

YONSEI Global MBA

Learn Business the Global Way,
Lead Business the Asian Way



YONSEI UNIVERSITY
GRADUATE SCHOOL OF BUSINESS

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Global MBA



212 경영관
School of Business



WHY YONSEI?

Founded in 1885 as the nation's first modernized hospital and medical school, Yonsei is the oldest university in Korea. In 1915, Yonsei expanded through the establishment of arts and sciences, business, and theological programs.

Throughout its long history, Yonsei has been generating and sharing critical knowledge and innovation. These necessary contributions lead Korea into social, cultural, and economic prosperity. Yonsei has established itself as one of Asia's leading universities in research and education with vast resources, facilities, and networks that are second to none. Yonsei provides its students with the knowledge and tools they require to be future global leaders.

Yonsei GMBA Overview

- Full-Time, 3-semester program taught in English
- Customized curriculum for future global business leaders
- Optimal student support services
- Diversified Learning Community with 60% international and 50% female students
- Dual Degree opportunities
- Located in the center of Seoul, Gateway to Asia

The Yonsei Global MBA curriculum offers students opportunities to enhance creative thinking, integrity and a global perspective, in addition to general management knowledge and tools necessary to lead global organizations.

International students who want to become experts in Korean and Asian businesses are provided various opportunities to develop such expertise in various ways – internships, workshops, field trips, Asian language classes, Asia - focused course works, etc.

Simultaneously, students who want to expand their global mindset can participate in the Global Experience Trips, as well as interacting with their global classmates.



Full time, 18-months program

Curriculum customized for Global Talents to Prepare for the Asian Era

World-class faculty dedicated to student success

Jake Pearce (USA)

Global Games Marketing Manager,
Google
GMBA Class of 2019



showed that I wasn't just checking a box on my resume, but instead pursuing my passion for transformative growth and an international mindset that would carry over to every minute of my work. A few recruiters even said they just had to call me to hear why I chose Yonsei and Korea.

In a world where the greatest companies already have countless talented people knocking on their doors, it has never been more important to stand out. The world-class business education of Yonsei Global MBA is a great start, but what truly sets this program apart is the uniquely international and cross-cultural experiences. Almost every interviewer brought up the topic of my professional and personal growth in Yonsei's Global MBA program. Taking this unique path

Succeeding at Yonsei shows you have what it takes to succeed in the most impactful businesses as global companies seek leaders who understand not just their own corner of the world, but colleagues and customers far from home. If you have passion to learn, stand out, and succeed in the professional world, then you're already a Yonseian at heart, and I encourage you to join the Yonsei Global MBA.



World-class faculty dedicated to student success

The professors steadfastly taught us and shared their knowledge, which was golden part of the GMBA program.

Monique Lee (USA)
GMBA Class of 2018

We had the opportunity to take courses from professors around the world, giving us local insight from Korean professors and global ones from Japan, France, and even the US. Every case study and presentation gave me the confidence and ability I needed to reach for my goals. Each class and each new meeting with my GMBA professors and classmates changed me into a better person that was able to redefine my leadership philosophy and grow.

Miko Yamamoto (USA)
GMBA Class of 2021

Yonsei GMBA – A Looking Glass into Your Future

* subject to change

Core COURSES*

- Financial Accounting
- Management Science
- Economics Analysis
- Production & Operations Management
- Statistics for Management
- Organizational Behavior
- Marketing Management
- Global Business Environment
- IT for Value Creation
- Business Ethics & CSR
- Business Strategy
- Financial Management

Elective COURSES*

- Managing in Emerging Markets
- Leadership
- Marketing in China
- Technology Marketing
- Marketing in Japan
- Financial Statement Analysis
- Managing in China
- Project Finance
- Understanding Korean Business & Culture
- Global Marketing
- HRM in Korea
- Marketing Research
- Supply Chain Management in Korea
- Career Foundation
- Marketing Management
- Global Business Environment
- IT for Value Creation
- Business Ethics & CSR
- Business Strategy
- Financial Management

