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**Y O N S E I**

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**U N I V E R S I T Y**

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**S C H O O L O F**

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**B U S I N E S S**

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**YONSEI UNIVERSITY**  
SCHOOL OF BUSINESS

## Yonsei means...

### Leading you to the world

Our name, Yonsei(延世), is formed from two Chinese characters. The first, Yon(延), means “to lead something to somewhere”, and Sei(世) refers to “the world” or “the universe”. The combination of the two characters, therefore, means “to lead to the world”. They represent our philosophy and our promise to strive to be the educational center of Asia and to nurture creative business managers who will occupy the center stage in the world economy.

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# WHY YONSEI UNIVERSITY?

YONSEI UNIVERSITY IS  
THE MOST INTERNATIONAL  
INSTITUTION OF HIGHER EDUCATION  
IN KOREA.



SHINCHON CAMPUS



WONJU CAMPUS



INTERNATIONAL CAMPUS

Since its founding in 1885, Yonsei University has been synonymous in Asia with international education and student exchange programs. This reputation continues to be enhanced by its participation with over 600 partner institutions around the world, the largest such network in Korea, and its enrollment of international students is the largest in number of any Korean university.

Yonsei combines its embrace of internationalism with its academic excellence. It is currently ranked as 16<sup>th</sup> in the 2014 QS Asian University Rankings, 114<sup>th</sup> in 2013 QS World University Rankings, and 190<sup>th</sup> in the 2013 The World University Ranking.

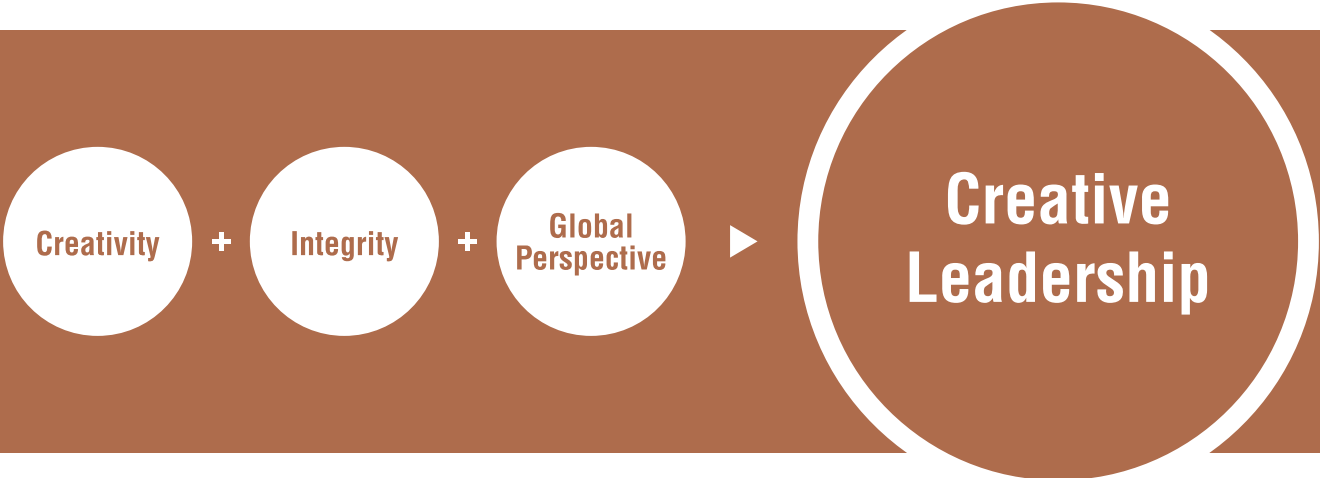
# THE YONSEI UNIVERSITY SCHOOL OF BUSINESS, WHERE INSIGHTS INTO ASIA'S BOOMING ECONOMIES UNVEIL THE FUTURE OF GLOBAL DEVELOPMENT!

