

Created Date	2020-07-24 15:46:42	Last-Modified	2020-07-24 15:46:42
Course Title	MANAGING IN EMERGING MARKETS	Credit	3
Location	Realtime online lecture	Time	Mon1,2
Reference Data			
Instructor	Department	Office	Telephone
Pak Yong Suhk	대학원 경영학과	Biz bldg 510	02)2123-5476
			e-mail & Office Hour
			yspak@yonsei.ac.kr
Core Competencies	국제감각	창의적 사고	소통능력
	50	30	20
Target Students	Anyone interested in emerging markets.		
Course Description & Goals	<p>The goal of this course is to make students understand why we are paying attention to emerging markets (EMs); analyze facing challenges; manage risks in EMs; and project strategic responses.</p> <p>The learning goals of this course, therefore, is (i) expanding global perspective; (ii) developing innovative, creative thinking and approaches to expand into the EMs; and (iii) recognition of the significance of ethical</p>		

<b>Prerequisite</b>	none.
<b>Course Requirements</b>	Due to C-19, Monday classes will be conveyed thru the Zoom (2 hrs); and online lecture materials will be posted on Wed (1hr). If C-19 situation gets better, we may have offline classes on Monday when students will present supplementary HBR articles and their topics.
<b>Grading Policy (Absolute)</b>	Final exam: 25% Presentations: 30% Project: 30% Participation: 15%
<b>Texts &amp; References</b>	
<b>Instructor's Profile</b>	on YSCEC
<b>TA's Name &amp; Contact Information</b>	Min-Seok Lee HP)010-3137-7462 email: mslee7462@gmail.com
<b>Syllabus in English</b>	YSCEC