Leadership Development COURSES

- Global Experience Trip
- Global case Workshop
- Business Communications
- Business Writing
- Film and Ad Making Camp
- Internship

Ragy Selim (Egypt)

Senior International Operational Auditor,
Société des Produits Nestlé, S.A.
GMBA Class of 2017



The Global MBA program at Yonsei is a true example of how something can be more than the sum of its parts. Today, as an Operational Auditor at Nestlé, I believe that the most important

tool in my toolbox is critical thinking, followed by a solid mastery of financial fundamentals. However, this must all be ruled by unbendable business ethics and deep contextual knowledge of my industry. When I look back at the 18 months of Yonsei GMBA, I realize that the program helped me hone the business acumen I use today, with its carefully curated mixture of Strategy, Finance, Ethics, and many elective courses, as well as the insightful business case analysis I did with my classmates.



Monique Lee (USA)
 Freelancer & Actor
 GMBA Class of 2018



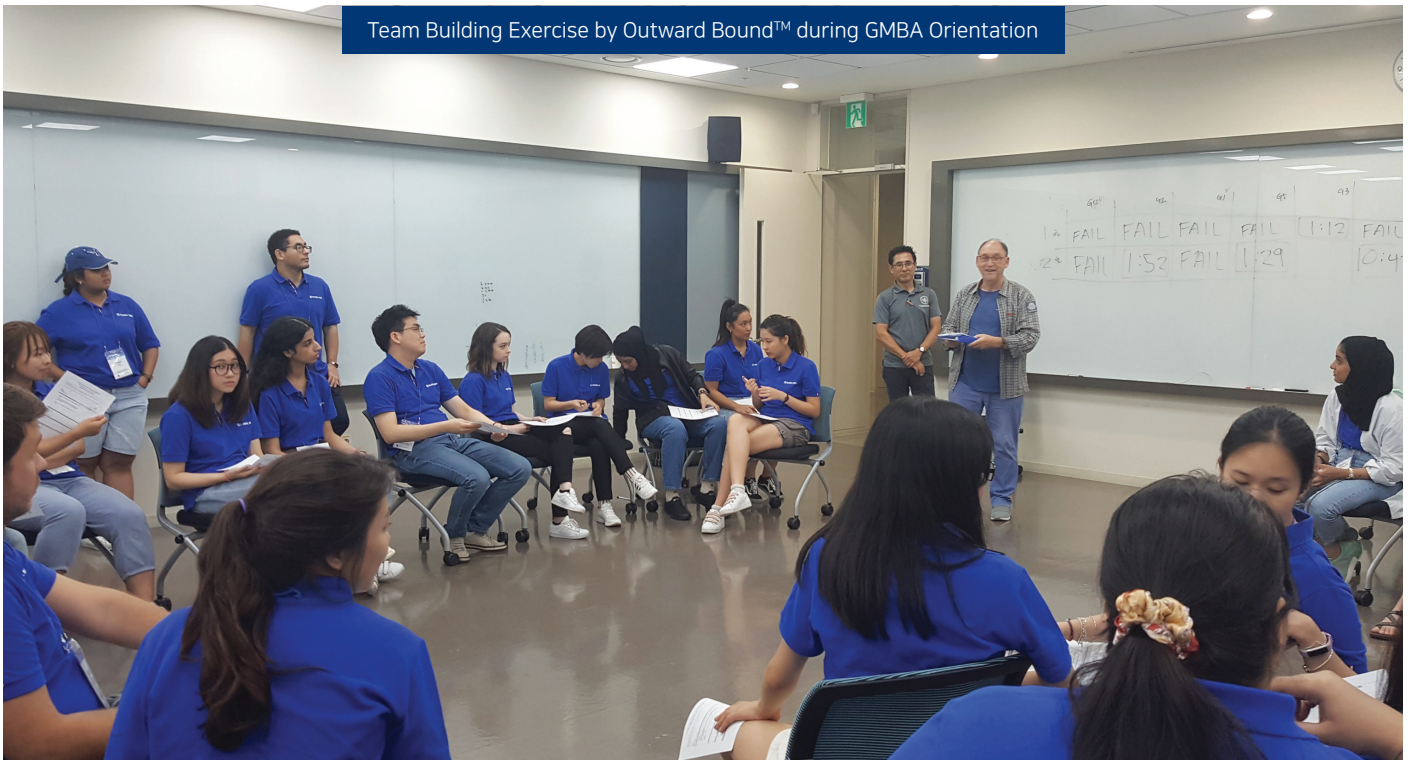
My passion has always been media, performing arts and broadcasting. I was involved with Broadway musicals, operas and acting since the age of 8. But after many years in media, I felt like I reached a dead-end in my career path. After much thought, I realized that I had a desire to dive deeper into the media industry.

