

# Syllabus

## International MBA – Orchid Class

### Course Title:

## Japan and South Korea: the success of Confucian capitalisms (209.4985)

Period 6 - October to December, 2020

Lecturer: Dr Daniel Haber d.haber.fpc@gmail.com

### Objectives of the Course:

**Explain** how these two Asian countries (Japan and South Korea), with inter-related historical and cultural relationships, emerged in modern times to not only catch up with the West but to challenge its domination by mastering modern science and technology.

**Analyze the cultural roots** which contributed to the “economic miracles” of these North-Eastern Asian nations, enabling them to compete on equal terms with the West while keeping their Asian identity.

**Draw necessary lessons** to enlarge your understanding of the Asian civilization (which now stands face to face with the Western one) and improve your management skills by analyzing alternative management styles.

**Understand the functioning of the large corporations** which drove the two countries into the restricted Club of the 37 most developed economies (including Israel) in the world (OECD).

**Reflect on the opportunities** offered by these two advanced nations interested by Israel for its outstanding innovative capacity.

## Methodology:

The lecturer will use his personal business experience of 40 years of dealings with the corporations of the two countries to support the lectures.

He will give real examples/illustration of management situations but these are not "case studies".

He will leave room for questions and discussions and welcome participants' professional experiences.

The lectures will be given by Zoom. Students are asked to open their Zoom app. 10 minutes before class and to open their camera so that the lecturer may see them as well as they can see him.

There will be more frequent pauses, for breaks and also for discussing questions asked by the Professor before each pause.

## Compulsory Reading

The Professor has put on line (Moodle) his Book "*Business and the Meeting of Western and Asian Civilizations*". It is an easy to read text book written specifically for MBA students and giving the basic knowledge which students (and business executives) should have in mind when engaging in any sort of international business operations.

It is divided into four parts. Parts 1, 2 and 3 should be read before the beginning of the course. Part 4 should be read before Lesson 6.

## Recommended Readings:

-Read the Websites of Fons Trompenars and Geert Hofstede (Netherlands) and Edward Hall (the US) , three sociologists specialized in “cultural differences”.

-Read the Website of Edward de Bono: on ways to bridge cultural differences, via concrete methods (especially “The Thinking Hats method”).

**Grading** will be given on the basis of the participation in class and of a Paper, to be written at home and submitted **before December 31, 2020**.

Details on the Paper will be given during the Course.

## Presentation of the Course:

### “The success of Confucian Capitalisms”

#### **Lesson 1 Friday, October 23, 2020 (11 am to 2 pm)**

The emergence of two highly performing Asian economic powers

#### **Lesson 2 Friday, October 30 (11am to 2pm)**

Historical and cultural roots of Japan economic success

#### **Lesson 3 Friday, November 6 (11 am to 2 pm)**

The economic organization of Japan

#### **Lesson 4 Friday, November 13 (11 am to 2pm)**

The specific Korean business culture and its transition towards a “creative economy”

#### **Lesson 5 Friday November 20 (11 am to 2 pm)**

Assessing Confucian capitalisms and comparing them with Western capitalisms

#### **Lesson 6 Friday, November 27 (11 am to 2 pm)**

Bridging Asian and Western corporations

#### **Lesson 7 Friday, December 4 (11 am to 2 pm)**

Bridging Asian and Western corporations: using concrete management tools for teamwork and team creativity

#### **Lesson 8 Friday, December 11 (11 am to 2pm)**

The case of Israel: Israel-South Korea and Israel-Japan

Advice on the business approach of these two markets.

## Detailed course outline:

### Japan and South Korea:

## “The success of Confucian capitalisms”.

### Introduction to the course:

- Two countries demonstrating the success of “alternative” (distinct from the Western values and systems) national and corporate systems.
- Two “important” countries as markets, suppliers, scientific and technological sources, and investors.
- Two inter-related countries, sharing similar cultural backgrounds but behaving as two different societies.

