are to provide clear expectations of student performance and behavior during the semester. Read the syllabus carefully and ask questions about anything that is unclear. Assignments will not be changed due to minor technical or typographical errors in printing.

	Monday 06.23	Tuesday 06.24	Wednesday 06.25	Thursday 06.26
8:00am – 8:45am	Introduction and Overview- Room 251 Cases: (Read prior to class) (1) Aligning Supply Chain strategies with product uncertainties (2) Getting Off-shoring Right	TEAM MEETINGS	TEAM MEETINGS	TEAM MEETINGS
8:45 – 10:00am	Lecture and Discussion - Supply Chain Basics	Lecture and Discussion - Constraint Management Case (4): (Prior to class) Infrastructure Squeeze	Lecture and Discussion - Order Fulfillment Business Processes	Travel to CVS Distribution Center at North Smithfield, Rhode Island Lunch Provided
10:00 – 10:10am	Break	Break	Break	Live Case (7) CVS
10:10 – 10:45am	Team Assessment 1: on cases 1 & 2, and opening lecture	Lecture and Discussion – Manufacturing Flow Management	Lecture and Discussion - Live Cases Hasbro Incorporated & Types of Supply Chains	CVS
10:45 – 12:00 noon	Beverage Game I Ballentine Computer Lab 240	Live Simulation – Room 251— The LEGOS Line	Leave for Hasbro HQ in Pawtucket, Rhode Island	CVS
12:00 – 1:00	Lunch	Lunch	Lunch on own at Celos	Lunch at CVS
1:00 – 2:10	Supply Chain Performance Measurement Lecture – Demonstration of Goldratt simulation	Live Simulation Continued – Room 251	Live case (6) HASBRO	CVS
2:10 – 2:40	Read Case (3): STUPID The PSA – Product/Service Agreement	Lecture and Discussion – Six Sigma, Sarbox, CTPAT, & security	HASBRO	CVS
2:45 – 4:00pm	Team Assessment 2 – Flow chart practice and analysis of the company's CRM/CSM system	Reading & Analysis Period Case (5): Pizza Hut Russia	HASBRO	Return to URI
4:00 – 4:10pm	Break	Break	Return to URI	Break
4:10 – 5:00pm	Team Meetings – Book and Topics assigned to each team	Team Assessment 3	Return to URI	Collection of Three –Questions & Assignments
	Monday 06.30.08	Tuesday 07.01.08	Wed/ y 07.02.08	Thursday 07.03.08
7:00am– 8:45 am	TEAM MEETINGS	6:45 AM - Travel to Cape Cod – Live case (11) Ocean Spray	TEAM MEETINGS	TEAM MEETINGS
8:45am – 9:45am	Lecture & Discussion – Lean Supply Chains	Ocean Spray	Team Assessment 5 Common Problems Unique Problems	Beverage Game II – Computer Lab 240
9:45 – 10:50am	Reading and Analysis Period Case: (8) What Makes a Supply Chain Lean?	Ocean Spray	Lecture & Discussion – Product Development	Lecture & Discussion Implementing Integrated Supply Chain Management
10:50 – 11:00am	Break	Ocean Spray	Simulation/Break	Break
11:00 – 12:00am	Lecture and Discussion – Supplier Relationship Management	Ocean Spray	Goldratt Simulators – Computer Laboratory	TEAM 1 Presentation
12:00 – 1:00pm	Lunch	Lunch Provided	Lunch	TEAM 2 Presentation Work through Lunch
1:00 – 2:00pm	Reading and Analysis Period Case (9): Bose	Return to URI	Goldratt Simulators Continued	TEAM 3 Presentation
2:00 – 3:00pm	Bose (9) Continued Lecture and Discussion on Bose Case Ocean Spray Inc.	Break	Goldratt Simulations Due Lecture & Discussion Returns Management	TEAM 4 Presentation
3:00 – 4:00pm	Team Assessment 4 Case (10): We're in this Together	Lecture & Discussion Logistics & Transportation	Team Assessment 6- Personal Supply Chain	TEAM 5 Presentation
4:00 – 5:00pm	Team Assessment 4 Continued	Reading and Analysis Period Case (12): Transland Shipping	Reading and Analysis Period Case (13): Warfighter Distribution Reqs.	Wrap-up Discussions & Assessment

**GU8 GLOBAL MBA
LE HAVRE PROGRAM**

Course title: DISTRIBUTION CENTERS DESIGN AND OPERATION
Professor: Charles-Henri FREDOUET

Course content:

1) DC design

1.1) static constraints

1.2) dynamic constraints

2) DC operation

2.1) inbound flows

2.2) outbound flows

3) DC performance measurement

3.1) performance model

3.2) performance indicators

4) Case study (evaluation)

**GU8 GLOBAL MBA
LE HAVRE PROGRAM II**

Course title: BUILDING AN OFFER ON TWO-SIDED MARKETS

Instructor : Marie-Laure Baron PhD

Course content :

The course, building on various real examples, will introduce the concept of two-sided markets, where firms, as platforms, act as intermediaries between several actors such as two types of clients or a buyer and a seller.