The GMBA program was a life changing experience, shedding a

different light on the media industry. I was able to gain and polish my knowledge about managing businesses through hands-on practices of analyzing the current industry with the SWOT analysis and strategy diamond, looking into the macro and micro environmental factors and considering the vertical and horizontal scopes of the company, also looking into the marketing aspect.

Currently I'm working at a startup in the media sector, and this is just the beginning of my career as an entrepreneur. My ultimate goal is to use the knowledge I gained from Yonsei by incorporating it into the media industry to help them grow. My life goals wouldn't have blossomed without Yonsei. I hope your endeavors at Yonsei are as grand as mine.

Team Building Exercise by Outward Bound™ during GMBA Orientation



Dual Degree Programs



ILLINOIS TECH

Yonsei Global MBA & Illinois Institute of Technology's Stuart School of Business M.S.

General business education for future CEOs at YSB in Seoul, KOREA and business expert training (Marketing Analytics, Finance, or Environmental Management & Sustainability) at IIT-SSB in Chicago, USA

Obtain 54 credit hours and earn MBA and M.S. degrees in two years

Yonsei GMBA is ranked # 52 by THE/WSJ (2018), and IIT is ranked Top 25 STEM COLLEGES by Forbes (2018). Yonsei and IIT provide a highly competitive MBA-M.S. dual degree curriculum.

Flexible application options: 1. applying to the dual degree program directly OR 2. applying during the second semester at YSB GMBA or IIT-SSB M.S. program



Guanghua School of Management
Peking University

Yonsei Global MBA & Peking University's Guanghua School of Management

The program consists of one year of full-time study at Yonsei and a year of full-time study at Peking University in its International MBA program.



Yonsei Global MBA & Washington University's Olin Business School

The unique format of this Dual Degree program enables to earn two degrees in 14 months.

The program starts in July summer term at Washington University in St. Louis (WUSTL). Fall, Winter, and Spring terms take place at Yonsei School of Business and ends with a second summer at WUSTL.

Graduates of this program receive a Global MBA from YSB and a Master in Finance degree from WUSTL

Optimal Support for Students

Career Services

The Yonsei School of Business makes every effort to connect students to Korean and international business circles through its vast networks.

Scholarships

Studying for an MBA requires a significant investment. The Yonsei Global MBA program offers scholarship opportunities made available for all students to apply. The school makes scholarship decisions after considering various factors, such as a candidate's merits and needs.

Korean & other language classes

Five levels of Korean language classes are available every semester. International students are required to learn Korean as a way of preparing them for job opportunities in Korea upon graduation. In addition, Business communication classes taught in English are offered for all GMBA students.

Facilities

The Yonsei Global MBA program is housed in a state-of-the-art facility more than fit for business education. Discussion rooms are made available for all MBA students who work on group projects with their peers, and an MBA Lounge is there for students to relax and interact with each other.



