



Perspectives for a secretary in Asia

The Importance of Education in a changing environment



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Contents

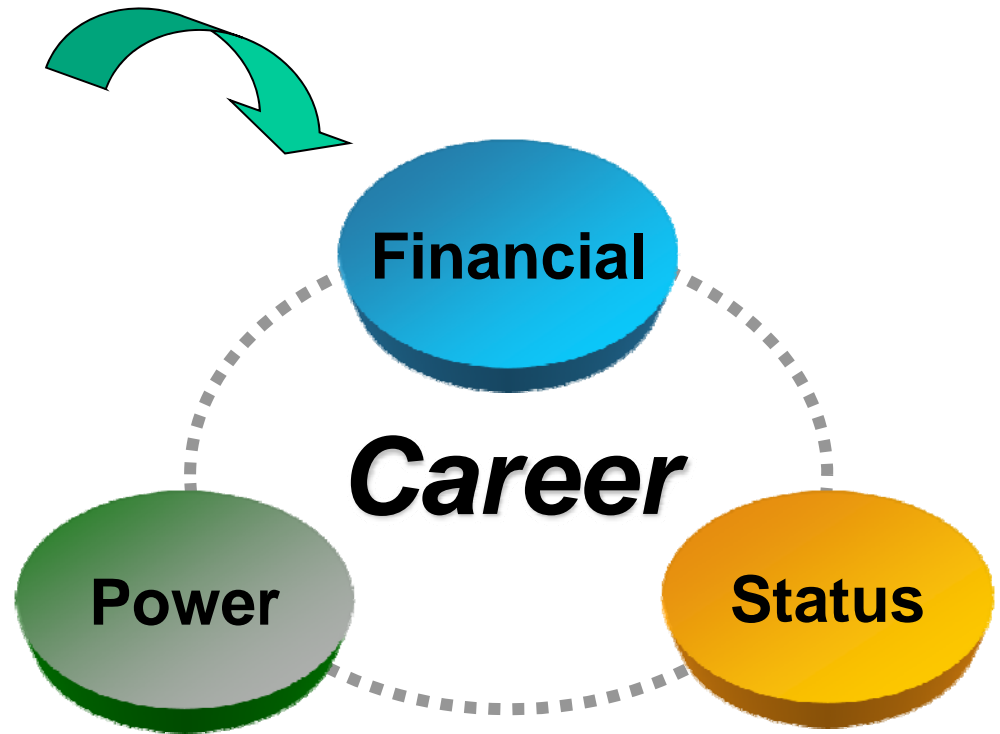
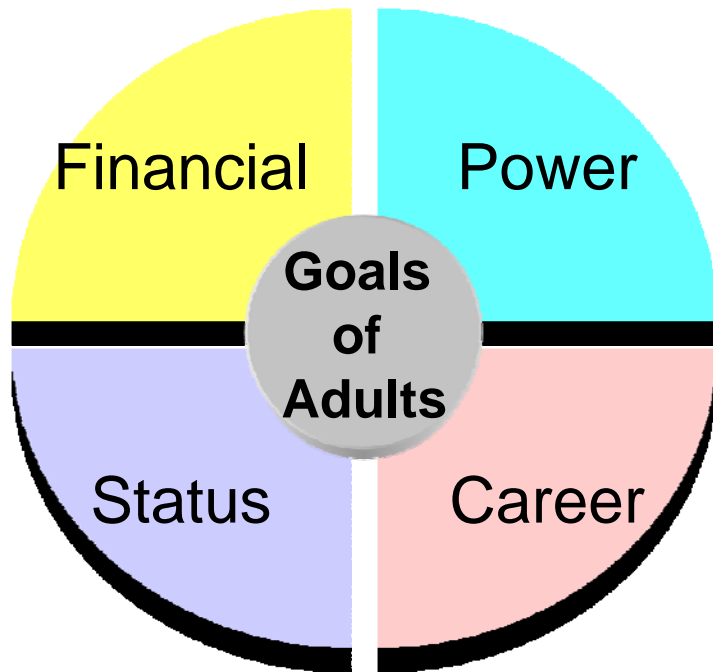
A. The Importance of Education in a Changing Environment

1. Four Goals of adults
2. Career & Career Development
3. Opportunities and Changing Environment
4. Traditional Career vs. New career
5. The importance of Education in Career Success

B. Educations for Administrative Professionals in Korea

C. Q&A

Four Goals of Adults



Environment change

INTERNATIONAL
Herald Tribune
THE IHT ONLINE

Greenspan issues warning on deficits

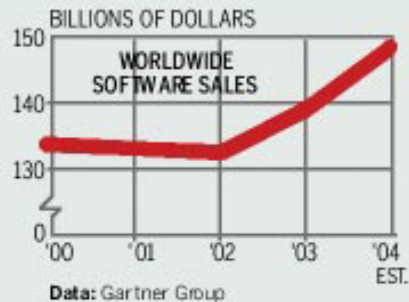
AP ~*~article_owner~*~
Thursday, May 06, 2004

WASHINGTON America's soaring federal budget deficits represent a major obstacle to the country's long-term economic stability, Federal Reserve Chairman Alan Greenspan warned on Thursday.

