where great futures begin

SKK BUSINESS SCHOOL

SUNG KYUN KWAN UNIVERSITY
Old Sungkyunkwan

The time-honored campus, most parts of which are designated as National Treasures, has become a famous tourist spot in Seoul. Traditionally, all Sungkyunkwan students stayed in the dormitories, Dongjae and Seojae (meaning East Hall and West Hall respectively). A voluntary student organization governed the everyday life of students. Although the rules were strict and prohibited games, student life at Sungkyunkwan was never boring. Students studied music, archery, horsemanship, mathematics, the Confucian classics, and etiquette. The students’ schedule was controlled by the signal of a large drum, as in a monastery. The buildings were home to distinguished students of Confucian Studies. Those selected to live there were granted a full scholarship, which was considered to be a great honor.

Between Dongjae and Seojae stands Myeongnyundang, the main lecture hall. Early each morning, with the sound of the drum signaling the beginning of the day, students bowed before entering the hall to receive a lecture on Confucian teaching. Visitors can appreciate the traditional architecture of the building, which consists of a middle hall and two wings. Located to the west of Myeongnyundang, Bicheondang was built in 1664. The name Bicheondang implies ‘enlightening the great way,’ cited from the famous Confucianist Chu Xi. This building, as well as Myeongnyundang, was the site for state examinations. The present building was reconstructed in 1988 on the site of the original, which was burned down during the Korean War (1950-1953). Jongyeonggak was built in 1475 as the first library of its kind in Korea. As the meaning of the name (‘to revere the classics highly’) implies, the volumes housed in the library were exclusively Confucian books. During the Japanese occupation, most of the books were taken to the library of Gyeongseong Imperial University (the predecessor of Seoul National University). The remaining books have since been moved to SKKU’s Central Library after the completion of the new campus in 1963.

The largest building on the old campus is Daseongjeon, where the memorial tablets of Confucius and his followers are enshrined. The calligraphy on the board over the gate is the work of (Han Seokbong), one of the greatest calligraphers of the Joseon Dynasty. The shrine is an excellent example of the architecture of the time. The Seokjeon Daejae, a ritual that honors Confucius, is still observed here twice a year, in the second and eighth months of the lunar calendar on the anniversaries of Confucius’ birth and death. Hamabi (dismounting point) and Haryundae (parking place for sedan chairs) in front of the campus indicate that Sungkyunkwan was a sacred place. Even members of the royal family had to show their respect by dismounting and walking as they entered the campus. Historically, the president of Sungkyunkwan officiated at the Confucius memorial service, at which the king was always present. Because the king was merely a disciple before Confucius, he would take off his royal robes and put on plain clothes before stepping into the courtyard of the Confucian shrine. Today, SKKU is respected as a guardian of the rich traditions of Korea. In the ’97 Winter Universiade, the Torch was lit at the Amsadong Prehistoric Settlement Site, a place of early Korean times, and then taken to Sungkyunkwan amid a gala festival before being delivered to Muju, the main venue of the games. The entire nation shared the joyful and symbolic moment with youths from all over the world who gathered under the sacred flame.
Pursue Truth and Embody Social Justice

The four cardinal virtues - humanity, righteousness, propriety and wisdom - express humankind’s four inherent spiritual elements of spirit, action, conscience, and intellect.

Humanity abides in the heart that loves, righteousness abides in the heart that knows right from wrong, propriety abides in the heart that knows forbearance, and wisdom abides in the heart that perceives. Confucian philosophy attests to humankind’s innate goodness, and at the same time recognizes that this quality must nevertheless be awakened and nurtured. These four principles, which comprise SKKU’s philosophy of instruction, are the basis for higher goals in the search for truth as well as the establishment of social justice, which are in turn, based on humanity.
The deep roots of SKKU are so strongly entwined with Seoul that we cannot describe the university without mentioning this extraordinary city. Like SKKU, Seoul has been the center of Korea’s remarkable economic growth for the past 40 years with its unique blend of tradition and modernity. Seoul was the seat of government as early as the Baekje Kingdom, more than 1,500 years ago. However, it wasn’t until the establishment of the Joseon Dynasty in 1392 that Seoul had its real genesis and became the capital city. Seoul is one of those cities which maintains the architectural beauty of the past in the midst of modern development. Seoul’s architectural history has been carefully preserved to maintain a link between the city of yesterday and the thriving cosmopolitan city of today.

As the cultural, economic, and political center of the nation, Seoul provides infinite opportunities for research. University students reap the benefits from the city’s resources, and are able to put into practice what they have learned in the classroom. SKKU is located inside the city walls, which define the boundaries of the original capital of Joseon. Located on the original Sungkyunkwan site, the Humanities and Social Sciences Campus is spread across a hill overlooking Changdeok Palace. Just like Seoul, SKKU grew rapidly, and the expansion called for the building of a new campus.

