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.
About DBK Program Design

**Design**

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

**Delivery**

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.

**Feedback**

Lecture assessment on each professor is conducted to improve future programs.
About DBK Program Design: An Example

1 week program

Academic Curriculum

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

Company Visits

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

Cultural Experiences

- Welcome Korean Dinner
- Nanta Performance
- City Tour (Gyeongbok Palace, NamsanTour, Myeongdong)
- DMZ, Imjigak Park, Tunnel
Affiliated Institutions

Company

CJ  LG  McKinsey & Company  SK

DSME  DOOSAN  SAMSUNG  posco

HYUNDAI  KIA  LOTTE CORPORATION  Hanwha

Education Institution

Chulalongkorn University  IIMB

UNSW SYDNEY  SAINT MARY’S COLLEGE (California)  UNIVERSITY OF ALBERTA  UNIVERSITY OF MARYLAND

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