South Korea

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Why do I need to learn about Korea?

intro: www.youtube.com/watch?v=xZnSG6gg1vs

1. Need for Cultural Literacy
   1.1 In general
   1.2 For my own personal life (college, career)

2. Korea’s growing role in the global community
   2.1 Economy
   2.2 Industries
   2.3 Politics
   → The “underdog” that needs special attention (not just China and Japan...)
   S Korea\Times Aug30.pdf

3. Interesting History and Culture
   3.1 History
   3.2 Symbols
   3.3 Values
   3.4 Norms

4. Koreans’ importance on my life
   4.1 High School (2 million minutes...)
   4.2 College
   4.3 Career
What are the goals?

- Develop Cultural Literacy (cultures, countries, citizens)
- Develop Global Thinking (socio-economics, education, business) – it’s becoming more and more interrelated!
- Support Career Planning (what and where: HS, College, Job)
  - How do I best prepare myself?
  - How do I distinguish myself (HS, College, Career)?
- Become a well-rounded individual (academics, arts, languages, athletics, character, behavior, inter-personal skills, full of awareness and empathy, ...)
- Be open-minded (culture, diversity, politics, religions, ...)
- Use your right-brain (creative, empathetic, big picture)
In short, the goals are to be:

- prepared!
- informed and knowledgeable
- well-rounded
- able to understand and communicate
- cooperative and competitive
- ready for life after High School!

→ Knowing a bit about Korea will help...
What will we talk about?

- Lesson 1: The need for cultural literacy
- Lesson 2: Our “Flat World”
- Lesson 3: Introduction of Asian culture
- Lesson 4: Three students in Asia
- Lesson 5: Impact of Asia abroad
- Lesson 6: Development of Korea
- Lesson 7: Important characteristics of Korean people
- Lesson 8: Important cultural aspects of Korea
- Lesson 9: Outline of Korean History
- Lesson 10: “Very Korean” – Confucianism
- Lesson 11: “Very Korean” – Education (!)
- Lesson 12: “Very Korean” – Business
What do you already know?

- have you been in Asia? If yes, where?
- what Asian movies, music, TV shows do you know?
- how many people live in Asia approximately (%age of total population)?
- name five large Asian cities
- name six countries that belong to Asia
- which of these six are developing or industrialized countries?
- name cultural characteristics of “Asia” that you know?
- name large Asian companies you know

- have you learned about Asia in other classes (when, which classes)?
- what would you like to learn about Asia?
- what would you like to learn about Korea?
The World is...

☐ flat
☐ connected
☐ divided
☐ crowded
☐ etc.

see different views http://www.worldmapper.org
“Asian” culture – compare CH, JP, SK

Not all are the same!
The very obvious: size, population, location, history

1. What we see:
   - Language, characters, alphabet
   - Surrounded by water: on 2, 3, or 4 sides
   - Sleeping
   - Chopsticks
   - Food
   - Homogeneous (or not)
3. What we don’t see (values):

- **China**: “One”
  unite different countries, cultures, people (even Chinese abroad)

- **Japan**: “Harmony”
  island country/separated, get along/peace, distant relationships, avoid conflict

- **Korea**: “Originality”
  invaded/annexed: mistrust “foreign,” stick together, stubborn, fighting spirit, tenacity, extremism, cronyism (more later!)
Connect Country & Cultural Aspect

Hold up the card(s) corresponding to these cultural aspects:

- spoons and chopsticks
- 1.3 bn
- peninsula
- 130 mio
- We are “One”
- Futons
- 50 mio
- Island
- 한글
- 汉语
- Hermit Kingdom
- あなたの名前
- heated floors (ondol)
- Middle Kingdom
- Invasions by neighbor
- no fear of foreign invasions
- Land of the rising sun
- homogeneous people
Interaction with Asian people

Possible answers:
- students in classroom, school
- neighbors from Asia
- Asian restaurants, food
- college application
- interviews for jobs
- colleagues
- business competitor
- employer (domestic company, transfer opportunities, Internet-link)
- outsourcing/loosing business to Asian company
- partner (friend, spouse, in-laws, ...)

11/26/2010 A. Nolte, BHS
The Development of Korea

Three National Agendas
“The 30 year wonders”

- Economy
- Democracy
- Unification
Economy I

1. Example car: 1st car built in 1960 → 1990: 5th largest automaker in the world

2. Example steel: 1st steel company founded 1970 → 1990: POSCO largest steel co./world

Then and now: One of poorest countries in the world to 11th largest economy

- GNI per capita: 1962: $87 → 2000: $10,000 → 2010: $20,000
Economy II

Development based on, for example:

- Successful “late-late industrializer:”
  - invent - innovate – **learn**
  - = good imitating, copying, improving

- Export oriented industrialization
  - 1% of GDP in 1960 to 35% in 1990s

- Increase of self-manufactured exports
  - 15% of GDP in 1960s to 90% in 1990s

- Electricity penetration
  - 50% in cities in 1965 to 99% by 1979
  - Then rapidly: telephone, TV, Internet
Economy III