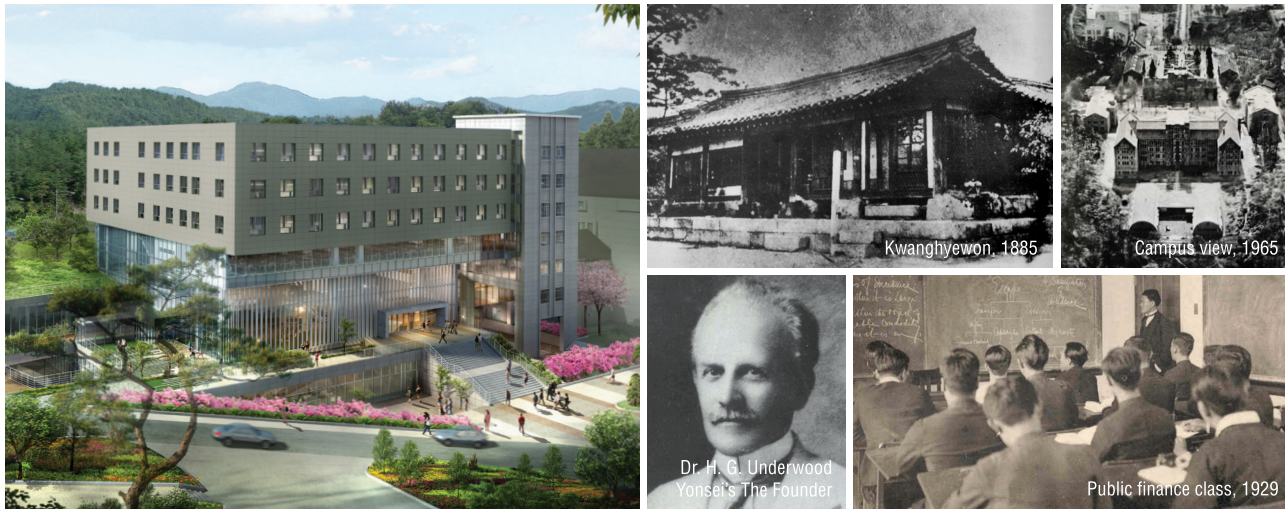
### Mission

To produce influential and pioneering research and to develop creative and ethical business leaders with a global perspective through excellent education.

### Vision

To become a world class business school based on outstanding research and education.





## Brief History

- 2015 Yonsei University School of Business' 100<sup>th</sup> Anniversary celebration
- 2014 Reaccredited by the AACSB
- 2013 Yonsei University and Washington University in St. Louis signed an agreement for the Global MBA and Master in Finance Dual Degree
- 2012 Accredited by EQUIS
- 2010 Executive MBA launched  
GMAC membership approved
- 2008 Accredited by AACSB & KABEA
- 2006 School of Business Administration upgraded to Yonsei University School of Business
- 2003 The School of Business established as an independent entity
- 1998 "Global MBA" launched as the first full-time English MBA program in Korea
- 1976 Advanced Management Program established in the Business School
- 1965 The Graduate School of Business established with master's and doctorate courses
- 1958 The Department of Business Administration added
- 1950 The Commercial Academy renamed The School of Commerce and Economics
- 1915 Commerce Program launched at Chosun Christian College



# YONSEI UNIVERSITY SCHOOL OF BUSINESS FACULTY

YSB's faculty pursues excellence in research and teaching while passionately sharing its business expertise. Students learn not only management theories and skills, but also gain valuable insight into the future direction of business.



