



Sungkyunkwan University Winter International Student Experience (WISE) 2015
"Exploring Korea's hidden depths"

Course Syllabus

Seminar on Korean Business in an International Context:

What Makes Samsung Strong- Samsung Global Sales Strategy

Kyu Uhm, Senior Vice President, Samsung Electronics Co.,Ltd.

SHORT COURSE DESCRIPTION

What Makes Samsung Strong will introduce you to several aspects of Samsung's management philosophy which has been a fundamental growth engine of the electronics giant. The course also explores how Samsung Electronics manages its sales globally with 54 subsidiaries covering 80 more countries. You can understand how Samsung Electronics could maintain its leadership in the marketplace and plans and executes its sales strategies with global thinking.

During the course you will have two business case studies—mobile phones and the Netbook success story. For mobile phone case study, we will invite CS Choi who has served as Executive VP of Samsung Electronics and President of Samsung Electronics America Inc. The Netbook case study will be covered by myself precisely.

The course also invites you to Samsung Innovation Museum in Suwon, 50 km south of SKKU's Seoul campus, where you will see the history of Samsung—the past, present, and future of Samsung Electronics—and feel the strong potential energy of future growth as well.

What Makes Samsung Strong will be an absolutely attractive course for you to understand Samsung and Korea at the same time. There is no advance reading material, but teamwork is very important to learn about different environments, develop strategic plans, and conduct team presentations.

COURSE REQUIREMENTS AND GRADING

Final grades will be composed of:

- | | |
|------------------------|-----|
| A. Class Participation | 80% |
| B. Team Presentation | 20% |

Class Participation: Since learning in this class is interactive, class attendance is critical and mandatory. Assessment of class participation contains three aspects: (1) class attendance, (2) active participation in exercises and discussions, and occasionally (3) handling in the results of team discussions (end of class). All WISE classes are pass/fail. SKKU regulations require students to attend at least 80% of all classes; missing and/or arriving late to more than three classes will result in a fail.

Team Presentation: An important part of doing business is to "sell" your proposals. To contribute our persuasive powers and presentation skills (in English) and develop strategic plans, each team will be asked to persuasively present their strategic plans.

COURSE SCHEDULE

– WEEK I –

Wednesday (7 January)

Topic: Course Introduction - What Makes Samsung Strong?

Exercise: create teams, introduce yourself to class (prepare 1 min speech each please)

Thursday (8 January)

Topic: Introduction to Samsung - Samsung Management Philosophy

Samsung Electronics Outlook – Business Performance, Product Portfolio, etc.

Friday (9 January)

Topic: What is Marketing and Sales at Samsung?

Monday (12 January)

Topic: How Does Samsung Manage Sales Channels?

Exercise: team research and presentations

Tuesday (13 January)

Topic: Visit Samsung Innovation Museum (SIM) in Suwon

Exercise: Individual report on your feeling, impressions, and personal thoughts
(report format will be distributed on first day of class)

– WEEK II –

Wednesday (14 January)

Topic: What is Market Sensing?

Exercise: team research and presentations

Thursday (15 January)

Topic: Samsung Netbook Case Study

Kyu Uhm, Senior VP of Samsung Electronics

Friday (16 January)

Topic: Global Business Etiquette

Kyu Uhm, Senior VP of Samsung Electronics

Monday (19 January)

Topic: What is Account Planning & Management at Samsung?

Exercise: team research and presentations

Tuesday (20 January)

Topic: What is Retail Management at Samsung?

Exercise: team research and presentations

– WEEK III –

Wednesday (21 January)

Topic: Samsung Mobile Phone Case Study

CS Choi, Exec Senior VP of Samsung Electronics, President of Samsung Electronics America,
President of Samsung Networks

Thursday (22 January)

Topic: How Samsung does Performance Management

Exercise: team research and presentations

Friday (23 January)

Final Assessment

Monday (26 January)

Topic: Corporate Strategy of Apple, Google, and Samsung

YS Kim, Senior VP of Samsung Electronics, Professor of Soonchunhyang University, Korea

Tuesday (27 January)

Course Wrap-up