World wide rankings by industry:
- shipbuilding: no. 1
- semiconductor: no. 3
- biotechnology: no. 3
- digital electronics: no. 4
- textile, steel, petrochemical, and automobiles: no. 5
- nuclear energy: no. 10
- internet access: no. 1

Major Companies
- Samsung
- Hyundai
- LG

Note: Based on rapid historic growth and present growth rates, Korea will overtake many current top ten world economies in GDP/GDI/Tradevolume, etc!
### The Top Ten Chaebol Over the Years

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<td>Kia</td>
<td>Kumho</td>
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2. Democracy

ROK presidents:

- 1948-1960 Syngman Rhee
- 1960 – Yun Boseon
- 1961 – Park Chung-hee, mil. coup
- 1980 – Chun Doo-hwan, mil. coup
- 1988 – Roh Tae-woo, ROK (general)
- 1993 – Kim Young-sam (first civilian elected in 32 yrs)

→ All democratically elected governments thereafter...
3. Unification

Goal NOT reached
- 1948: division at 38th parallel
- 1950-1953: Korean War
- 1953 Armistice (DMZ)
- Still status quo w/many problems...

Programs:
- Ministry of Reunification in ROK
- Food programs
- Humanitary Aid
- 1001 cows
- Kaeson Industrial Complex

→But: tunnels, military maneuvers, missile testing, nuclear testing, Cheonan incident, Kim Jong Il...
Unification – pros and cons

Possible reasons **not** to unify:
- Countries too different after 60 years (economy, people, culture, values, etc.)
- Too expensive to rebuild NK
- SK’s economy to suffer (example West Germany)
- Socio-economic disparities

Possible reasons to unify:
- $50 + 25 = 75$
- NK’s cheap labor
- NK’s natural resources
- NK’s tourist interest
- NK’s unique cultural treasures (places, buildings, artwork/artists, etc.)
Korea’s Development – How?

Tendency for extreme behavior (eating, drinking, gambling, video games, studying, working hours, etc.)

- “Tenacity and Fighting Spirit”
  - Persistence and determination to get things done
  - Competitiveness and will to success, be better, or the best

- Patriotism
  - 1997: Gold collection campaign ($2 bn)
  - 2002: The “Red Devils” (24 mn)
  - 2007: Taean Oil Spill (1 mn)

- Education Fever
- Worker’s loyalty and dedication
- Belief in Authorities and Hierarchies
  - Elitism (school rankings, college rankings)
- Cronism (school, college, family, home towns/provinces)
  - Cliques determine recruitment, appointment, promotion, ...
Korean Culture – Influences

- History: monarchies with ruling kings and hereditary aristocracy (strong hierarchy)
- 1000 years (= Koryo and Choson until 1910): political independence and unity
- Few ethnic minorities, homogeneous ethnically and linguistically
- China: long border, writing system (pre-Hangeul), religions (Buddhism, Taoism, Confucianism)
- Transformed borrowed traditions (China, Russia, Japan) into uniquely own
- Little to zero Western influences until 20th century
- Tendency to seclusion (“The Hermit Kingdom”)
- Hilly country: only ~20% of land is suitable for cultivation = tight-knit communities
Cultural Characteristics

- Symbols
- Religions
- Values
- Norms
Culture: Symbols and Religions

1. Symbols
   - Flag
   - Tiger
   - Swastika
   - Cross

2. Religions
   - Buddhism
   - Shamanism
   - Confucianism
   - Christianity
Culture: Norms and Values

3. Norms (behavior)
- Bowing (hierarchy, respect)
- Honorific greetings (home, school, business)
- Giving (2 hands, not opening)
- Serving (food, drink)
- Covering mouth (laughing, yawning)

4. Values (important concepts)
- Health and long life (Sh)
- Success and Prosperity (Sh)
- Education (C)
- Hard work (C)
- Ancestor worship (C)
- Harmony, conformity, loyalty (C)
Outline of Korean History

“Land of the morning calm” (Ko-Choson, 2333 BC)
“Three kingdoms”: 1. Koguryo (37 BC – 688 AD)
  2. Baekche (18 BC – 660 AD)
  3. Shilla (57 BC – 935 AD)
Unified Shilla (668 – 935)
Koryo (918 – 1392)
Choson (1392 – 1910) – ending a thousand years of unified country

Modern times:
- Japanese occupation (1910 – 1945)
- 1945 – division at the 38th parallel (US and SU)
- 1948 - Republic of Korea (ROK) = Syngman Rhee
  25 and DPRK = Kim Il-sung
- 1950-1953 Korean War (ceasefire but no peace treaty)
ROK Presidents