## Marketing

Chang, Dae Ryun D.B.A.(Harvard Univ.,1986)  
Choe, Soon Kyoo Ph.D. (Univ.of Illinois at Urbana-Champaign, 1997)  
Choi, Jeonghye Ph.D. (Univ. of Pennsylvania, 2010)  
Im, Su Bin Ph.D. (Univ. of North Carolina, 2000)  
Kim, Dong Hoon Ph.D. (Columbia Univ.,1989)  
Kim, Youngchan Ph.D. (Univ.of Michigan,1995)  
Kwak, Jooyoung Ph.D. (MIT Univ.,2008)  
Lee, Dong-Jin Ph.D. (Virginia Tech.,1996)  
Lee, Jae Young Ph.D. (Univ. of Pennsylvania, 2014)  
Lee, Seung-yon Ph.D. (Yonsei Univ., 2009)  
Lee, Wan Soo D.B.A. (Univ.of Tennessee,1981)  
Oh, Sejo Ph.D. (Univ. of Cincinnati,1987)  
Pak, Yong Suhk Ph.D. (Rutgers, The State University of New Jersey, 2000)  
Park, Heung Soo Ph.D. (Univ.of Pittsburgh,1988)  
Park, Se-Bum Ph.D. (Northwestern Univ.,2004)  
Park, Young-Ryeol Ph.D. (Univ. of Illinois at Urbana-Champaign,1993)

## Operations, Decision and Information

Bae, Sung Joo Ph.D. (MIT, 2009)  
Choi, Sunmee Ph.D. (Cornell Univ., 2001)  
Chung, Yerim Ph.D. (Univ. Paris 1, 2010)  
Hur, Daesik Ph.D. (Indiana Univ, 2001)  
Im, Il Ph.D. (Univ. of Southern California, 2001)  
Im, Kun Shin Ph.D. (Univ. of South Carolina, 2000)  
Kim, Hak Jin Ph.D. (Carnegie Mellon Univ.,2001)  
Kim, Jinwoo Ph.D. (Carnegie Mellon Univ.,1993)  
Kim Seoung Hyun Ph.D. (Carnegie Mellon Univ., 2008)  
Kim, Seongmoon Ph.D. (Univ. of Michigan, 2003)  
Kim, Tae Hyun Ph.D. (Indiana Univ.,1986)  
Lee, Ho Geun Ph.D. (Univ.of Texas at Austin,1993)  
Min, Soonhong Ph.D. (The Univ. of Tennessee,2001)  
Park, Sunju Ph.D. (Univ. of Michigan, 1999)  
Son, Jai-Yeol Ph.D. (Georgia Institute of Technology, 2001)  
Suh, Kil-Soo Ph.D. (Indiana Univ.,1989)

## Management

Chang, Eunmi Ph.D. (Univ. of Maryland, 1993)  
Chung, Seungwha Ph.D. (Univ. of Pennsylvania,1993)  
Jung, Dongil Ph.D. (State Univ. of New York at Binghamton,1997)  
Jung, Kiwon Ph.D. (Yonsei Univ. 2010)  
Kim, Ji-hyun Ph.D. (NYU, Stern school of business,2011)  
Kwon, Ku Hyuk Ph.D. (Univ.of Texas at Austin,1991)  
Lee, Houk Ph.D. (Texas A&M Univ., 2002)  
Lee, Jiman Ph.D. (London School of Economics,1998)  
Oh, Hongseok Ph.D. (The Pennsylvania State Univ.,2000)  
Park, Hun-Joon Ph.D. (Ohio State Univ.,1990)  
Park, Kyung Min Ph.D. (INSEAD,2005)  
Rhee, Mooweon Ph.D. (Stanford University, 2003)  
Roh, Hyuntak Ph.D. (Univ. of Illinois at Urbana-Champaign, 2010)  
Shin, Dongyoub Ph.D. (Yale Univ.,1996)  
Yang, Hyuckseung Ph.D. (Univ.of Minnesota,1998)  
Yoon, Se Joon Ph.D. (Pennsylvania State Univ.,1988)

## Finance

Eom, Young Ho Ph.D. (New York Univ.,1996)  
Hahn, Jae Hoon Ph.D. (Columbia Univ, 2003)  
Kim, Jeong D. Ph.D. (Univ.of Pennsylvania,1994)  
Ku, Bon Il Ph.D. (Columbia Univ.,1988)  
Park, Sang Yong Ph.D. (New York Univ.,1984)  
Shin, Hyun-Han Ph.D. (Ohio State Univ.,1995)  
Shin, Jhin Young Ph.D. (Carnegie Mellon Univ.,1993)  
Yon, Kangheum Ph.D. (Univ.of Pennsylvania,1990)

