Our hands-on program offers a diverse range of learning experiences ensuring you gain in-depth knowledge and practical know-how.

Doing Business in KOREA

www.aapbs.org

c/o School of Business Yonsei University
50 Yonsei-ro, Seodaemun-gu, Seoul 03722, Republic of Korea

secretariat@aapbs.org bettychung@aapbs.org
ELIGIBILITY

The “Doing Business in Korea” program is open to students, professionals, and entrepreneurs passionate about exploring the dynamic Asian market and eager to understand the intricacies of Korean business culture.

PROGRAM HIGHLIGHTS

☑ Understand Korea’s exciting historical. Cultural and economic forces that affect global business. Build a foundation to understand how culture impacts Asian management practices.
   Gain lessons learned from Korea’s economic transformation. “The Miracle Story.” Be inspired by Korea’s phenomenal economic transformation and glean valuable lessons from their unparalleled success.
☑ Develop management strategies specific to doing business in Asia.
☑ Connect with Industry Leaders: Engage in eye-opening industry site visits and enlightening guest lectures, where you’ll interact with key players from Korean and multinational giants like Samsung, LG Electronics, SKT, Hanwha, Doosan, DSME, McKinsey & Company, GM Korea, CJ, and Qraft.
☑ Gain insight from case analysis to identify business opportunities in Korea and Asia.

TOPICS

The “Doing Business in Korea” program covers a comprehensive range of topics, including but not limited to:
The Korean economy
Korean history and culture
Korean business law and ethics
Korean entrepreneurship
Korean IT industry.
Korean entertainment, including the exciting Hanryu phenomenon.

AAPBS invites you to join our transformative program designed to provide you with valuable insights into Korean business culture and equip you with essential skills for thriving in the dynamic Asian market.