Career Development Center

The Career Development Center provides customized services to students in order to address their personal needs and align their goals with their skill sets to make their career aspiration a reality.

01 Career Development Services

- Personal career plan development
- Resume / Interview Coaching
- Internship / Job opportunities posting via website / SNS



Job search workshop

02 Work with HR-Consultants & Managers

- Resume / Portfolio Workshop
- Counseling Sessions by Search Firm professionals
- Job Search Assistance via Search Firm
- Mock interviews



Personalized career counseling by recruiting professionals

Yotaga Pattaropong (Thailand)

GMBA Class of 2021



“Yonsei Global MBA program equipped me with required insight about how to tackle international markets. At Yonsei, I learned about how to make good business strategies, work in a Korean business environment, and make connections and build my network. The Career Development Center (CDC) helped me a lot with resume writing and interview preparation through resume clinic, a series of mock interviews with professional mentors. The GMBA Team has been always very helpful about visa-related concerns.”



Mock Interview



CEO Talk by ABInBev Korea CEO

03 Meet-the-Industry-Experts

Yonsei GMBA offers courses for career development

- Career Foundation

Guest speakers CEOs & Executives from:
Hyundai Motors HR Executive,
SAP AppHaus, Bain & Company,
Ssangyong Motors,
Heidrick & Struggles,
ABInBev Korea and many more



CEO Talk by 3M AP Vice president

- Understanding Korean Biz & Culture

Guest speakers CEOs & Executives from:
Amorepacific Group,
Mercedes-Benz Korea,
Hyundai Card, Hyundai Motors,
Oracle, XL Games,
ECCK and others

Burcu Durmuser (Germany)

GMBA Class of 2021

Deciding to live and study abroad means taking on an e-
lenging journey. But doing so during a pandemic is a
story. The pandemic came to us without prior warning and
lives. Everything that was taken as self-evident and normal turned into
luxury in the blink of an eye. Spending six months with a combination
of lock down, high level of social distancing, and online classes, I wasn't
quite sure how realistic it was to get an internship and if it would actu-
ally have a place in the picture of 2020. Yet, at the end of the spring
semester, our Career Development Center (CDC) helped me obtain a



summer internship position with BMW Korea.

As an intern with the Product Launch and Life Cycle Management team at BMW Korea, my task was doing a 360-degree deep dive analysis of the electric vehicle segment in Korea and deliver my insights and strategic recommendations to the marketing, CRM, and sales teams. The most rewarding part of my internship was that my input will be utilized during next year's electric vehicle launch in Korean market. This internship was not only an important part for my MBA study at Yonsei but it really was an ointment for the soul which is why I am more than thankful for the support I have received from Yonsei Global MBA Office and its Career Development Center.

Diversity: Real Global Experience Beyond Asia

Class statistics

Class	2022	2021	2020	2019	2018
Average Age	28.7	29.5	28	29.3	29.6
International Student Ratio	45%	58%	63%	70%	62%
Average Work Experience	5.4Y	5.7Y	4.2Y	5.3Y	4.8Y
Female Student Ratio	50%	70%	74%	51%	51%

Nationalities (Class of 2021 & 2022)

17+
countries

Americas & The Carribeans

Canada, Dominican Republic, Guatemala, Honduras, Mexico, Trinidad & Tobago and USA

Asia

China, India, Indonesia, Korea, Malaysia, Thailand, the Philippines and Uzbekistan

Europe

Belgium, France, Germany and Spain

Africa & Middle East

Morocco, Palestine and Saudi Arabia

Previous Studies (Class 2021 & 2022)



48%

Business Administration



8%

Economics



15%

Engineering



10%

Social Sciences



11%

Arts / Humanities



8%

Others



MBA Welcoming Party



GMBA Alumni at MBA Tour in Singapore

Atom Chui (Hong Kong)

Project Manager & Management
Assistant at DB Schenker
GMBA Class of 2018



Yonsei GMBA was my first choice when I was choosing among top business schools in Korea. A critical factor that differentiates my alma mater is its highly diversified class, in which every year more than half of the class consists of international students from various backgrounds and cultures. You can imagine how brilliant that chemistry is when a large group of energetic talents were put in a single class, and in a dynamic city like Seoul. There are always new experience and ideas that help widen everyone's horizon, and that, proven after my graduation, is really one of the greatest things that makes me always a better talent than others.