The first part of the course is dedicated to a case study. The case supports further discussion on the questions raised by the management of two sided markets and leads to the course itself: definitions of a platform, prices and quantities, competition between and inside the platform, contracts and performance measurement, key factors of success. Various cases are identified, in traditional markets and new services relying on new technology.

The second part of the course is dedicated to a case study where students work in pairs. The case leads to evaluation.

**GU8 GLOBAL MBA
LE HAVRE PROGRAM III
Corporate Social Responsibility**

Instructor: Nathalie Aubourg, Ph.D

Evolution of the concept of Corporate Social Responsibility

A Three-Dimensional Conceptual Model of Corporate Performance

- Definition of social responsibility
- Social issues involved
- Philosophy of responsiveness
- Questions raised by the model

The development of Corporate Social Responsibility “Pictures”

- ✓ The goal of this course is to raise the key issues concerning CSR concept.
- ✓ Students will have to bring with them in Le Havre a sustainable development report coming from their own country.
- ✓ They will present a seminar in a group and a final report.

**GU8 GLOBAL MBA
LE HAVRE PROGRAM IV: CORPORATE LEADERSHIP**

Pierre CHABAL, PhD

Part I – The phenomenon of leadership

- A. Leadership as a concept?
- B. Leadership in the public realm
- C. Leadership in the private realm

Part II – The consequence of leadership

- A. Leadership as having an impact
- B. The shift in accountability
- C. Towards a corporate post-cold war?

Students are required to bring with them to Le Havre a 2-page tentative essay on the concept of “corporate leadership” as applied to 1) their respective national, political and economic system, and 2) one ‘topical’ case-study (one conglomerate) in that system.

In the course of their sojourn in Le Havre, students will then revise and amend this short essay and submit it as the main basis for evaluation in this class.

Prof. Pierre CHABAL is to be reached any time on :

- Either pierrechabal@yahoo.fr
- Or + 33 6 20 43 88 87 (mobile phone)

Xiamen University
BUSINESS AND ADMINISTRATIVE COMMUNICATION
GU8 Global MBA Syllabus
MBA Center, Xiamen University

Instructor : Lisa Kusnomo & Xin Zhou
Class Location : Jiageng Building #1, Rm. 501
Class Time : July 22 & 24 & 28 & 30, 9:00 am – 4:00 pm
E-mail : lisa0709@gmail.com whua@jingxian.xmu.edu.cn

Course Objective

Everything a businessperson does is communication: conversations; dress; gesture; body language; positioning in a room; stories, true or false, that leak from private into public life; meetings; speeches; electronic communications; writing; interviews; chosen attitudes towards superiors, colleagues, and subordinates; orchestrated communication campaigns.

For the most part, in your future careers, you will have to communicate about subjects like policy, finance, sales, marketing, production, or employee relations. You will need to communicate to demonstrate skills such as leadership, persuasiveness, consensus-building, initiative, and cooperation. Even though you will encounter a wide range of communication situations in your future career, there are certain capacities every manager needs to develop: good writing, good speaking, and good situation analysis.

By participating fully in this course, you will:

1. Hone the principles of effective communication from audience analysis to message construction suitable for various situations.
2. Apply the principles learned to analyze and solve two classic business communication cases which capture the essential elements of communication.

Textbook: *Business and Administrative Communication*, 6th ed. Kitty O. Locker. McGraw-Hill

Methods of Teaching

- Students will have opportunities to develop their skills individually, collaboratively in groups, and through interactive class discussions.
- A rich variety of activities, such as case discussions, classroom exercises, and role-plays, are provided to integrate the knowledge and skills learned throughout the course.
- Lectures are conducted to explain and elaborate key points.
- Continuous evaluation of student performance will be conducted periodically to assess student progress in the course.

Class Policy

Attendance at every class is crucial because your active participation is mandatory. Participation consists of good attendance, turning in homework and assignments, willingness to volunteer in class discussions, and pulling your weight in group work.