- 1948-1960 Syngman Rhee (exile)
- 1960 – Yun Boseon
- 1961 – Military coup, Mil. Regime (Park Chung-hee), economic plans, export
- 1980 – Military coup, Mil. Regime (Chun Doo-hwan)
- 1988 – Democratic Government (Roh Tae-woo, general)
- 1993 – Kim Young-sam (first civilian elected in 32 yrs)
- 1998 – Kim Dae-jung
- 2003 – Roh Moo-hyun
- 2008 – Lee Myung-bak
Very Korean - Confucianism

“Korea is the most Confucian country in the world”

Influences on today’s society:

- Academic-oriented society (“education fever”)
- Results-oriented education
- Competition-oriented society
- Education is (only) way to higher socio-economic position
“Very Korean” - Confucianism

It’s all about bonds and relationships:

- Five relationships:
  - Sovereign – subject (duty)
  - Father – son (love)
  - Husband – wife (separation of duty)
  - Senior – junior (order)
  - Friend – friend (trust)

- Three bonds:
  - subject – sovereign (loyalty)
  - son - father (filial piety)
  - wife - husband (obedience)
“Very Korean” – Education

Rooted in Confucian Belief

Quotes:

“Education is the meaning of life”

“I hear and I forget, I see and I remember, I do and I understand”

“Study the past if you would define the future”
Education - Development

1945 to 2005:

- Number of schools from 2000 to 6000
- Number of students: + 400%
- Number of college students 8K to 3.6M

99% go to H.S.,
85% go to colleges
Education – School System

- Pre-School or Kindergarten: 1-3 yrs (not compulsory)
- Primary/Secondary School System (6+3+3)
  - Elementary School: 6 yrs (compulsory)
  - Middle School: 3 yrs (compulsory)
  - High School: 3 yrs (not compulsory)
    - General (incl. specialized for arts, PE, science, language)
    - Vocational (agriculture, engineering, commerce, home econ)

  Note: number of school days: 204 (US: 187)!

- Special Schools/Non-Formal Education (special needs, online)
- Post-Secondary Education: 4 yrs of university/college plus post grad
- Alternative: 1-3 yrs junior colleges or vocational schools
Education – pros and cons

Pro: Graduation statistics (2005):
- Graduate middle school: 100%
- Graduate general H.S.: 90%
- Graduate vocational H.S: 70%
- H.S. graduates to College: 85%

Pro: Effectively supplying the job market for economic growth

Con: Special in Korea: “Education Fever” and “Examination Hell”:
- Importance of hagwons: Cram Schools
- Tutoring for College Entry Exam
- Study opportunities afternoon/evening/night/weekends
- Goal: enter one of the “SKY” universities
  - upward social mobility
  - career and earnings potential
  - marriage prospects
Cram Schools

- afternoon/evening private schools
- parents pay thousands of dollars for additional learning opportunities

NY Times article:
Educational System - Disadvantages

- Teaching abilities to succeed in test-taking; “fact-based” only
- Rogue learning does not support long-term knowledge or creativity
- Cramming (poor physical, emotional development of teenagers)
- Increased number of College students
  - Demand (students) > Supply (colleges)
  - Government regulated number of college entrants
  - More difficult entry exams
- Financial situation determines type/quality/amount of tutoring
- Increased competition in H.S. and Colleges
  - Social disharmony
  - Stress (“examination hell”)
  - Excessive personal expenditure for private tutoring
- Abilities, skills don’t determine successful career
- Personal Attributes < uniform system
- Socio-economic imbalances (classes)
"Very Korean" – Business I

I. Background (1950s and 60s):
- one of the poorest nations in the world
- export: low 20% of manufactured goods
- divided country
- devastated after Korean War
  - 50% of manufacturing facilities destroyed
  - 40% of private homes destroyed
  - 20% of schools destroyed
- divided country
“Very Korean” – Business II

II. Building up (1970s and 90s)
- GNP/capita $6K by 1990; $10K in 1996
- Exports of manufactured goods: 83.6% (1990)
- World’s most efficient steel plants
- World’s second largest shipbuilding capacity
- Seoul a major city with a population of 12 mio people; 25 mio in metro area (=50% of total)
- 12th largest trade volume in the world (1996)
- one of the world’s top ten textile producers (in terms of facilities and exports)

“Miracle on the Han”

Some major reasons:
- Education
- Government planning
- Growth Programs
- 5-yr plans
- Industrial Innovation
- Restructuring Initiatives
- Foreign Aid
- Labor Force (see line chart p. 99)
- World Economic Climate
- Free Trade Agreements
Business in Korea – hiring

Korean employers regard certain attributes as more important than professional skills:

- Company Attitude (know and follow company’s or founder’s philosophy)
- Commitment
- Work attitude
- Dedication
- Loyalty
- Teamspirit

→ Job Training (3-5 mos.) focuses on these first and then on technical skills

Business in Korea – Partnerships

Important tips:

■ Develop and foster good personal relationships (trust > contracts)
■ Personalize business relationships (know social aspects, birthdays, hobbies)
■ Respect the business partner (give compliment, avoid “losing face”)
■ Exhibit proper behavior (formalities, bus.cards, bowing, patience)

→ personal > professional