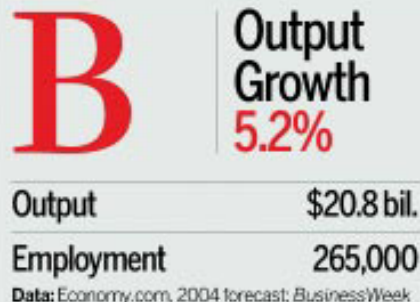
Greenspan told a banking conference that the federal budget deficit was a bigger worry to him than America's soaring trade deficit or the high level of household debt because those two problems can be corrected by market forces.

"Our fiscal prospects are, in my judgment, a significant obstacle to long-term stability."

SPOTLIGHT



GROWTH PROSPECTS



Bo Kyung Bae

The Korea Herald

Friday, May 7, 2004

In 1997, Joo launched the Baeksu Center, an online community that advocates the rights of the unemployed. It has more than 1,000 members.

"Many people simply ignore baeksu as lazy and hopeless people. But the attitude should change. Baeksu is rather a product of the current social structure, not of individual fault solely," said Joo.

Joo hopes to highlight a bright side of the baeksu life. "Depending on what you are doing, the baeksu period can be a helpful time. You can recharge your battery and prepare for new work," he said. The opportunity to explore a concrete career plan is another benefit the baeksu period can offer, he said.

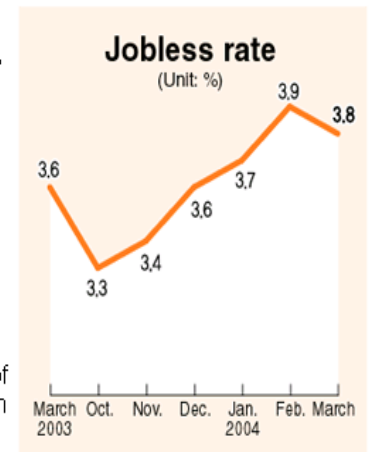
Ahn Hye-jung, a 27-year-old former magazine writer, agrees. After quitting her job, she traveled in Africa for seven months. Ahn says she makes the best of her Baeksu life while enjoying more freedom.

"I appreciate every form of arts around me and sometimes create my own works. During the 9-to-6 working routine, such a life was only a dream," she said.

Ahn now contributes book and movie reviews to Internet sites. The only problem, she said, is a lack of money. But Ahn is not overly concerned. "There is an old saying that money comes and goes, I'm encouraged by that."

Tough re-entry

Brazil - May 28, 2004





Career & Career Development

- Any job has its good & not-so-good days
- To stay challenged, we must take change of our career
 1. By dealing with career development issues on regular basis
 2. By being open to participating in professional growth opportunities, which are plentiful.



Opportunities and Changing Environment

- Career development cannot be taken for granted
 - It will not take care of itself :
Protean career, boundaryless career
- Our career must be planned, managed.
 - The circumstance change and new events occurs
- Our goals should be frequently adjusted to the changing environment.
 - We will be able to have plentiful career opportunities

