



## Executive Training Programme in Japan and Korea – ETP Information Day, Brussels, 9 March 2007

Chambres de Commerce et d'Industrie de Belgique

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SDA Bocconi  
School of Management



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## General Overview

### 1. The ETP Consortium 1/3



The ETP in Japan and Korea has been re-designed, according to EC's recommendation, by an international consortium of top-ranked Business Schools led by Sciences PO (Paris), SOAS (London), SDA Bocconi (Milan), Waseda (Tokyo) and Yonsei (Seul), as a unique professional programme for the development of the European Business Community in the East-Asian markets: Japan and Korea.

#### □ **LP: Sciences PO**

Founded in 1872 as the Ecole Libre des Sciences Politiques, Sciences Po has from its beginning taken on the responsibility of training a merit-based elite for leadership. Sciences Po is a truly international university which enrolls some 5,000 students, including 1,300 students from abroad, in a variety of degree programmes. Sciences Po is a member of a number of international associations, including the AACSB (American Association of Collegiate Schools of Business), AMBA (Association of MBAs), APSIA (Association of Professional Schools of International Affairs).

## General Overview

### 1. The ETP Consortium 2/3



#### ❑ **SOAS (London)**

Founded in 1916 it has built a strong reputation around the globe for the calibre and quality of its teaching, research and services to business and the community. SOAS has the largest concentration of expertise in Europe focusing on Asia, Africa and the Middle East, with an academic staff of around three hundred. The School welcomed around 3,200 students in 2003 / 2004. SOAS receives consistently high ratings in the national University Guides, and was awarded the ranking of number four in the whole of the UK in the Guardian Guide, April 2005.

#### ❑ **The SDA Bocconi School of Management**

Founded in 1902 Bocconi as a private university. Since then it has grown considerably and is now recognized as the leading economics faculty in Italian private universities and as one of the leading institutions in Europe for studying economics, management, statistics and law. It has a marked international orientation through its courses, its teaching and visiting staff, its students and the numerous relations and programs established with overseas universities and institutions.

## General Overview

### 1. The ETP Consortium 3/3



#### ❑ **Waseda (Tokyo)**

Founded in 1882 (this year is the 125<sup>th</sup> Anniversary) is the most prestigious private university in Japan (the second largest national university) and one of the top-ranked world wide. Waseda has an impressive organizational structure of about 11 undergraduate schools and 18 graduate schools for 50.000 students. The Graduate School of Commerce is the division in charge for the developing of the ETP in Japan Immersion Module.

#### ❑ **Yonsei (Seul)**

Founded in 1885 is the oldest and the best private university (and the second best, overall) in Korea. Nowadays Yonsei enrolls 49,754 students in 18 graduate schools and 19 colleges. The number of its faculty members and the number of its alumni has reached 1,530 and nearly 270,000, respectively. As one of Korea's most outstanding teaching and research institutions, Yonsei remains firmly committed to retaining its leadership role as the most comprehensive and forward-looking university in Korea. The Sangnam Institute of Management (the first and the leading Executive Management Education Institute in Korea) is in charge for the ETP.

## General overview

### Key features



#### ❑ The Inception Module 3 months in Europe :

- Cross cultural communication
- Japanese or Korean business culture
- Intensive Japanese or Korean language learning lessons

#### ❑ The Immersion Module 9 months in Japan/Korea :

- 6 months of full-time advanced language and business culture training
- 3 months of in-house training in Japan or Korea-based companies

# General Overview

## Learning Objectives in Europe



The main learning objectives in Europe are:

- To acquire basic notions of Japanese/Korean language
- To introduce the East-Asian economies and markets: Japan and Korea
- To help define and prepare individual business cases
- To train the participants for the immersion module in Japan or Korea

## General Overview

### Learning Objectives in Japan or Korea



And in Japan or Korea are:

- To improve the basic notions of the Japanese/Korean language to do basic communication in a local context
- To enhance more knowledge concerned with the specific nature and systems of the Japanese or Korean management and peculiarities of the economy and business cultures
- To develop individual business case according to the market strategy and to create a network of business contacts
- To deepen the understanding of the Japanese/Korean language and business culture through industrial and regional visits, in-company training

# General Overview

## The ETP in Japan and in Korea Calendar



EUROPEAN COMMISSION  
External Relations 

DATE	PLACE	ETP JAPAN
Monday 19 - Friday 23 November 2007 Monday 26 - Wednesday 28 November 2007	Sciences Po (Paris)	ETP starts – General introduction Japan – Cross Cultural Communication, Global policy issues, Japanese history, culture, politics and society
Monday 10 – Friday 14 December 2007 Monday 17 – Tuesday 18 December 2007	SDA Bocconi School of Management (Milan)	Japanese business management, finance, negotiation, marketing
Monday 7 – Saturday 12 January 2008 Monday 14 – Saturday 19 January 2008  Monday 4 – Saturday 9 February 2008 Monday 11 – Saturday 16 February 2008	SOAS (London)	Japanese language and culture
DATE	PLACE	ETP KOREA
Monday 19 - Friday 23 November 2007 Monday 26 - Wednesday 28 November 2007	Sciences Po (Paris)	ETP starts – General introduction Korea – Cross Cultural Communication, Global policy issues, Korean history, culture, politics and society
Monday 10 – Friday 14 December 2007 Monday 17 – Tuesday 18 December 2007	SDA Bocconi School of Management (Milan)	Korean business management, finance, negotiation, marketing
Monday 7 – Saturday 12 January 2008 Monday 14 – Saturday 19 January 2008  Monday 4 – Saturday 9 February 2008 Monday 11 – Saturday 16 February 2008	SOAS (London)	Korean language and culture