In the business world, your failure to attend regular company meetings will be noticed, commented upon, and if repeated, reflected in your performance evaluation. Your failure to appear in class has similar consequences because you are expected to contribute to every class discussion and because you will have work due for every class period.

As a courtesy to your fellow students, please arrive on time and show up for every session ready to participate in the day's discussion. Arriving late to class detracts from your performance and distracts the class as a whole.

Plagiarism and cheating are unacceptable and will not be tolerated.

Components of Course Grade

Group Presentation	50%
Individual Report	50%

Course Content (To be continued)

	Topic
1	Introduction to Business Communication This chapter motivates students to improve their communication skills, offers an overview of communication in organizations, discusses the cost of poor correspondence, identifies trends in business and administrative communication, and shows students how to solve business and communication problems.
2	Building Goodwill This chapter discusses ways to make messages friendlier, more persuasive, and more humane, focusing on you-attitude, positive emphasis, and bias-free language. All will help you achieve your purposes, and suggest that you care not just about money but also about your readers and their needs and interests.
3	Audience Analysis This chapter introduces students to audience analysis. In addition to identifying five types of audiences, it discusses specific strategies for adapting messages to different types of audiences and how to identify and develop reader benefits. Students should return to it throughout the semester as they analyze audiences for the messages they write and the presentations they give.
4	Making Oral Presentations This chapter gives specific guidelines for planning, organizing, and delivering effective oral presentations, including how to adapt a presentation to an audience and how to determine if an oral message is the best choice.
5	Informative and Positive Messages This chapter discusses informative messages and positive messages, which are among the most frequently written types of correspondence. It also discusses the criteria for good subject lines and explains the importance of using reader benefits in informative and positive messages. It introduces e-mail messages and discusses e-mail etiquette.
6	Negative Messages This chapter covers messages whose basic point is negative. Negative messages can be distinguished from positive messages, which may have some negative information, in two ways: the positive information in a negative message is usually quite limited, and that information is not the reader's central concern.
7	Persuasive Messages This chapter discusses persuasion, the strategy used when the writer wants the reader to do something. Persuasive messages can be simple or complicated, direct or indirect; the strategy depends on what the writer wants the reader to do and on the writer's assessment of the reader's position.

8	<p>Yellowtail Marine Case Yellowtail Marine provides a classic overview of business communication because it presents the sort of raw evidence any manager is likely to encounter in a new job. It encourages the students to pull together the central elements they have learned in the previous lessons.</p>
9	<p>Vanrex Case Vanrex emphasizes the power of language and the importance of style and tone. It encourages the discussion of substance, perception, and style in external communication about environmental issues. In addition, this case introduces the topic of business and the media.</p>

Course Schedule

July 21 (Mon)	Reception
July 22 (Tue)	Lecture by Prof. Lisa Kusnomo (TBA)
July 23 (Wed)	<i>Site Visit: Xiamen Kinglong Automotive Ltd.</i>
July 24 (Thu)	Lecture by Prof. Lisa Kusnomo (TBA)
July 25 (Fri)	<i>Site Visit: Xiamen Sptwolves-Clothing Ltd.</i>
July 26 (Sat)	<i>Culture Site Visit: Hakka Earth Building Complex, Longyan-Yongding</i>
July 27 (Sun)	Free Time
July 28 (Mon)	Lecture by Prof. Xin Zhou (TBA)
July 29 (Tue)	<i>Site Visit: Xiamen International Port</i> <i>Activities in Ximen Leisure Yacht Club</i>
July 30 (Wed)	Lecture by Prof. Xin Zhou (TBA)
July 31 (Thu)	<i>Culture Site Visit: Xiamen Gulangyu Island</i>
August 1 (Fri)	Seminar presentations
August 2 (Sat)	Farewell party and reception

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Course Syllabus - Inha University

Knowledge Management and Corporate Ethics

Instructor: Uichol Kim, Ph.D.

Office: Building 6, Room 225

Office hour: M, 17:00 – 18:00

Textbook: Ichijo, Kazuo & Nonaka, Ikujiro (2007). *Knowledge creation and management: New challenges for managers*. Oxford: Oxford University Press.
ISBN: 0-19-515962-4

Harvard Business Review on Knowledge Management (1998). Cambridge, MA: Harvard Business School Press. ISBN-10: 0-87584-881-8

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 creativity. The second part of this course traces the development of organizations, innovation technologies, language, art and culture. The third part will examine the rise of industries, commerce and nation states. The fourth part will analyze the development and impact of information technologies on organizations, cultures and globalization. The fifth part examines key issues in knowledge management. The sixth part discusses the integration of corporate ethics, morality, 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.