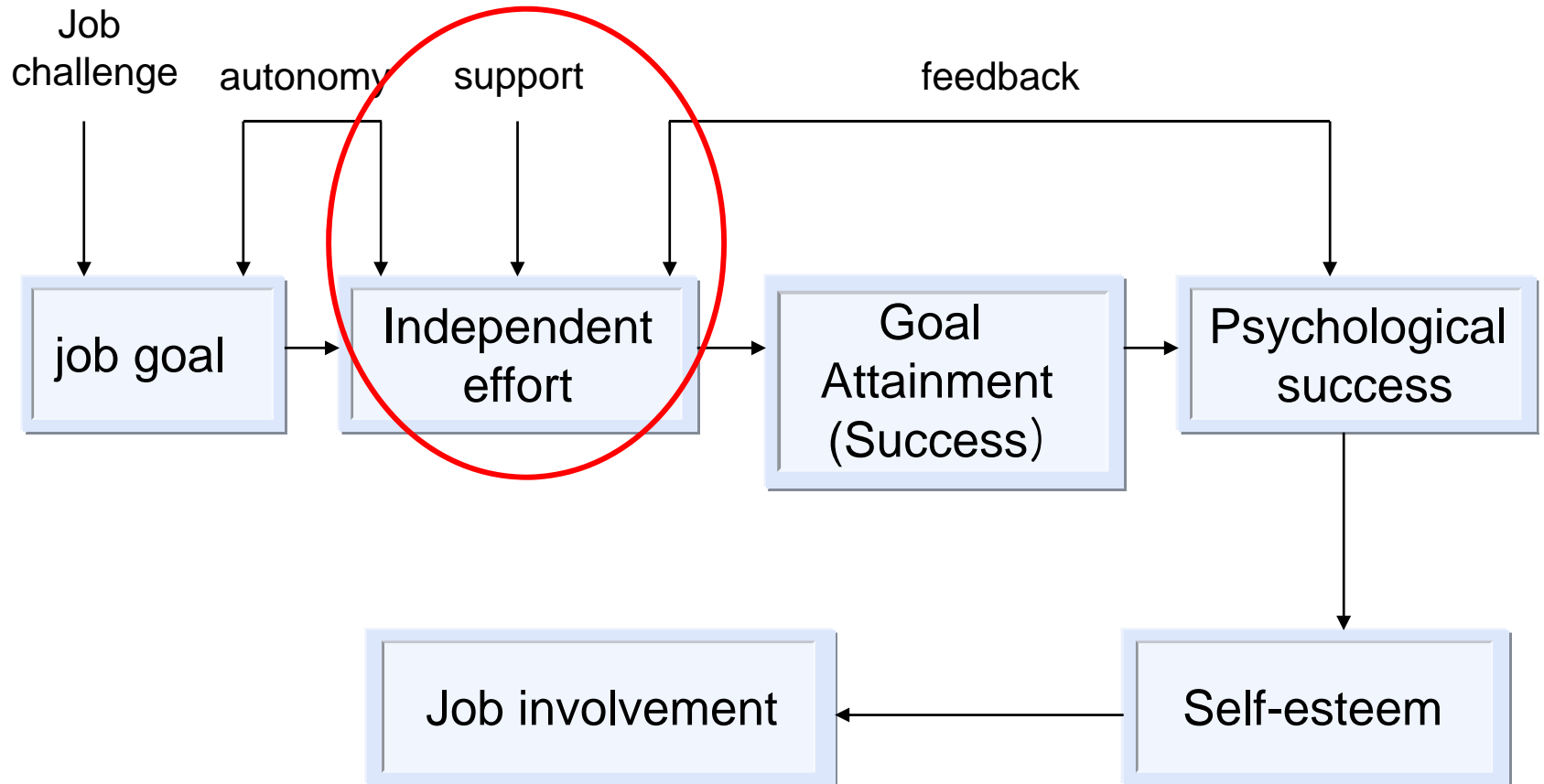
Protean Career vs. Traditional Career (Hall, 1996)

	Traditional Career	Protean Career
Responsibility of career management	organization	individual
Core values	promotion, power	freedom, growth
Shift rates between Organization	low	high
Criteria on success	Job satisfaction Organizational involvement	Job satisfaction Professional involvement
Self-identity	Am I respected in this organization? What should I do in this organization?	Do I respect myself? What do I want to do?