The original site was preserved for the Humanities and Social Sciences Campus, while the expanding science programs were moved to a new campus in Suwon. Currently, seven colleges, two schools, and numerous graduate schools call the Humanities and Social Sciences Campus their home. To commemorate the founding philosophy of Sungkyunkwan, the 60th Anniversary Building was constructed on this campus. This new facility has a floor space of 31,930 square meters with four levels below ground and six levels above ground.

### Research Institute

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<thead>
<tr>
<th>Humanities and Social Sciences Campus</th>
<th>Institute of General Education</th>
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<tbody>
<tr>
<td>University College</td>
<td>The Institute of Calligraphy Cultural Studies</td>
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<tr>
<td>College of Confucian Studies &amp; Eastern Philosophy</td>
<td>Center for Francophone Studies or Centre d’Etudes Francophones / Institute for Knowledge and Information Management / Institute for Hybrid Future Culture / Center for East Asian History / Center for Cross Culture Studies / Korean Studies Institute / Institute for Critical Thinking and Culture</td>
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<tr>
<td>College of Liberal Arts</td>
<td>The Institute of Legal Studies / The Science &amp; Technology Law Institute</td>
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<tr>
<td>College of Social Sciences</td>
<td>Institute of Applied Psychology / Media, Culture and Contents Research Center / Global e-Policy e-Government Institute / Center of Leadership &amp; Public Management / Institute for Social Welfare Studies / Sustainable Urban Development Institute / Policy Evaluation Research Institution / ODA Research Center / The Research Institute for Human Life Sciences / Governance Research Center / Research center for better democracy / Human rights and Development Center</td>
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<tr>
<td>College of Economics</td>
<td>Economic Research Institute / Institute of International Trade / Research Institute of Applied Statistics</td>
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<tr>
<td>School of Business</td>
<td>Institute of Management Research / Information &amp; Telecommunication Research Consortium</td>
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<tr>
<td>College of Education</td>
<td>Korea Private Education Research Center / Education Research Institute</td>
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<tr>
<td>School of Art</td>
<td>Design Science Institute</td>
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<tr>
<td>Academy of East Asian Studies</td>
<td>Institute of Confucian Philosophy and Culture / DeaDong Institute for Korean Studies / Institute of East Asian Regional Studies / Survey Research Center</td>
</tr>
</tbody>
</table>
SKK Business School
Where Great Futures Begin

School Ideology

- Humanity, Righteousness, Manners and Wisdom
- Quest for basedon Truth
- Humanitarianism

Founding Ideology
Leadership after Purifying one’s Body and Mind

Educational Objectives
Humanity, Righteousness, Propriety and Wisdom

The Vision
To become a leading business school
To build a renowned community for learning business where students are nurtured to become global leaders in creativity and innovation.

The Mission
To become a top-30 business school worldwide and No.1 in Asia by 2018
- Conducting high-quality research
- Educating innovative business leaders
- Serving global and local business communities
Welcome to SKK Business School. Our school offers unique academic experiences in a hub where traditional heritage and cutting-edge technology blend harmoniously to guide you to a new frontier of management.

As one of the oldest university in the world, SKKU was established in 1398 and has produced outstanding national elites armed with Confucian ideals: warm heartedness, justice, courtesy, and wisdom. And yet SKKU is at the forefront of state of the art educational systems thanks to the generous support from the Samsung. Samsung is the largest business group in Korea and has been the foundation of SKKU since 1997.

Our graduates stand out as managers equipped with versatile real world problem solving skills, effective management tools, and entrepreneurial spirits. We aim to be the source of global, innovative and socially responsible managers to both our society and community. We emphasize socially responsible citizenship, innovative thinking, open-minded global perspectives, and ethical conduct.

A unique feature of SKK Business School is its global orientation. This is not only reflected in the diversity and caliber of our, but also in the experience of our faculty and focus from our founding Samsung Group. We are collaborating with Samsung to create highly capable students and faculty. We are developing new programs together in order to raise globally focused talent and we are taking huge steps to become the leading business school in Asia. We have ambitions to become one of the top 30 leading business schools in the world over the next few years.

Situated in a beautiful section of the metropolitan Seoul area, the SKK Business School is the only Business School located inside the four Gates of old town of Seoul. Our Gorgeous campus will surprise you with its picturesque natural gardens, historical palaces, 500-year-old gingko trees, and track routes leading to nearby mountains. Students often enjoy cultural events at nearby hot spots such as Daehakno and Insa-dong, which are famous for various cultural performances and historic places.

We urge you to consider SKK Business School as the new gate for your next destination.