# The ETP Overall Curriculum

## Sciences PO: the social/political training



### Module Contents:

- ❑ Japan and Korea within the global and regional context
  - Economics
  - Politics, diplomacy and geostrategy
  
- ❑ History, culture, politics, society
  - An historical overview of Japan/Korea
  - Japan et Korea: the common cultural features
  - State, bureaucracy and political life
  - Society : social interactions
  - New mentalities

### Module Delivery:

- ❑ Introduction seminar
- ❑ Continuous training over a period of 8 days
- ❑ 55 lecturing hours
- ❑ Distance learning
- ❑ Video broadcasting
- ❑ Self study
- ❑ Interface for communications, announcements, contact with the academic coordinator

# The ETP overall curriculum

## SOAS: language training



### Module contents:

- ❑ **ETPJ: Hirigana & Katakana**
  - To acquire basic notion of Japanese Language
  - Basic element of grammar, 100 kanji, 800 words
  - Engaging in simple conversation, writing short sentences
  
- ❑ **ETPK: Hangeul**
  - To acquire basic notion of Korean Language
  - Basic element of grammar and about 800 words
  - Coping with conversation in simple everyday situations and routine social conversations

### Module delivery:

- ❑ Pre-work: learn to read & write 'alphabet'
- ❑ Continuous training period over a period of 4 weeks, (Groups of 10 to 12 people)
- ❑ 5 hours per day, 6 days per week, 120 lecturing hours
- ❑ 15-20 hours self-study minimum : Two months before SOAS module

# The ETP overall curriculum

## The SDA Bocconi: B&M training



### Module contents:

- The East-Asian Development Model
- The Japanese and Korean:
  - Financial sector
  - Corporate Governance, Burocracy, Keiratsu and SMEs
  - Marketing distribution channels
  - Business Plan
- Law attitudes

### Module delivery:

- Lectures
- Seminar of Company testimonials
- Business games
- Pre-work preparation
- On-line materials

# The ETP Japan B&M Module

## The ETP Japan: Japanese Language Module

### Waseda



#### Module Contents:

##### □ Lectures: 5 Core Course subjects

- Japanese style management
- Japanese business cultures
- Marketing in Japan
- Japanese Economy
- Japanese Government Policy and Regulations

##### □ Lectures: 10 Elective Course subjects

- Organizational Structure and Communication in Japanese Companies
- Consumer Behaviors in Japan
- Advertising Strategy of Japanese Companies
- Production Systems of Japanese Companies
- Human Resource Management and Personnel Policy in Japan
- Distribution System in Japan
- Financial System in Japan
- Financial Accounting System in Japan
- Corporate Laws and Contractual Practices in Japan
- Foreign Firms' Japanese Market Entry Strategies

##### □ Forums:

Inviting business leaders from primarily Waseda alumni

#### Japanese Module Component:

- 15-week course
- Compact class size
- Japanese private tutorials
- Home stay

# The ETP Korean B&M Module

## The ETP Korea: Korean Language Module

Yonsei



### Module contents:

#### ❑ Lectures: 5 core course subjects

- Strategic management in Korea
- Marketing in Korea
- Corporate finance in Korea
- Financial accounting systems in Korea
- Korean economy

#### ❑ Lectures: 10 elective course subjects

- Organizational structure and behaviour in Korean companies
- Consumer behaviour in Korea
- Niche marketing and positioning in Korea
- Production and operations management of Korean companies
- Human resource management and personnel policies in Korea
- Distribution systems in Korea
- Corporate laws and contractual practices in Korea
- Entry strategies of foreign firms into the Korean market
- Korean business cultures
- Policy and regulations of the Korean government

### Korean Language Component:

- 15-week course
- 180 lecturing hours
- Compact class size : Maximum 6 participants

# Conclusions



According to the Consortium, the Executive Training Programme:

- ❑ Empowers Executives to successfully do business in Japan and Korea by understanding the macro economics and political framework and by providing them with innovative tools for setting up effective business plans
- ❑ Trains Managers, providing them with advanced language knowledge of Japanese and Korean, economics and management tools
- ❑ Is a response to Companies' needs for the internationalisation of their activities
- ❑ Contributes to upgrade the Companies' Human Capital within the other Commission's Programmes, facilitating the access to Japan and Korea and to create networks with Japanese and Korean Institutions, Companies and with the other involved European Representatives

# Contacts



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