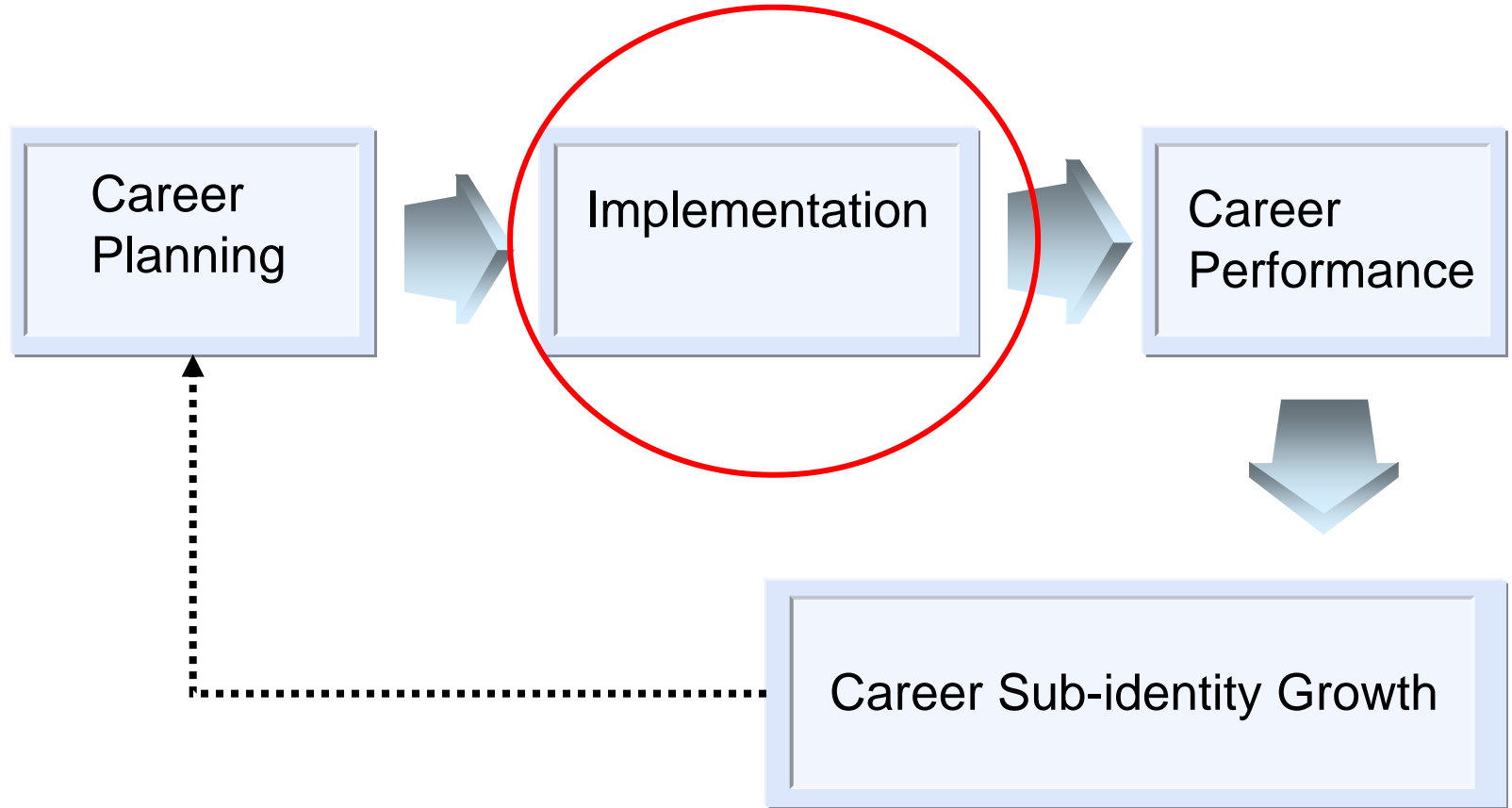
Traditional Career vs New Career(Nicholson, 1996)

	Traditional Career	New Career
Organization	bureaucracy	network
Role	generalist	specialist with multiple skills
Competency of Organization	system, OS	teamwork, development
Criteria on evaluation	input	output
Compensation	on the job	on the skills
Contract relations	Involvement, stability	flexibility
Career management	Patriarchal management	Self-management
Shift	Vertical shift	horizontal shift