Sangman Han, Ph.D.
Dean, SKK Business School
Join SKKU, at the Heart of National Education, with over 600 years of History!

SKK Business School is ambitious and progressive, evolving from a domestic to global university. With over 600 years of history and tradition, we are educating tomorrow’s global leaders.

### Section 1  Overview

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
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<td>1958.01</td>
<td>Established the Commercial Science department in the School of Law and Administration</td>
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<tr>
<td>1959.03</td>
<td>Established the Business Administration department in the School of Law and Administration</td>
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<td>1961.03</td>
<td>Established the Business Administration major as part of a night school program</td>
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<td>1963.02</td>
<td>Established an independent business school separate from the School of Law and Administration</td>
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2012.09 Established Tri-Continent MBA
2013.03 Established Creative MBA
2013.09 Established Department of Finance with Samsung Finance Group (Samsung Life Insurance, Samsung Fire & Marine Insurance, Samsung Securities, Samsung Card, Samsung Asset Management)
2014.03 Earned reaccreditation from AACSB
2015.05 Established MS in Finance, a master’s degree designed to nurture finance specialist
SKK Business School’s 3,318 students are taught by 103 internationally qualified faculty members and supported by 34 administrators. As a result of this high quality schooling, the Business School was selected for a BK21 plus project. Also, in the 2013 Joongang Daily University Assessment, SKKU ranked 1st among all comprehensive universities in Korea. SKK Business School provides an ideal environment for students to acquire invaluable business skills and develop into global leaders.

Statistics

**Students**
- Total: 3,318
- Undergraduates (BA: 1,870 / GBA: 501)
- EMBA: 362
- Tri-Continent MBA: 2
- IMBA: 437

**Faculty**
- Total: 103
- Lecturers: 55 Members
- Faculty: 48 Members

**Staff**
- Total: 34
- Staff: 17 Members
- Assistant: 17 Members

**Exchange Students**
- Outgoing (2012): 122 Students
- Incoming (2012): 114 Students
- Outgoing (2013): 196 Students
- Incoming (2013): 69 Students
- Outgoing (2014): 201 Students
- Incoming (2014): 87 Students
SKK Business School boasts competitiveness in generating business experts capable of leading the global economy. With our world-class faculty and curriculum based on global standards, the School is able to nurture competent leaders whom have the ability to drive Korea to a prosperous future.

**Curriculum & Faculty**

- **Accounting** is often called the language of business and provides a financial picture of a company’s economic activities.
- The study consists of financial accounting for external financial reports, management accounting for internal decision making, and tax accounting for tax returns.

- **International trade** studies the roles of governments, trade, and business in commerce, with special emphasis on the current environment of internationalization. By developing a comprehensive knowledge of international trade, students can become experts in trade management and international investment.

### Accounting

- **Lee, Hyo Ik** - Ph.D., Risk Management - Sungkyunkwan University, Korea
- **Lee, Bang Won** - Ph.D., Accounting - Dankook University, Korea
- **Choi, Kwan** - Ph.D., Accounting - Syracuse University, USA
- **Paik, Tae Young** - Ph.D., Accounting - University of California, Berkeley, USA
- **Lee, Hyo Ik** - Ph.D., Accounting - Seoul National University, Korea
- **Paik, Tae Young** - Ph.D., Accounting - Temple University, USA
- **Lee, Yong Gyu** - Ph.D., Accounting - Columbia University, USA

### International Trade

- **Jung, Hong Joo** - Ph.D., Risk Management - University of Pennsylvania, USA
- **Oh, Won Suk** - Ph.D., Economics - Sungkyunkwan University, Korea
- **Kim, Jai Beom** - Ph.D., International Management - University of Liverpool, UK
- **Pak, Myong Sop** - Ph.D., International Trade - University of Liverpool, UK
Finance

Finance is the study of supplying capital resources for business management, obtaining the necessary resources at reasonable market prices for business enterprises, and managing these resources.

The goal of financial studies is to acquire a comprehensive knowledge of finance and financial markets, and to utilize this knowledge in the real business world.

Human Resources & Organization

Human Resources and Organization is the study of individual and team organizational behavior, organizational theory, organization planning with macroanalysis, and management strategies for capital and labor.

Marketing

Marketing is the study of essential ideas and theories related to products, pricing, distribution channels, and promotion. This study uses buyer analysis to establish effective marketing strategies and surveys to identify customer needs. By understanding clearly what a customer wants, it’s possible to develop effective products and promotional strategies.

