

Unit 01: Korean Corporate Culture 1

Facts and impressions of Korea

1. Objective: Learn general information and facts of Korea

A. Facts and impressions of Korea

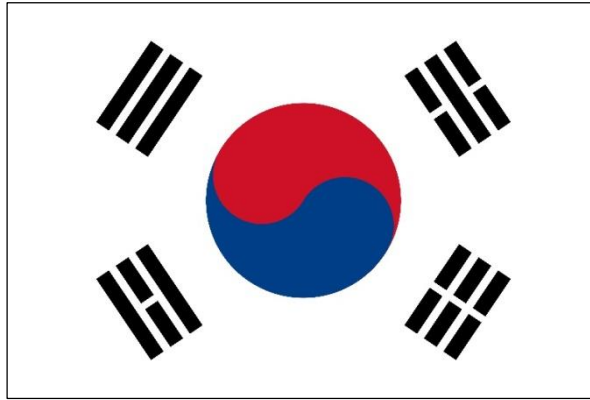
- Most wired nation on earth
- Country of Samsung and LG flat screen
- Ultrahigh academic achievers
- North Korea
- Kimchi



- Former UN secretary-general Ban Kimoon
- Famous baseball (e.g. Shinsoo Choo- Texas Rangers) and golf players (e.g. Kyung-Ju Choi , So-yeon Ryu)
- Korean war
- Psy Gangnam style



- Flag :



- Nearly homogenous (97% ethnic Korean)
- Population : About 51 million
- Capital city : Seoul (also largest city)
- Geography : very mountainous, peninsula (stunning ocean views, excellent hiking)
- Political system : Presidential Democracy
- Major religions : Christianity (protestant, catholic) or Buddhism
- Main language: Korean (official). English not widely spoken (high language barrier, the majority of signs and menus in this language)
- Money : The South Korean Won (KRW)
- Tipping : NIL. Top restaurants and luxury hotels sometimes add a service charge of 10 percent to the bill.
- Time : GMT +9
- Electricity : mostly 220 volts, 60Hz
- Internet domain : .kr
- International dialing code : +82. City or area codes are used, for example (02) for Seoul.
- Emergency contacts : 112 (generally have English speakers. reporting crime against foreigners, Police), 119 (fire and ambulance)
- Transport and driving : buses and taxis in all cities, metro stations in the main cities, driver's seat on the left



B. Confucian mindset

Hierarchy based on age or position in the working place, also social status.

C. Safety

- Risk of terrorism considered low (numbeo.com)
- Crime rate is low, most cities such as Seoul safer than large American cities.

D. Public Holidays

- New Year's Day : January 1
- Seollal (Lunar New Year) : February 16-19
- Independence Movement Day : March 1
- Labor Day : May 1
- Children's Day : May 5
- Buddha's Birthday : May 22 (Lunar)
- Memorial Day : June 6
- Independence Day : August 15
- *Chuseok* (Korean Thanksgiving- Lunar) : September 23-25
- *Kae Chun Jul* (National Foundation Day) : October 3
- *Han gul day* : October 9
- Christmas Day : December 25

E. Attractions of Seoul

- Modern lifestyle balanced with traditions and customs of the past
- Culturally and historically rich city (modern glass skyscrapers side by side with fortresses, temples and palaces that have now become UNESCO world heritage sites)
- One of the global top 10 financial and commercial cities in the world
- High quality of life as one of Asia's most affluent countries
- *Bballi Bballi* mindset
- Most convenient place to live- stores, public transportation
- People to be warm and friendly

F. Overview of Modules

1. Korean corporate culture
2. Korean culture
3. Surviving Korea

G. Overview of Modules- Details

1. Korean corporate culture

- How to read and say the Korean business titles
- What to expect at business meetings
- What to expect at company outings
- Sum up

2. Korean culture

- Hierarchy and how it affects Korean society
- Basic Hangul expressions
- Appropriate clothing attire and Hanbok
- Food
- Tourist attractions within Seoul

3. Surviving Korea

- How to get accommodation
- Different public transportation
- Dynamic expat community
- Recycling
- Korean weather

H. Top 5 Tips!

- **Learn Hangul**
- **Explore!**
- **Make Korean friends**
- **Learn the culture**
- **Enjoy!**