

Korea Global – Entrepreneurship & International Events Planning

Lecturer	Edward Pye
Institution	Okanagan College School of Business
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Class time	Afternoon

Course Description:

Okanagan College Business Professor, Edward Pye, spent 10 years in South Korea teaching while also building an arts festival company that branched out to New Zealand and Canada.

He brings that experience to Korea Global - Entrepreneurship & International Events Planning. This course explores the steps for creating and growing start-up companies internationally with a focus on events planning. It covers topics such as strategic planning, marketing, and risk management with course materials being presented through the lens of some of South Korea's most promising business startups.

The capstone assignment for the course is the planning and hosting of a start-up event.

Materials/Text:

Materials will include excerpts from Routledge Events Management Series: Global industries, risk, marketing, and operations for events, such as Conferences and Conventions: A Global Industry, as well as Professor Pye's own course materials.

Requirements:

This course is open to anyone interested in global studies and business. Students do not need any previous experience or pre-requisites.

Schedule:

Monday	Tuesday	Wednesday	Thursday	Friday
7/6	7/7	7/8	7/9	7/10
Orientation	C01 – Intro to Global Entrepreneurship	C02 – The Venture Idea - BIGC Studio	C03 – Business Plans & Strategic Planning – AC01	Program Activity
7/13	7/14	7/15	7/16	7/17
C04 – Target Audiences	C05 – Marketing – the 4Ps – AC02	C06 – Finances & Funding - Bebble AI	C07 – Field Trip – Seoul Vegan Fair	Program Activity
7/20	7/21	7/22	7/23	7/24
C08 – Events Planning	C09 – Events Promotion & Digital Marketing	C10 – Events Operations / Logistics - Yanolja – AC03	C11 – Field Trip – Korea Display Exhibit	Program Activity
7/27	7/28	7/29	7/30	7/31
C06 – Risk Management	C06 – Applying the finishing touches – AC04	C14 – Capstone Event	C15 – Class Wrap Closing Event	Dorm move-out

Assignments:

Students will complete several “in-class only” activities as part of the overall capstone assignment which is to promote and host an event at Dankook University in the final week of the course. This will include elements such as:

- Idea Creation – must incorporate global engagement.
- Planning – must be a free 1hr event limited to the available space.
- Promotion – must be attended by as many people as possible.
- Hosting – must have elements of hosting.

The focus on this assignment is not to create an expensive, complex event, but something simple that all students can engage in and learn the principles of events management.

Evaluation:

There will be 4 in-class activities (1 per week) each with a weighting of 20% while the final event will also be worth 20%. Students will work in small groups to achieve marks.

AC01 – Business Plan Pitch – 20%

AC02 – Generative AI Promotional Poster – 20%

AC03 – Logistics Plan – 20%

AC04 – Implementation Plan – 20%

AC05 – Event Hosting – 20%

Dankook University's grading scale must be used when submitting the final grades.

A+	A	B+	B	C+	C	D+	D	F
95 – 100	90 – 94.99	85 – 89.99	80 – 84.99	75 – 79.99	70 – 74.99	65 – 69.99	60 – 64.99	0 – 59.99

Course Workload:

Students would complete 95% of work during class time so there is limited work to do outside of class.

Field Trips:

The program would incorporate 2 field trips to events in Seoul to go to entrepreneurship events and learn from experiential events.