Chay, Jong Bom
- Ph.D., Finance
- State University of New York at Buffalo, USA

Park, Young Kyu
- Ph.D., Finance
- George Washington University, USA

Ahn, Hee Joon
- Ph.D., Finance
- Pennsylvania State University, USA

Song, Kyo Jik (Roy)
- Ph.D., Finance
- Louisiana State University, USA

Suh, Jung Won
- Ph.D., Finance
- University of Michigan, USA

Han, Joong Ho
- Ph.D., Finance
- University of Illinois at Urbana-Champaign, USA

Kim, Young Han
- Ph.D., Finance
- University of Minnesota, USA

Wang, Shu Feng
- Ph.D., Finance
- Seoul National University, Korea

Kim, Yong June
- Ph.D., Marketing
- Northwestern University, USA

Han, Sang Man
- Ph.D., Marketing
- Columbia University, USA

Kim, Chung Koo
- Ph.D., Marketing
- State University of New York at Buffalo, USA

Lee, Suke Kyu
- Ph.D., Marketing
- University of Southern California, USA

Jun, Sun Kyu
- Ph.D., Marketing
- University of Nebraska, USA

Ryu, Sung Min
- Ph.D., Marketing
- City University of New York, USA

Lee, Eum Ju
- Ph.D., Marketing
- University of Tennessee, USA

Han, Young Jee
- Ph.D., Marketing
- University of Southern California, USA

Kim, Hak Kyun
- Ph.D., Marketing
- University of Minnesota, Twin Cities, USA

Nam, Myung Woo
- Ph.D., Marketing
- Northwestern University, USA

Hwang, Kyu Dae
- Ph.D., Management
- University of Wisconsin-Madison, USA

Hyun, Sun Hae
- Ph.D., Management
- University of Colorado at Boulder, USA

Chah, Dong Ok
- Ph.D., Management
- University of Maryland, USA

Moon, Chal Woo
- Ph.D., Management
- University of Maryland, USA

Kim, To Hyun
- Ph.D., Management
- University of Hawaii, USA

Kim, Sang Kyun
- Ph.D., Management
- Washington State University, USA

Kim, Andrea
- Ph.D., Management
- Rutgers University, USA

Shin, Ji Seon
- Ph.D., Management
- University of Maryland, USA
MIS studies ways to enhance the effectiveness of IT in helping managers make better decisions. With the use of technology, accurate information can be extracted from large amounts of data and used for making decisions related to finance, marketing, human resources, or other important areas.

Operations and SCM study the theory and practice of logically analyzing problems, methods for problem resolution, and various decision-making techniques used for the mechanical operations of a business.

Operations and SCM also study decision-making techniques used in supply-chain management and suggests numerous problem solving and operation methods.

Global MOU
SKKU has established academic exchange agreements with 870 schools from 74 different countries. These agreements pave the way for students to broaden their understanding about different cultures and develop into global leaders.

Global Accreditation
Pursuing a high-quality education that meets international standards, the school puts a great deal of effort into enhancing the quality of its business education. The school inspires students to have an international experience by increasing the number of its academic exchanges with excellent universities across the world.

SKK Business School International Membership: AACSB (2009)
The Association to Advance Collegiate Schools of Business (AACSB) is a non-profit organization established by American business schools and enterprises in 1916. AACSB thoroughly examines 21 accreditation standards covering school operations in such areas as research, curriculum, the quality level of faculty and students, and facilities. AACSB is acknowledged worldwide as the leader in assessing business school quality. Less than seven percent of business schools worldwide have successfully met AACSB’s standards for accreditation. Worldwide, the best business schools such as Harvard, Stanford, Pennsylvania, Dartmouth, MIT, Chicago, Berkeley, London Business School, and INSEAD are AACSB members. Grades and credit earned at a domestic AACSB approved business school are automatically approved by any overseas AACSB accredited business school.
The SKKU Undergraduate Business Administration program and its global standard curricula offer the finest educational environment for talented young men and women to develop into competent leaders suited for the ever-changing business world of the 21st century.

**Educational Objectives**
- Developing a global business mindset with creative and progressive ideas
- Cultivating sound business ethics, moral values, and professionalism
- Developing specialized and practical knowledge, along with knowledge application skills
- Acquiring professional business language skills

**Educational Distinctiveness**
- **Well-Structured Roadmaps**
  - Theory-oriented, practice-oriented, and qualification-oriented curriculum roadmaps based on individual students’ career goals
  - Two track system (general and accounting tracks):
    - General track emphasizes students’ acquisition of general management knowledge as well as professional knowledge in a specialized area. The accounting track focuses on knowledge and skills needed for certified public accountants
  - Management Qualification (Kyunyoung Pum)
    - Graduating students are required to acquire management qualification through successful demonstration of competence in management knowledge, in addition to three qualifications required by the university (awareness of humanity, international communication skills, and IT knowledge)
  - Opportunities to Expand beyond Management Education
    - Dual Majors: Students can obtain a degree in a non-business field in addition to the business degree
    - Connecting Majors: We offer majors that connect the curricula of the business major and a supplementary non-business major to meet students’ interests in emerging academic areas
    - Two new connecting majors recently added – informatics major to meet students’ interests in emerging academic areas; accounting major (management + data sciences)

