

# DOING BUSINESS IN KOREA (DBK)

Developing insight  
to successfully work in Asia



# 01 Why KOREA?



## A Business and Travel Hub

Korea serves as a gateway to Asia



## Leading Industries

Korea excels in IT, digital electronics and automobile, semiconductors, construction, shipbuilding

# 02 Why KCB?

## The First & The Best



## Powerful Network

Affiliated institutions

## Customized Curriculum

Program topics vary from general management to specific professional fields



# About the DBK Program



## Description

KAIST College of Business offers the Doing Business in Korea(DBK), which provides a unique and exciting opportunity to experience hands-on education so that participants can understand Korean business and culture, and to gain insight into how value is created in Asia. The DBK Program enables participants to develop business acumen and to build relationships with Korean business leaders and senior managers from around the world.



## Benefits

### The Miracle Story

Gain lessons gleaned from Korea's economic transformation

### Industry Tours

Experience and view Korea's major Korean and multi-national industries through company site visits and guest lecturers

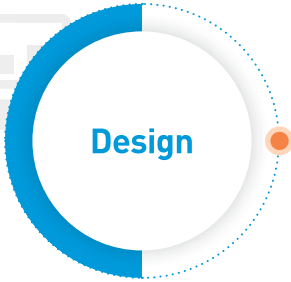
### Business Insight

Gain insight from case analysis to identify business opportunities in Korea and Asia, and develop management strategies specific to doing business in Asia

### Korean Culture

Understand Korea's historical, cultural and economic forces that affect global business.

# 04 About DBK Program Design



The Client and KCB faculty organize the curriculum through an analysis of the client's business status and current issues.

The program offers an exceptional opportunity for company visits combined with a tailored academic curriculum for the client to experience hands-on education and gain practical knowledge.



Lecture assessment on each professor is conducted to improve future programs.

# About DBK Program Design: An Example



1 week program

## Academic Curriculum

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- ✓ Cross-Cultural Management
- ✓ Entrepreneurship
- ✓ IT Innovation in Korea
- ✓ Doing Business in Korea
- ✓ Korean History

## Company Visits

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- ✓ Samsung Innovation Museum
- ✓ LG Electronics
- ✓ HYUNDAI-KIA Motors
- ✓ SK
- ✓ CJ
- ✓ Others

## Cultural Experiences

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- ✓ Welcome Korean Dinner
- ✓ Nanta Performance
- ✓ City Tour (Gyeongbok Palace, Namsan Tour, Myeongdong)
- ✓ DMZ, Imjigak Park, Tunnel

# 06 Affiliated Institutions

## Company



McKinsey  
& Company



posco



## Education Institution



จุฬาลงกรณ์มหาวิทยาลัย  
Chulalongkorn University



इन्दियन इन्स्टीट्यूट  
OF MANAGEMENT



UNSW  
SYDNEY



UNIVERSITY OF  
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