## Accounting

Andres Guiral Ph.D. (Univ. of Alcala., 2003)  
Chang, Jinho D.B.A. (Harvard Univ.,1999)  
Choi, Won-Wook Ph.D. (Columbia University, 1993)  
Kim, Jeehong Ph.D. (Univ.of California,Berkeley,1987)  
Lee, Ho Young Ph.D. (Univ. of Oregon,2000)  
Lee, Jae Hong Ph.D. (Yonsei Univ. 2013)  
Lee, Kyung Tae Ph.D. (U.C.L.A.,1992)  
Moon, Doocheol Ph.D. (Baruch College, City Univ. of New York, 2001)  
Sohn, Sungkyu Ph.D. (Northwestern Univ.,1992)  
Yoon, Dae-Hee Ph.D. (Yale Univ., 2008)

# DEGREE PROGRAMS

Creativity, integrity, and a global perspective are the three essential ingredients of every degree program at the Yonsei School of Business. Creativity is vital to the critical thinking necessary to confront the significant management issues of business and commerce. Integrity ensures that creativity proceeds from a solid ethical base that respects every aspect of our increasingly interdependent world. Finally, interdependence demands a global perspective for the communication and collaboration necessary in a global economy.



# UNDERGRADUATE PROGRAM (BBA)

## Educating Future Business Leaders for Korea and Beyond

Since 1915, our undergraduate business education has been our flagship program. The many distinguished business leaders, government officials, and academic leaders who have passed through our doors have steadily built the school's reputation as the first and the best undergraduate business program in Korea.

### Diverse learning opportunities

The Yonsei University School of Business' Creative Leadership Curriculum has the goal of creating joint industry-academia programs, including the uGET (overseas activity) and YCCP (community consulting) projects, Leaders Forum, and Alumni Mentoring program that give our students the opportunity to experience the broader world and instill in them YSB's core values of creativity, integrity, and global perspective. The doors of the Yonsei University School of Business are wide open to foreign students as part of its goal to become more international.



## Curriculum

The undergraduate program at YSB allows students to explore a wide range of academic options while providing fundamental business skills and knowledge. The YSB undergraduate curriculum requires 126 credits of course work incorporating the general education basic and requisite courses, YSB basic courses, YSB requisite courses, YSB elective courses, and other elective courses. YSB courses and other electives are meant to offer students the fundamental business skills and knowledge.

Undergraduate General Education Requirement (37 credits)		
Type	Total Credit Requirement	Courses (course credit)
General Education Basic	10 Credits	<ul style="list-style-type: none"> <li>• Understanding Christianity (3)</li> <li>• Writing (3)</li> <li>• English I (2) + English II (2)</li> <li>• Chapel (pass/non-pass)</li> </ul>
Residential College Requisite	3 Credits	<ul style="list-style-type: none"> <li>• Holistic Education (1), (2), and (3) (Select at least two courses)</li> <li>• Yonsei RC101 Course</li> </ul>
General Education Requisite	24 Credits	<p>(Select at least eight courses among the nine General Areas)</p> <p>* Note that the Local and Global Communities field and the Logic and Quantitative Reasoning field have certain requisite courses.</p> <ul style="list-style-type: none"> <li>• Literature and Arts</li> <li>• Humanity and History</li> <li>• Language and Expression</li> <li>• Values and Ethics</li> <li>• States and Societies</li> <li>• Local and Global Communities (Requisite course: Introduction to Economics)</li> <li>• Logic and Quantitative Reasoning (Requisite course: Introduction to Statistics)</li> <li>• Nature and the Physical Universe</li> <li>• Life and the Environment</li> </ul>
YSB Undergraduate Program Requirement (48 credits)		
Basic	18 Credits	<ul style="list-style-type: none"> <li>• Organizational Behavior (3)</li> <li>• Principles of Accounting I (3)</li> <li>• Financial Management (3)</li> <li>• Production and Operations Management (3)</li> <li>• Marketing (3)</li> <li>• Management Science (3)</li> </ul>
Requisite	9 Credits	<ul style="list-style-type: none"> <li>• Principles of Accounting II (3)</li> <li>• Management Information Systems (3)</li> <li>• Strategic Management (3)</li> </ul>
Core Electives	21 Credits	<ul style="list-style-type: none"> <li>• Minimum of 7 business courses among those offered by YSB</li> </ul>
Electives (41 credits)		
Other Electives	41 Credits	<ul style="list-style-type: none"> <li>• About 14 courses (Students may freely choose the courses offered by YSB and Yonsei University)</li> </ul>