**School Guidance**

<table>
<thead>
<tr>
<th>SCHOOL TERMS</th>
<th>4-year, 8-semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>REQUIRED CREDITS</td>
<td>120 credits</td>
</tr>
<tr>
<td>WEBSITE</td>
<td><a href="http://biz.skku.edu/eng">http://biz.skku.edu/eng</a></td>
</tr>
</tbody>
</table>

**Global Business Administration Track**

SKKU’s undergraduate program in Global Business Administration (GBA) is a prestigious program that cultivates young talent into global leaders by providing a unique educational service. In this era of globalization, the world will be your oyster.

**Curriculum exclusively designed to foster global business leaders**

The Global Business Administration curriculum is carefully designed to provide students with the know-how to become global leaders. Modeled after the curriculum of world-renowned business schools, it consists of foundation courses, Integrative Core(C), and business courses that deal with in-depth business knowledge and basis for global leadership. The foundation courses include calculus, macro and microeconomics, and statistics. The Integrative Core program that is offered in the fifth semester, integrates strategy, marketing, finance, and management. It provides a holistic view of business management, which is an important ingredient for global leaders. The business courses provide a variety of viewpoints in accounting, finance, marketing, management, operations and MIS, and other areas in business.

**Business courses taught in English**

Most business courses on the Global Business Administration program are taught in English. Relatively young and carefully selected faculties, who previously held the faculty positions in major U.S. business schools, teach the business courses.

**A dual-degree program with top-notch business schools in the U.S.**

The Global Business Administration offers dual degree program with the Kelley Business School at Indiana University and the Fisher College of Business at Ohio State University. Students will spend four semesters at GBA and 3 to 4 semesters at one of the two business schools in the United States. As a result, they will receive a bachelor’s degree from both SKKU and either Indiana or Ohio State. This unique dual degree program connects students to a global network of future business leaders and broadens their perspectives on business and international relations.

**A variety of scholarship granted**

Students who qualify for the Global Business Program are awarded a variety of scholarships, including the famous Samsung Scholarship.

**Your passion**

The curriculum of the Global Business Program isn’t just about taking courses in English. Our program continues to challenge students to think, learn, and grow. We help students get the most of their university years by offering tutorial services and academic support.
Curriculum of Global Business Administration

During the first and second year of Global Business Administration (GBA), students learn micro/macroeconomics, statistics, mathematics, and accounting which serve as the foundation for advanced study in major courses. First and second year students also take selective humanities/social sciences courses which are required for general education core curriculum. During the first semester of third year, students develop a comprehensive knowledge base through the Integrative Core (I-Core) Program in the four essential divisions of business – marketing, finance, operations, and organizational change, and strategy. Upon completion of the I-Core program, students take intensive major courses designed to be stepping stones for students’ career paths.

Dual Degree Programs

The GBA curriculum offers dual degree programs to students who have completed their second year. GBA is currently associated with Kelley School of Business at Indiana University and Fisher College of Business at Ohio State University.

The dual degree program allows students to receive two bachelor’s degrees from SKKU GBA and one of the two business school from the United States of America. Students who acquire CPA certificate during their undergraduate years are encouraged to attend law school for a corporation legal affairs profession career track.
EMBA

The EMBA is the most innovative part-time MBA program in the country, helping business people and executives master the skills needed to become international leaders. Globalization, Leadership and Innovation are the mission keywords of the EMBA program. This MBA degree can be earned by attending campus twice a week over a 2-year period.

EMBA
An Office Worker-Friendly Schedule

SCHOOL TERMS:
Invest in 2 classes per week on weekdays or weekends over a total of 4 semesters

REQUIRED CREDITS:
- Only 45 credits
- Each class represents 3 credits

WEBSITE: http://biz.skku.edu

Section 2 Curriculum

Be a World-Class Leader

Innovative Problem-Solving ability
- problem and case-based coursework, innovative projects, special lecture program

Develop leadership skills
- selection of promising leaders, presentation and discussion formats, lectures on moral development

Strengthen your global capacities
- Overseas study trips, special lectures by distinguished foreign scholars, lectures taught partly in English

Expanding human networks
- access to the entire Business School alumni association, cohort-based alumni organizations, club and society activities