With Yonsei's profound culture and study environment, I was encouraged to choose subjects I was unfamiliar with to develop myself into an all-around talent despite having a narrow career background. This experience easily helped me land a job at a global beer manufacturer after graduation, and even a better job at a global logistics company later on.



Field trip to Korean traditional liquor company, Bae & Brewing Co.



Chris Wu (USA)

President of
GMBA Class of 2021



Through Yonsei's tight knit network that spans the globe, I was able to meet and work in teams with students from Thailand and Singapore to Guatemala and Mexico, allowing me to get a truly international education in a short amount of time, growing my cultural awareness and the ability to adapt and work with those from all walks of life and corners of the world. Together my classmates and I built a strong foundational knowledge and business acumen through hands on case studies and projects. Pursuing a Global MBA at Yonsei means growing into and learning to become leaders who embody integrity, creativity, and a global perspective.

I am certain that choosing to attend Yonsei University's Global MBA program will be one of my career and life defining moments. I can tell you with confidence not just because it was right at the start of my second semester in the program that the novel COVID-19 pandemic hit the world - which inevitably made my time at Yonsei unique. Through my experiences at Yonsei during the pandemic, I have learned how to prepare for the unexpected - especially during times of great uncertainty.

Student Life & Networking

“We studied, we cried, we laughed, we stayed up all night to perfect presentations that were already great – we shared experiences that make us the Yonsei GMBA family.”

Miko Yamamoto (USA)

Vice President of
GMBA Class of 2021



If my life were to be split into different eras, my time with the Yonsei GMBA program would be the blockbuster golden age of movies. It’s got all the ingredients to make a Hollywood hit of diverse people, new environments, struggles and challenges, and the ultimate character growth.

It was the student life that I had always admired in movies, sharing stories and experiences with likeminded individuals while networking to expand our opportunities. From the first semester of working on group projects and studying for exams together while eating delivery food to stumbling over the new online methods of collaborating for class presentations during the COVID-19 pandemic, the bond that develops within the year and a half solidifies into that of a lifetime.

I know what I came to Yonsei GMBA for, and that is to network. Through the 10,000 strong Yonsei MBA alumni network, I was able to meet people of all different backgrounds and professionals in the workforce. I made friends from various cultural backgrounds and new connections that taught me how to better use my language skills.

COVID-19 may have thrown the world into a loop of quarantining, but that couldn’t stop us from creating new ways to have fun together. From intense and fun student life to expansive networking, the GMBA also provided us chances to give back to the community by feeding the homeless or helping lost people by tourist sites.



“Yonsei provided me with a wide-reaching network, fond memories and friendships born from overcoming obstacles, and the tools and knowledge to succeed in any environment in the future.”

Chris Wu (USA)
GMBA Class of 2021

Located in the center of Seoul, Gateway to Asia

With the center of gravity in the global economy shifting to Asia, Korea is becoming one of the major economic hubs of Asia.

At the heart of Korea, Seoul is home to the headquarters of some of the world's top corporations. Yonsei Global MBA is well-located in the center of Seoul, a city with a vibrant atmosphere and life-changing opportunities.

Being able to improve my fluency in the Korean language and understanding Korean culture with the help of mandatory Korean language course, building connections through Yonsei MBA networks, gaining access to internships in some of Korea's industry titans, and living in the bustling city of Seoul hanging out with my friends, were truly the icing on the cake" of studying in the Yonsei GMBA program.

Ragy Selim (Egypt)
GMBA Class of 2017



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