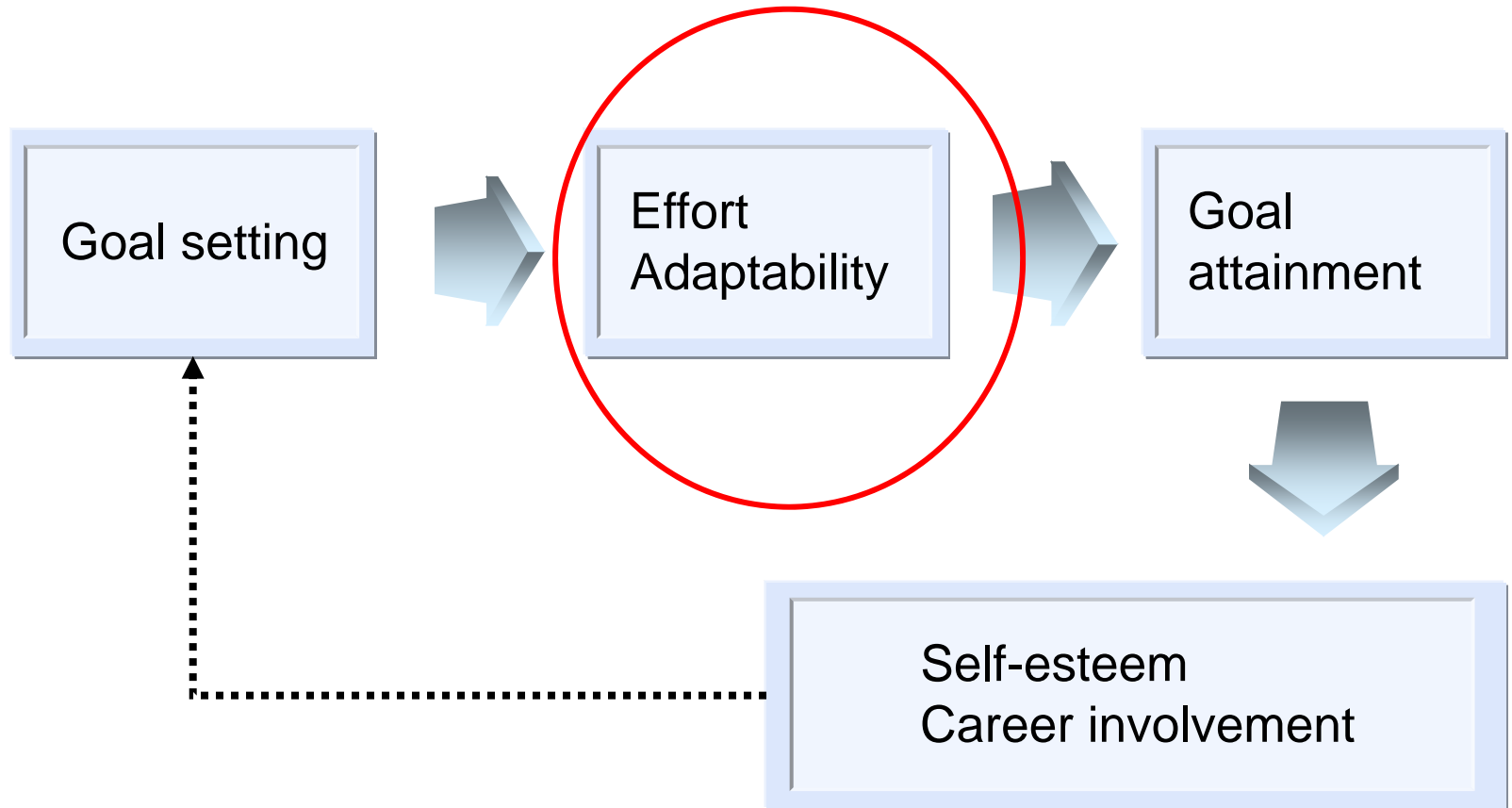
Career Success Cycle Model(Hall & Morgan, 1977)



Psychological successful model for Career planning (Gould, 1979)



Psychological successful model for Goal Setting (Gould, 1979)





The importance of Education in a changing environment: Fit and Lead

- Corporate Strategy can be able to lead Environment
or
creates a new environment
- A good recommendation
 1. **Reevaluate our goals**
 2. **Do not wait for other to “develop”**

“When timing and luck seek us out, we will be ready to
launch ourselves into next jobs.”



Education System for Administrative Professionals in Korea

- Social Background
- Education System for Administrative Professionals
 - By Academic University & College
 - By Vocational Organization