Overseas Study Trips

- Australia
  University of Sydney, KOTRA, Avoka ltd., AMP ltd., University of Melbourne, Reserve Bank of Australia, KOTRA
- Croatia
  University of Zagreb, Zagreb branch of World Bank
- Estonia
  University of Tartu
- France, Germany, Netherlands
  ESSEC Business School, Humboldt-Universität zu Berlin, KOTRA Paris, Berlin SFK Lubrication Systems
- Hong Kong
  Hong Kong Baptist University, Chinese University of Hong Kong, Invest Hong Kong, Consulate General of ROK in Hong Kong, Dunwell Enviro-Tech, Link Management Ltd.
- Malaysia
  University of Malaya, Petronas, Royal Selango
- Russia
  Hyundai factory in Saint Petersburg
- Singapore
  Nanyang Technological University, Nespress
- Turkey
  Turkcell mobile carrier
- USA
  University of Southern California, Sony Pictures, Universal Studio

Our Themes - Developing Global Business Leaders

1. - Practical and high quality lectures
   - Enhance competitive power through practical and relevant lectures
   - Strengthen executive abilities by exploring case studies, examples, discussions and case-based learning
   - Professional, relevant lectures by full-time faculty with high credentials

2. - Advisory system & regular Global Seminars
   - Direct mentoring from a personal advisor
   - Join various classes at overseas universities to inspire learning

3. - Alumni network
   - Regardless of graduation, faculty members, students, alumni meet to solve problems and make plans for continuous improvement
EMBA Global Track

SKKU’s EMBA Global Track seeks to develop next generation’s global business leaders with international, intercultural and diverse visions.

Educational Objective

- To develop global mindsets
- To promote intercultural
- To enhance social competencies
- To embrace diversity

Educational Distinctiveness

- Global Education
  Global learning environment with local faculty members and students residing in Canada and France
  Foreign language acquisition: English, French, and Mandarin
- International Global Network
  Application of theory to real world cases through discussion-oriented lectures and problem-based learning
- Learning in teams
  Cohesive group-based activities in three continents
- Project Oriented
  Extensive fieldwork in local companies and cultural organizations

Core Curriculum

<table>
<thead>
<tr>
<th>SKK Business School Core Courses</th>
<th>Tri-Continent Coursework</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GLOBAL BUSINESS FUNDAMENTALS</strong></td>
<td><strong>GLOBAL BUSINESS OPPORTUNITIES</strong></td>
</tr>
<tr>
<td>Canada</td>
<td>France: Montpellier Business School</td>
</tr>
<tr>
<td>University of Victoria</td>
<td>11 weeks; Late August – Early November</td>
</tr>
</tbody>
</table>

KOREA

Sungkyunkwan University

The history of Sungkyunkwan University, which is celebrating its 617th anniversary this year, represents the origins of Korea’s higher education. Reflecting on the history of world universities, the most prestigious tend to have emerged from a long history. They also were initially at the forefront of moral and civic education. At present Sungkyunkwan University is striving to educate talented students with a broad knowledge base, communicative leadership and a creative, challenging spirit. As a world class research university, this is one way in which SKKU is contributing to the development of a harmonious global society.

CANADA

University of Victoria

The University of Victoria, one of Canada’s leading universities, is a rich and supportive learning community for students and faculty alike. Widely recognized for leadership in research, inspired teaching and community engagement, UVic provides innovative programs and real-life learning experiences in a diverse and welcoming West Coast environment. In September 2010, UVic climbed to 130th in the world and sixth place in Canada in the Times Higher Education’s annual World University Rankings. UVic was the top-ranked university in Canada without a medical school. There are nine Canadian universities in the top 200.

FRANCE

Montpellier Business School

Montpellier Business School, a Grande Ecole, is heir to a long tradition of teaching based on the needs of businesses and markets. Founded in 1897 by the Chamber of Commerce and Industry of Montpellier, the school has succeeded in continually refining its specialized instruction in management sciences over the years in order to adapt its programmes to constant changes in local and global economic environments. The quality of the school’s strategy and results is internationally recognized. The following distinctions attest to the school’s excellent international reputation: its triple international accreditation (AACSB, AMBA, EFMD/EPAS); its place among the TOP 50 best Master in Management programmes in the world; its ranking among the TOP 80 European Business Schools in 2013 according to the Financial Times; and its place in the national French rankings.
IMBA is Korea’s highest quality on-line MBA degree program. This program is designed for students unable to participate in a program using a traditional format. The IMBA is Korea’s first fully online MBA degree program.