A total of 45 credits must be taken from among upper level (Year 3 or 4) courses from Business Administration or other majors.

# MASTER'S AND PH.D. PROGRAMS

## Fostering World Class Scholars

An innovative curriculum, a distinguished faculty, and high entrance standards have made the Yonsei University School of Business Master's and Ph.D. programs the most competitive in Korea. Students in these programs enjoy the finest and most advanced curriculum in Korea, including opportunities to study and research abroad at other elite universities with which the Yonsei University School of Business has partnerships. Incentives are also provided to encourage academic activities such as presentations at international conferences or publication of articles in respected academic journals. All students in the Ph.D. program receive financial support in the form of assistantships and/or scholarships.



# YSB

offers Master's  
and Ph.D. degrees  
in eleven majors.

- International Business
- Marketing
- Organizational Behavior
- Human Resource Management
- Strategic Management
- Finance
- Insurance
- Accounting
- Operations Management
- Operations Research
- Information Systems

# MBA PROGRAM

Become a Creative Global Leader with a Yonsei MBA!

Global MBA	Executiv MBA
<p><b>Overview</b> The Global MBA Program aims to produce creative global leaders equipped with expert knowledge of management theories and a variety of business cases</p>	<p><b>Overview</b> The Executive MBA Program aims to provide senior managers with the opportunity to learn the essence of management, practice strategic decision making, and develop leadership skills</p>
<p><b>Career Stage of Applicants</b> Average 2~5 years of professional work experience</p>	<p><b>Career Stage of Applicants</b> Average 10~15 years of professional work experience</p>
<p><b>Length</b> 18 months / 3 semesters</p>	<p><b>Length</b> 2 years / 4 semesters</p>
<p><b>Language</b> English</p>	<p><b>Language</b> Korean</p>
<p><b>Start Date</b> September</p>	<p><b>Start Date</b> End-February</p>
<p><b>Full/Part time</b> Full-Time</p>	<p><b>Full/Part time</b> Part-Time Every Other Weekend</p>
Finance MBA	Corporate MBA
<p><b>Overview</b> The Finance MBA Program aims to develop financial professionals into leaders in the global financial markets by providing them with the opportunity to learn cutting-edge financial theories and industry practices</p>	<p><b>Overview</b> The Corporate MBA Program aims to educate and train mid-level managers and junior executives by providing them with the opportunity to learn cutting-edge management theories and industry practices</p>
<p><b>Career Stage of Applicants</b> Average 5~8 years of professional work experience</p>	<p><b>Career Stage of Applicants</b> Average 5~8 years of professional work experience</p>
<p><b>Length</b> 2 years / 4 semesters</p>	<p><b>Length</b> 2 years / 4 semesters</p>
<p><b>Language</b> Korean</p>	<p><b>Language</b> Korean</p>
<p><b>Start Date</b> March</p>	<p><b>Start Date</b> March</p>
<p><b>Full/Part time</b> Part-Time Evening</p>	<p><b>Full/Part time</b> Part-Time Evening</p>

# GLOBAL MBA PROGRAM

Yonsei's Global MBA program, established in 1998, is the first full-time MBA program in Korea to be offered entirely in English.