Evaluation: Students will be required to submit a mid-term report (30%), present a seminar in a group (30%) and submit a final report (40%).

Course schedule

- Lecture 1 Introduction to the course
- Lecture 2 Human adaptation, mastery and creativity
Reading material: Handout
- Lecture 3 Emergence of religion, philosophy and science
Reading material: Handout
- Lecture 4 The rise of industries, commerce and nation states
Reading material: Handout
- Lecture 5 Political ideology, exploitation and human rights
- Lecture 6 Information technology and globalization
Reading material: Handout
- Lecture 7 Cross-cultural analysis of ethics, morality and responsibility
Reading material: Handout
- Lecture 8 Fundamentals of knowledge-based management
Textbook: Chapters 1-2
- Lecture 9 Knowledge creation and transfer
Textbook: Chapters 3-5
- Lecture 10 Knowledge-based competence and information technologies
Textbook: Chapters 6-7
- Lecture 11 Strategic and human resource management
Textbook: Chapters 8-10
- Lecture 12 Corporate finance and global knowledge
Textbook: Chapters 11-12
- Lecture 13 Global companies and corporate governance
Textbook: Chapters 13-14
- Lecture 14 Social capital and knowledge renewal
Textbook: Chapters 15-16
- Lecture 15 Social responsibility and sustainable development
Reading material: Handout
- Lecture 16 Summary and conclusion

Detailed schedule

Sunday, August 3

20:00 -21:00 *Informal dinner*: Meet at the guesthouse

Monday, August 4

10:00 – 12:00 *Introduction to the course*

12:00 – 13:30 *Welcoming lunch*: Hosted by President Seoung-Young Hong

13:30 – 18:00 *Lecture*: Human adaptation, mastery and transformations
Reading material: Handout

19:00 – 20:00 *Optional dinner*: Korean BBQ

Tuesday, August 5

10:00 – 11:00 *Group discussion and presentation*: What is creativity?

11:00 – 12:00 *Lecture*: Human creativity

12:00 – 13:00 *Lunch*

13:00 – 18:00 *Lecture*: 벽채도예연구소, 인천 서구 백석동 107-1, 032-562-2900
Cost: 20,000 won to make a souvenir ceramic

19:00 – 20:00 *Optional dinner and site visit*: Buddhist temple

Wednesday, August 6

10:00 – 11:00 *Group discussion and presentation*: What role do religion, philosophy and ideology play in our lives

11:00 – 13:30 *Lecture*: Religion, philosophy, ideology and culture

12:30 – 13:30 *Lunch*

13:30 – 18:00 The rise of industries, commerce and nation states
Reading material: Handout

19:00 – 20:00 *Optional dinner*: Traditional Korean set course meal

Thursday, August 7

8:30 ~ 10:00 Travel to Samsung Electronics

10:00 ~ 10:15 Welcome and introduction on Samsung Electronics

10:15 ~ 10:30 Video presentation

10:30 ~ 11:00 Digital product show room and Samsung Electronics memorial hall

11:00 ~ 11:20 Q & A

11:20 ~ 12:20 Lunch

12:20 ~ 14:00 Return to Inha University

15:00 ~ 18:00 *Optional video and discussion*: Understanding Buddhism

19:00 – 20:00 *Optional dinner and site visit*: Incheon Freedom Park and Bibimbap

Friday, August 8

10:00 – 11:00 Group discussion and presentation: How has technology, cultural contacts and globalization has influenced our lives?

11:00 – 12:00 *Lecture*: Information technology, globalization and cultural differences
Reading material: Handout

12:00 – 18:00 *Lunch and site*: Hynix Semiconductors
World leader in memory and flash chips.

19:00 – 20:00 *Optional dinner*: Traditional Korean working class food

Saturday, August 9

10:00 Travel to Buddhist temple at Kwangwha Island
전등사 주소: 인천광역시 강화군 길상면 온수리 635 전화: 032-937-0125
One night stay at Buddhist temples, including meals
Bring comfortable clothing, wear running shoes, towel, toothbrush and paste.