### Educational Objective
- Global Perspective
- Creative Entrepreneurship
- In-depth Knowledge and Integration Capabilities

### Educational Distinctiveness
- 100% on-line MBA program licensed by the Ministry of Education and Human Resources
- The first on-line MBA program in Korea
- The first on-line MBA program in Korea without limitations of time and place
- World-class faculty
  - Full-time Business School faculty-developed textbooks and lectures

### What’s the IMBA Experience?

**Supplementary Off-line Classes**
- organized study support through off-line lectures

**Video Q&A**
- real time video Q&A between professors and learners

**World Class Business Education**
- World-class faculty
  - Full-time Business School faculty-developed textbooks and lectures

**On-line Content**
- course theory/report work/space for questions/space for discussion

**World Class**
- Business Education

**On-line Content**
- course theory/report work/space for questions/space for discussion

**Video Q&A**
- real time video Q&A between professors and learners

**World Class Business Education**
- World-class faculty
  - Full-time Business School faculty-developed textbooks and lectures

**Supplementary Off-line Classes**
- organized study support through off-line lectures

- Competent support and administration
  - Continuous communication with professors through video Q&A and off-line tests

- Offline community activities
  - Joint study opportunities for complementary cooperation, active online student committees based on regions or majors

- Overseas global seminars
  - Overseas global seminars to Japan, Europe and other countries provide students with an opportunity to gain international perspectives and combine theory and practice

- Extensive scholarship support to allow students to focus on academic learning
Sim, Sun Seon
member of 7th class of IMBA,
managing director for Samsung Electronics

“I started the MBA program 20 years after I started working for a living and think it was a great help to enhance the quality of my business skills and personal abilities. I studied with people who worked in various fields and it was a great opportunity to expand my network of professional connections.”

Han, Jong Guk,
member of 8th class of IMBA,
managing director for Hi-mart

“The reason I challenge the new world today is the hope that my life will get better and happier. This hope encourages me to work steadily in accord with the overwhelming responsibility of building up a good community.”

Course Roadmap

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Foundational Major Courses</strong></td>
<td><strong>Advanced Major Courses</strong></td>
</tr>
<tr>
<td>select at least 3 from the 5 classes</td>
<td>Select 2 classes from each 3 fields (the rest: individual choice)</td>
</tr>
<tr>
<td><strong>Accounting &amp; Corporate Management</strong> (Open from Spring semester, 2016)</td>
<td>• <strong>Management/Marketing</strong> Management Strategy/Channels of Distribution/Marketing Mix/Supply Chain Management/Organizational Design/Marketing Strategy/Human Resources Management/Consumer Behavior/Internet Business/Statistics for Business</td>
</tr>
<tr>
<td><strong>Marketing Management</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Organizational Behavior</strong></td>
<td></td>
</tr>
</tbody>
</table>

*Marketing Management/Fundamentals of Management Information System will divide into 2 classes*

School Guidance

**SCHOOL TERMS:** 2-year, 4-semester  
**REQUIRED CREDITS:** 30 credits  
**WEBSITE:** www.imba.ac.kr
Doctoral Program

SKKU’s doctoral program is a research-oriented program that seeks to become the leader in business education by producing the next generation of leading researchers, teachers, and scholars in relevant fields.

Educational Objective
- To produce competent researchers who will become pioneers in academia
- To create experts with a vast knowledge and understanding of specific majors
- To produce competitive specialists for business education

Educational Distinctiveness
- All English Lecture
  All lectures are conducted in English by full-time faculty members
- All Full-time Students
- Scholarship Benefits
  All students are guaranteed some form of scholarship. The level of scholarship depends on the students' progress in the program

School Guidance
SCHOOL TERMS: 2-year coursework, 2-year research
REQUIRED CREDITS: 18 credits in Major, 36 credits in Total
WEBSITE: http://biz.skku.edu

Major Areas
- Accounting
- Organization/Human Resources
- Finance
- Marketing
- MIS/Operation
- *Frontier Management
  *Only for international students

MS Program

SKKU’s Master of Science program aims to produce area specialists for professional positions in diverse business environments.

Educational Objective
- To develop the ability to analyze, evaluate and interpret managerial outcomes

Educational Distinctiveness
- Nurturing of high quality global talent
  Many lectures are conducted in English to promote global competitiveness
- World-class faculty
  MS courses are taught by SKK Business School’s highly regarded professors who have obtained Ph.D.s from world-class Universities
- Master Thesis
  Graduation requires the successful completion of a thesis paper
- Scholarship Benefits
  Merit-based scholarships and matching scholarships stimulate a devotion to study
- Mentor System
  MS program students benefit from a mentor system with chosen faculty who organize and provide additional lecturing

School Guidance
SCHOOL TERMS: 2-year, 4-semester
REQUIRED CREDITS: 12 credits in Major, 24 credits in Total
WEBSITE: http://biz.skku.edu

Major Areas
- Accounting
- Organization/Human Resources
- Finance
- Marketing
- MIS/Operation
- *Frontier Management
  *Only for international students
MS in Finance

MS in Finance program is a fast-track finance master program to prepare students for a wide array of career opportunities in investment banking, securities research and trading, asset management, investment consulting, and academic research in finance.