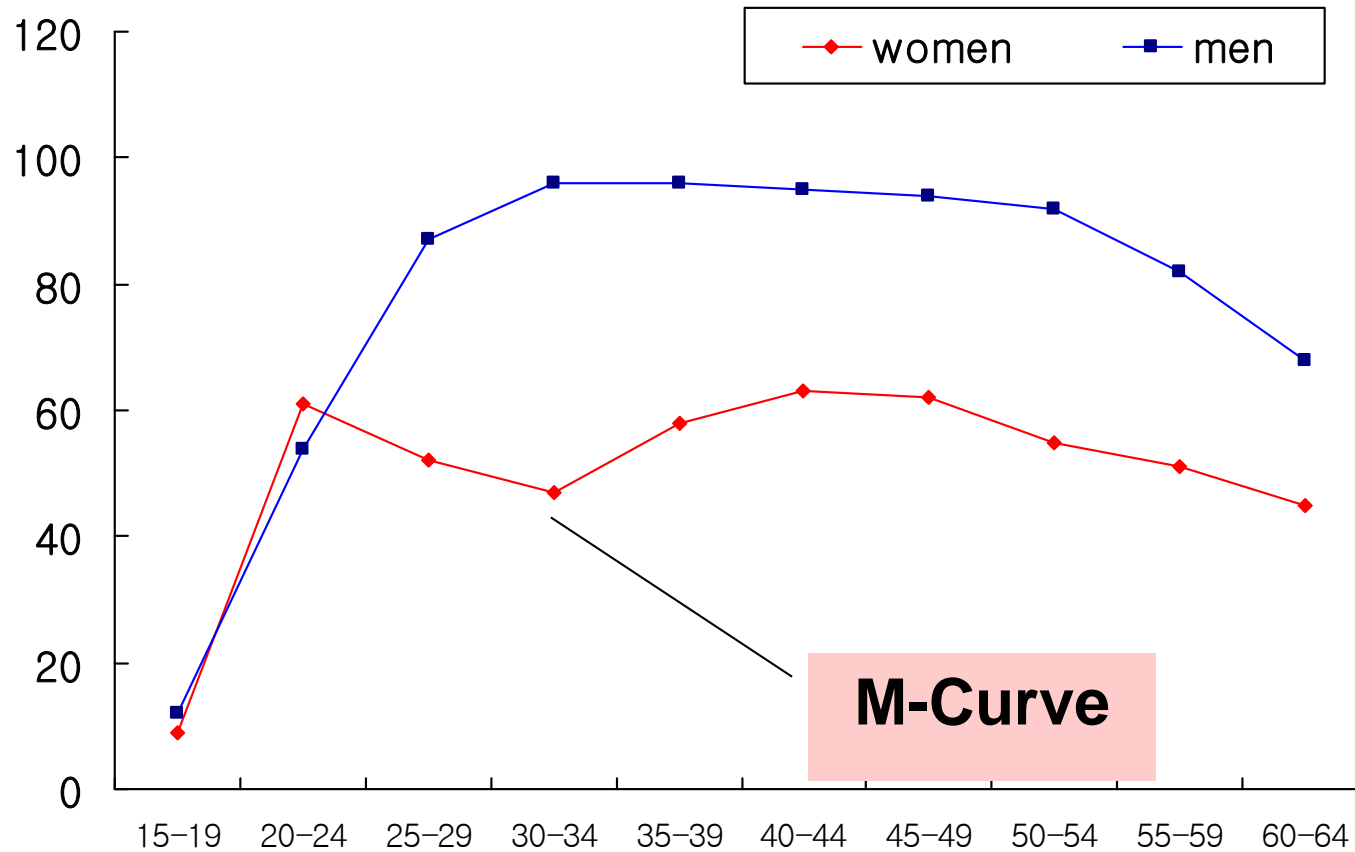


Life Stage of Women (Super, 1957)

1	Stable Homemaking Career
2	Conventional Career
3	Stable Working Career
4	Double-track Career
5	Interrupted Career
6	Unstable Career
7	Multiple-trial Career

Economic-activity rates by age in Korea

(ILO, Yearbook of Labor Statistics, 1999)