### Lesson 1 October 23, 2020

#### The Emergence of two highly performing economic powers

##### 1. The background: the overall emergence of East Asia

- The “Flying geese pattern”
- Economic Miracles
- in the shadow of the Chinese superpower
- A new West-Asia relationship

##### 2. Japan and South Korea in the new global world

- Globalization in process
- Globalization in crisis

### **3. The specific East Asian background**

- Buddhism
- Confucianism
- Other cultural and historical inputs

## **Lesson 2 October 30,2020**

### **Historical build-up and cultural roots of Japan**

#### **1. From feudal times to modernity.**

Japan history with an economical focus

#### **2. Japan as a unique social and business cultures**

- Pile up of cultures
- Specific features: the basics; stress as an engine; coping with the stress; values and attitudes
- Key values: hierarchy; sense of obligation;" face"
- Individual attitudes: are they really specific?
- Social attitudes: consensus and harmony ...in real life

#### **3. The last societal Revolution**

- Japan at a turning point.
- The" hidden strengths" in jeopardy

## **Lesson 3 November 6,2020**

### **The economic organization of Japan**

## **Systems, corporate structure, management practices**

### **1. The economic system: Conglomerates (Zaibatsu, Keiretsu)**

- Role of the Central State,
- The “Iron triangle”
- Crisis is forcing changes: the case of the car industry
- The way out: science and technology

### **2. Business organization**

- The myth of the “firm” (Kaisha): structures and strategies
- International Trading Houses (“Sogo Shosha”): the secret of global victories

### **3. Management practices**

- “Toyotism”, a Confucian breakthrough
- Hierarchy, consensus, information: three pillars of efficiency
- “Gai-atsu” or outside pressure as a way to change management practices (the Renault-Nissan case)

## **Lesson 4 November 13,2020**

### **The Korean social and business culture**

#### **Introduction: a reminder of the economic history of Korea**

#### **1. The Korean culture**

- Between Japan and China

#### **2. The Korean specific business culture**

-The Chaebol, a specific Korean form of corporation

### **3. An economy in transition:**

- Towards a “creative economy”
- Competition with other dynamic Asian economies

## **Lesson 5 November 20,2020**

### **Assessing Confucian capitalisms and comparing them with Western capitalisms**

#### **1. Assessment of Confucian capitalisms**

- Historical perspective: sources; meeting the West; modernity of Confucianism
- Key features of Confucian values as applied in the business world
- influence on management practices

#### **2. Comparative assessment of Western capitalisms**

- Sources of Western values
- Key features of Western values
- Influence on management practices

## **Lesson 6 November 27,2020**

### **Bridging Asian and Western corporations: the cultural approach**

- 1. The issue of culture**
- 2. Stressing cultural differences**
- 3. Stereotypes: limits to the cultural approach**

## **Lesson 7 December 4,2020**

**Bridging Asian and Western capitalisms by concrete management tools.**

- 1. Team-building and Team-working**
- 2. Team-working: concrete management tools**

## **Lesson 8 December 11,2020: the case of Israel**

Two key Israeli business relations to be handled with care in view of the changing background, notably:

- . The emergence of China as a superpower
- . The South Korea-Japan rift: an old story with frequent rebounds
- . Lessons from Carlos Ghosn story
- . The US-China confrontation

- 1. The Israel-South Korea relation**
- 2. The Israel-Japan relation**
- 3. Advice to Israeli executives in their approach of these markets**

**Prof. Daniel Haber is French born and Israeli citizen.**

**He has a 40-year experience of concrete management of global firms as well as Small-Medium enterprises, with a focus on Asian economies.**

**He was an Executive in US and French international groups and then started his own international consulting firm.**

**He lived in Japan and spent time in most East-Asian countries.**

**He has taught in French MBAs, then in the MBA of a Chinese University in Shanghai and now in the University of Haifa for the last 10 years.**

**He has published a total of 14 books on Asia, Japan, China and the West-East economic relationship.**