Sunday, August 10

12:00 -13:00 *Lunch*
14:00- 15:00 Ganghwa Hwamunseak Culture Hall: Traditional Mat-making exhibition
강화군 송해면 양오리 630-1, Tel : 032-932-9922, <http://www.hwamunseak.co.kr>
15:00 Return to Inha University
15:00 ~ 18:00 *Optional video and discussion*: Modern Buddhism and Japan
19:00 – 20:00 *Optional dinner*

Monday, August 11

10:00 Travel to Incheon International Airport Corporation
10:00 – 18:00 *Lecture and site visit*: Incheon International Airport Corporation:
19:00 – 20:00 *Optional dinner*

Tuesday, August 12

10:00 – 11:00 Group discussion and presentation: How has technology, cultural contact and globalization has influenced our lives?
11:00 – 13:30 *Lecture*: Fundamentals of knowledge-based management
12:30 – 13:30 *Lunch*
13:30 – 18:00 *Lecture*: Application of knowledge-based management
19:00 – 20:00 *Optional dinner*

Wednesday, August 13

10:00 – 18:00 *Lecture and site visit*: LG Electronics World's leading electronics company
World leader in air conditioners and home appliances.
15:00 ~ 18:00 *Optional video and discussion*: Understanding human relations in East Asia
19:00 – 20:00 *Optional dinner*

Thursday, August 14

10:00 – 12:00 *Lecture*: Prof. E. J. Woo, Former president of Hynix Semiconductors
The rise from the phoenix's ashes: The turnaround at Hynix Semiconductor
12:00 – 13:30 *Lunch*
13:30 – 18:00 Transparency, integrity and accountability
19:00 – 20:00 *Optional dinner*

Friday, August 15

10:00 – 11:00 *Group discussion and presentation*: What is the role of corporate ethics, social responsibility and sustainability in business and society?

11:00 – 12:30 *Lecture*: Corporate ethics, responsibility and sustainable development
12:30 – 13:30 *Lunch*
13:30 – 17:00 *Lecture*: Summary and conclusion
18:00 – 20:00 *Closing Ceremony*: Hosted by Dean Myung-Soo Nam

Saturday, August 16

10:00 – 18:00 Optional tour of Seoul by subway: National museum and Namdaemun open market
18:00 – 20:00 Visit a Korean family: You-Jeong Jeon 전유정
서울시 양천구 목동 907-5번지 목5동 목동가든스위트 601호

Sunday, August 17

10:00 – 18:00 Optional Tour of Insadong by subway: Traditional handicraft area and palaces
18:00-20:00 Visit a Korean family: Juhwan Jang 장주환 서울시 강서구 화곡 3 동
화곡푸르지오 118 동 303 호

Program Evaluation

Rating Scale

10 Excellent

9

8 Very good

7

6 Good

5

4

3 Somewhat good

2

1

0 Not good at all

	Areas	Mean	SD
URI	Academic aspects	8.42	(1.02)
2	Hasbro	8.32	(1.42)
3	Ocean Spray	8.37	(1.26)
4	CVS	8.00	(1.49)
5	Cultural tours & experience	5.21	(2.76)
6	Accommodation	9.05	(.71)
7	Meals	8.89	(.88)
8	The overall cost	8.42	(1.17)
9	Relationship with other participants	8.63	(1.46)
10	Organization & execution	7.47	(2.12)
11	Overall learning experience	8.68	(1.11)
Le Havre	Academic aspects	5.42	(1.80)
2	Total	8.47	(1.47)
3	Port of Le Havre	7.21	(1.69)
4	Palais de la benedictine	7.11	(1.70)
5	Cultural tours & experience	8.11	(1.24)
6	Accommodation	3.61	(1.75)
7	Meals	4.00	(1.94)
8	The overall cost	5.11	(2.05)
9	Relationship with other participants	8.63	(1.26)
10	Organization & execution	7.37	(1.86)
11	Overall learning experience	7.05	(2.20)
Xiamen	Academic aspects	7.16	(1.46)
2	King Long	8.00	(1.45)
3	Septwolves	7.00	(1.86)
4	Xiamen Port	7.72	(1.36)
5	Cultural tours & experience	8.74	(1.59)
6	Accommodation	8.89	(1.76)
7	Meals	8.26	(2.05)
8	The overall cost	9.11	(1.73)
9	Relationship with other participants	9.37	(.83)
10	Organization & execution	8.95	(1.13)
11	Overall learning experience	8.26	(1.73)
Inha	Academic aspects	7.68	(1.45)
2	Samsung Electronics	6.21	(2.44)
3	Hynix Semiconductor	8.11	(1.15)
4	Incheon International Airport	7.95	(1.27)
5	LG Electronics	8.26	(1.19)
6	Cultural tours & experience	8.05	(1.54)
7	Accommodation	9.37	(1.16)
8	Meals	8.11	(1.70)
9	The overall cost	7.42	(2.34)
10	Relationship with other participants	9.58	(.69)
11	Organization & execution	8.79	(1.08)
12	Overall learning experience	8.56	(1.25)

Program Evaluation: Global MBA and Leadership Program