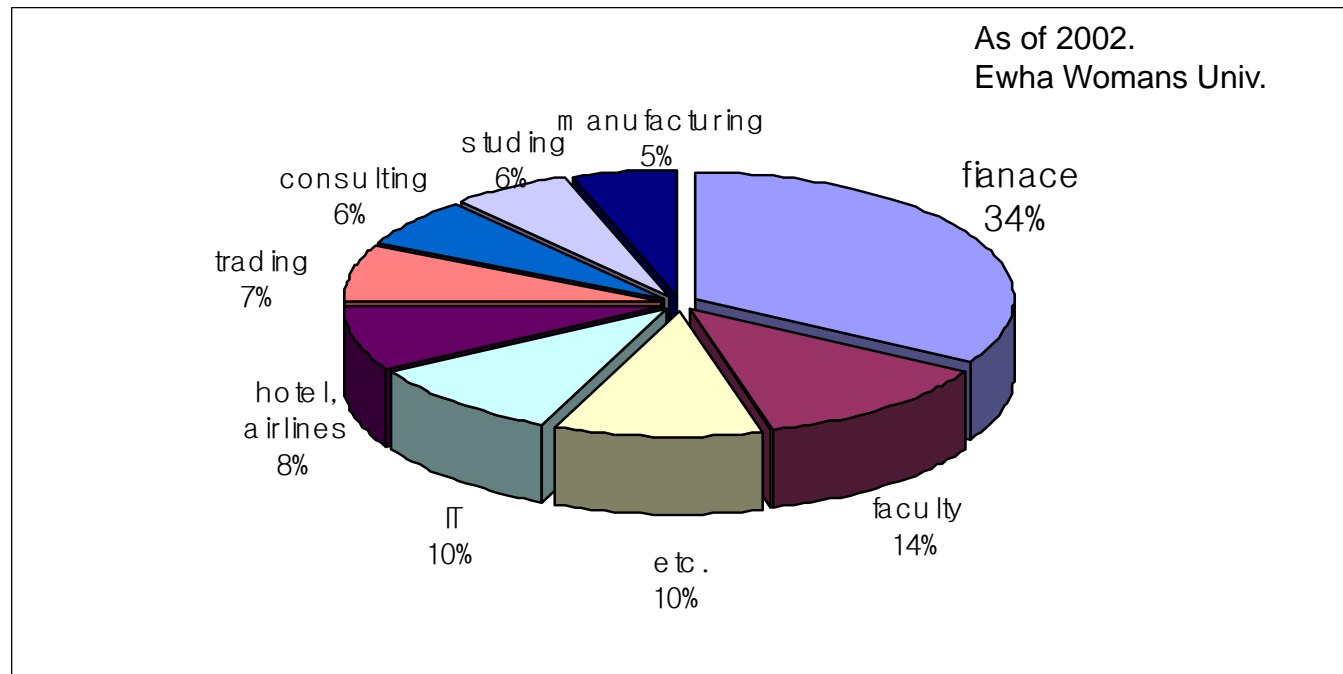


Education System of University & College

- **Number of Schools**

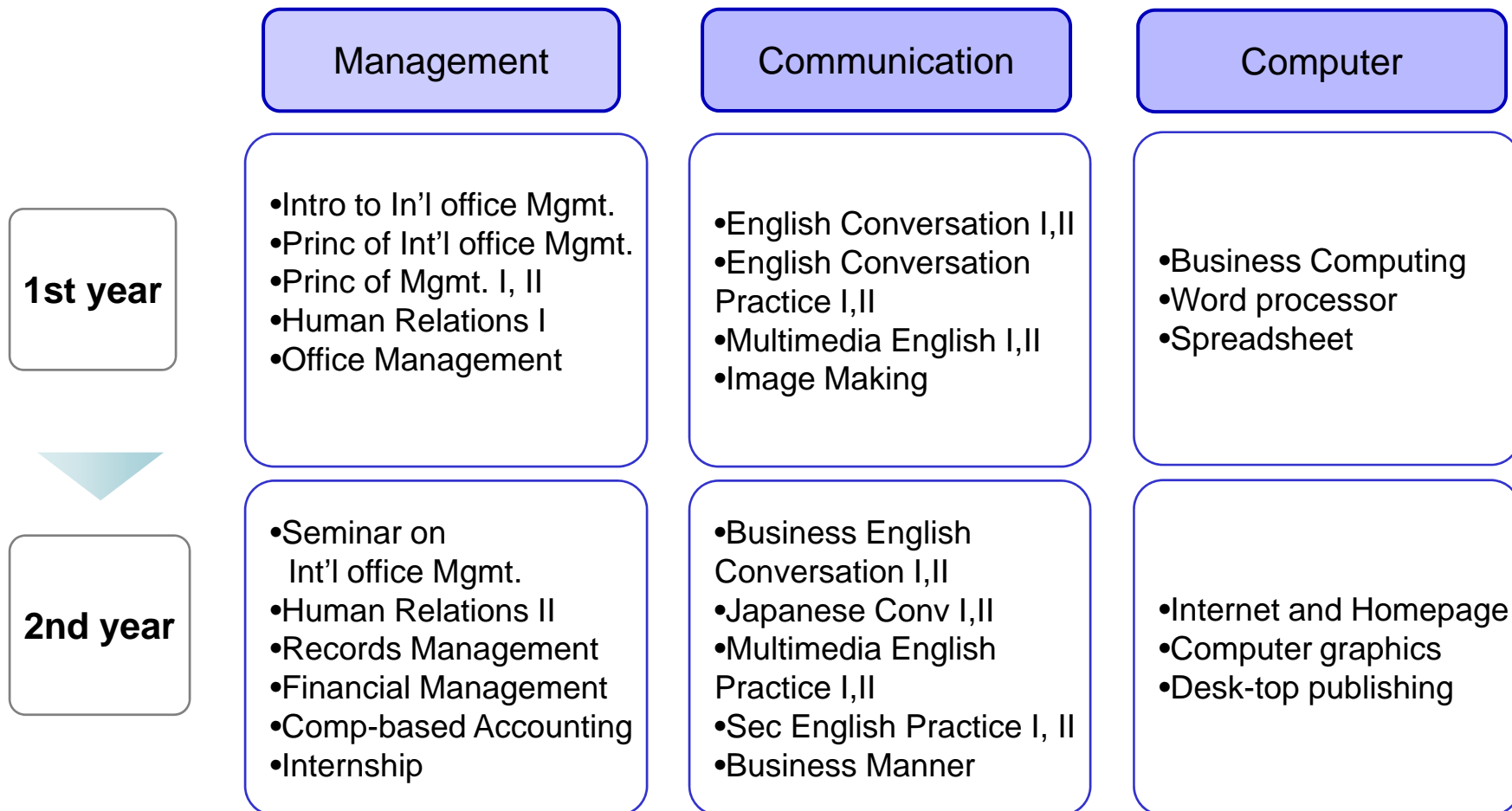
4-yr	2-yr
5 Universities	39 Colleges

- **Graduates: about 1,300 persons since the year 1967**



2-yr Academic curriculums:

Dept. of Secretary Service, Inha Technical College



4-yr Academic 2000's curriculums : Ewha Womans University, South Korea

	Office Management	Communication Management	Web-based Information Management
1st year	<ul style="list-style-type: none"> •Princ of Int'l office Mgmt. 	<ul style="list-style-type: none"> •Business English 	<ul style="list-style-type: none"> •Business Computing
2nd year	<ul style="list-style-type: none"> •Understanding Int'l affairs 	<ul style="list-style-type: none"> •Business Communication •Business English Conversation I 	<ul style="list-style-type: none"> •Intro to Web Info System •Internet and Homepage
3rd year	<ul style="list-style-type: none"> •Int'l office Mgmt. •Human relations 	<ul style="list-style-type: none"> •Beginning Shorthand •Business Writing •Int'l Conference Comm I,II 	<ul style="list-style-type: none"> •Internet Plan'g & Design •Advanced Business Computing •Web-info application
4th year	<ul style="list-style-type: none"> •Planning and processing •Business correspondence •Seminar on Int'l office Mgmt. •Conference planning 	<ul style="list-style-type: none"> •Intermediate Shorthand •Advanced Shorthand •Business English conversation II •English Comm Clinic 	<ul style="list-style-type: none"> •Database Management •Project Management

4-yr Curriculums for 21st Century: Ewha Womans University, South Korea

	Office Management	Communication Management	Web-based Information Management
1st year	<ul style="list-style-type: none"> •Princ of Int'l office Mgmt. 	<ul style="list-style-type: none"> •Business English 	<ul style="list-style-type: none"> •Business Computing