Educational Objective
- Educate students planning for a professional career in finance into well-prepared specialists with practical knowledge and skills that can be readily used at work
- Provide students planning for an academic career with competency in the underlying concepts, theories and research skills in finance

Educational Distinctiveness
- Fast advance into a professional career in finance
  With up to 9 credit hours counted for both BA and MS credits, students can obtain their MS degree one semester shorter than in other regular MS programs
- Custom-Built, Focused Curriculum
  Custom-designed curriculum that is specialized for specific career goals of students
- Generous Scholarship Benefits
  The majority of students are awarded scholarships of 50% to 100% of tuition
- Practical Education
  Corporate executives from major finance firms participate in teaching to deliver hands-on practical knowledge and tools in their specialty areas
- Internship Opportunity
  Students are given internship opportunities at major finance firms

Courses Include
- Trading Room Workshop
- Theories and Practices of Valuation
- Financial Modeling
- International Financial Markets and Instruments
- Derivatives Markets
- Risk Management
- Theories and Practices of Bond Investments
- Portfolio Management
- Pension Management
- Financial Marketing

W-AMP

SKKU’s W-Advanced Management Program (W-AMP) is a special program that consists of a curriculum focused on cultivating physical, spiritual, and emotional capacities.

Educational Objective
- Acquiring practical business and interpersonal skills
- Training importance of strategy and leadership in complex organizations
- Developing qualification of global leaders

Educational Distinctiveness
- Well-being Management
  With state-of-the-art medical technology in cooperation with Samsung Medical Center, we offers health information and management for W-AMP students, leaders of many of the country’s major enterprises.

School Guidance
- School Terms: 1.5 year, 3semesters
- Required Credits: 33 credits in Total
- Website: http://biz.skku.edu

Well-being Management
- Wisdom Management
  Cultivate creativity and cultural learning through lectures on liberal arts, field experiences, high-quality cultural activities and sports, essential to building a network of sincere professional relationships.
- Wealth Management
  Well-known experts provide asset investment advice for achieving life plans with specific information on selecting and managing investments.
SKK Business School makes every effort to create an appropriate atmosphere for future global leaders to devote themselves to studying. The educational infrastructure of SKK Business School is user-oriented and offers recently upgraded equipment and facilities.

SKK Business School is housed in its own dedicated building. This nine-floor facility is equipped with state-of-the-art classrooms, an e-Library, and problem-based learning (PBL) lecture rooms benchmarked from world-renowned business schools. The School also has complimentary classrooms named after contributing donors sharing in the vision of the School.
Section 3  Campus Life

1. Old Sungkyunkwan
Old Sungkyunkwan, which was founded in the Joseon Dynasty, is the 600-year-old campus located at the front gate of present-day Sungkyunkwan University. Originally students studied and lived here. It had all of the facilities of a modern university including a dormitory, cafeteria, lecture hall, library, and a shrine.
Directions: Hyehwa Station. Exit 4 (Line 4)

2. Cheong Wa Dae (Presidential Residence)
Known as the Blue House or Cheong Wa Dae, this is the official residence of the Korean President.
Directions: Gyeongbokgung Station. (Line 3)

3. Daehak-no
Daehangno is a commercial and theater district in Seoul. On weekends it is a hotspot for university student nightlife.
Directions: Hyehwa Station. (Line 4)

4. Changdeok Palace
Built in the Joseon Dynasty (1392-1910) Changdeok Palace was constructed for King Taejong. The palace was recognized as a UNESCO World Heritage Site in 1997.
Directions: Anguk Station. Exit 3 (Line 3)

5. Seoul Fortress
Seoul castle was built in 1396 during the Joseon Dynasty. It was built to fortify the city and protect important structures such as the King’s Palace and other key governmental institutions of the time.
Directions: Anguk Station. Exit 3 (Line 3)

6. Samcheong-dong Street
With its galleries, Samcheong-dong has been at the forefront in representing the most current and significant trends in Korean and international contemporary art. You can also enjoy some of Seoul’s fine cuisine in this area.
Directions: Anguk Station. Exit 6 (Line 3)

7. Gyeongbok Palace
It was built in 1395, three years after the Joseon Dynasty was founded by Yi Seong-gye, when Seoul became the new capital of ancient Korea.
Directions: Gyeongbokgung Station. Exit 5 (Line 3)

8. Insa-dong Art District
Insa-dong is the trendiest art district in Seoul and so if you are an art lover or want to enjoy the ambiance of a traditional tea shop, this is the place to visit.
Directions: Anguk Station. Exit 6 (Line 3)