2nd year	<ul style="list-style-type: none"> •Understanding Int'l affairs 	<ul style="list-style-type: none"> •Business Communication •Business English Conversation I 	<ul style="list-style-type: none"> •Intro to Web Info System •Internet and Homepage
3rd year	<ul style="list-style-type: none"> •Int'l office Mgmt. •Human relations •Conference planning I 	<ul style="list-style-type: none"> •Beginning Shorthand •Business Writing •Conference English •Inter-Human Comm. •Int'l Conference Comm. I,II 	<ul style="list-style-type: none"> •E-commerce System •Internet Planning & Design •Advanced Business Computing •Web-info application
4th year	<ul style="list-style-type: none"> •Planning and processing •Business correspondence •Seminar on Int'l office Mgmt. •Conference planning II 	<ul style="list-style-type: none"> •Intermediate Shorthand •Advanced Shorthand •Business English conversation II •English Comm. Clinic 	<ul style="list-style-type: none"> •Web-based Advertising •Database Management •Project Management

Education Program of Vocational Organization

- Korea Association of Administrative Professionals(KAAP)

	Intermediate	Advanced
Capacity	25 persons/class	25 persons/class
For whom	entry-level secretary Candidate to be transferred to secretarial position	middle-level secretary
Period	8 days program 5 times/yr	11 days program 3 times/yr
Cost	Member: Won 360,000 (USD300.00) Non-Mem: Won 500,000 (USD416.00)	Member: Won 480,000 (USD400.00) Non-mem: Won 620,000 (USD516.00)

Program Contents

	Intermediate Program	Advanced Program
1	•AA's role and competency	•AA's role and competency
2	•office management I	•Internet
3	•office management II	•Project management
4	•Client management	•Database management
5	•Telephone skills	•Correspondences using Ms-Word
6	•Excel	•Human relations
7	•Business English	•Record & Knowledge management
8	•Wrap-up	•Business English
9		•Time management using Outlook
10		•Career development
11		•Wrap-up



Career Education



**Vocational
Education**

**Career
Counseling**