Curriculum & Schedule	
Program Length	18 Months (16 months of coursework) 8 Modules (each module runs 8 weeks except module 3 & 6)
Credits	51 Credits (25.5 Core Credits, 25.5 Elective Credits) 1.5(3) Credit = 24(48) Contact Hours
Class Hours	Average 4 - 6 Classes per week 1 Class Session = 3 Hours
Class Format	All courses taught in English Team Project/ Business cases/ Presentation

Core Course Structure	
Foundation Cores	Statistics for Management / Financial Accounting / Economic Analysis / Management Science
Functional Cores	Financial Management / Marketing Management / Organizational Behavior / Production & Operations Management / IT for Value Creation
Intergration Cores	Business Ethics & CSR / Business Strategy / Global Business Environment

Elective Course Samples	
Asian Business Focused	Marketing in China / Strategic Business Negotiations in Asia / Doing Business in China / The Digital Revolution / Managing in Asia / Supply Chain Management in Asia / Doing Business in Korea as a Multinational Company / Human Resources Management in Korea / Understanding Korean Business and Culture / Exploring Emerging Markets : BRICs
Various Areas of Business	Corporate Finance / Global Business Environment / Leadership / Investments / Project Management/ Models and Tools for Marketing / Tactics and Strategy / Entrepreneurship in Action / Global Marketing / Economics of Financial Markets / Decision Making under Uncertainty / Consumer Behavior / Business Process Innovation / Business Analysis and Valuation / Financial Statement Analysis / International Commercial Law

[Note] Elective Courses are subject to change based on the need and necessity

# CUSTOM PROGRAMS

Yonsei University School of Business offers customized programs to students and alumni of its partner institutions in Asia, Europe and North America. The period of study can be customized, and so can the program theme. However, the most popular theme is “Doing Business in Korea”, and the study program usually consists of lectures, company visits and cultural immersion programs.



**1 week**  
**Korea Business Program**  
(University of Gothenburg EMBA Alumni)



**1 semester**  
**Global Manager Certificate Programme**  
(EDHEC Business School BBA Students)



**5 weeks**  
**Yonsei-CMC Summer Leadership Program**  
(Yonsei and Claremont McKenna College Students)



**2 days**  
**Yonsei-Meiji IFRS Seminar**  
(Meiji University Graduate Students)

## Inquiries for Custom Programs

**Esther Kim**

Director, International Affairs, Yonsei University School of Business

[estherkim@yonsei.ac.kr](mailto:estherkim@yonsei.ac.kr)

# STUDENT EXCHANGE PROGRAM

## Partner Schools Map



The Yonsei University School of Business' partnerships and exchange programs with elite universities around the world are key elements in inspiring a global mindset in students. These programs are also a vital part of YSB's goal to create a network that links future business leaders around the world.

### China

Peking University - Guanghua School of Management  
Shanghai Jiaotong University - Antai College of Economics and Management  
Tsinghua University - School of Economics and Management  
Zhejiang University - School of Management

### Canada

HEC Montreal  
Queen's University - School of Business  
University of British Columbia - Sauder School of Business  
University of Ottawa - Telfer School of Business  
University of Victoria - Peter B. Gustavson School of Business  
York University - Schulich School of Business

### Japan

Keio University - Graduate School of Business Administration  
Waseda University - Graduate School of Commerce  
Waseda University - School of Commerce

### Hong Kong

Chinese University of Hong Kong -  
Faculty of Business Administration

### Taiwan

National Chiao Tung University  
National Taiwan University -  
College of Management

### USA

Claremont McKenna College  
Cornell University - Johnson Graduate School of Management  
Duke University - Fuqua School of Business  
Miami University - Farmer School of Business  
New York University - Stern School of Business  
Northwestern University - Kellogg School of Management  
University of Chicago - Booth School of Business  
University of North Carolina at Chapel Hill - Kenan-Flagler Business School  
University of South Carolina - Darla Moore School of Business  
University of Washington - Michael G. Foster School of Business

### Mexico

IPADE (Instituto Panamericano de Alta Direccion de Empresa)

### Chile

University of Chile - Faculty of Economics and Business

### Singapore

Nanyang Technological University - Nanyang Business School  
National University of Singapore

# INTERNATIONAL STUDENT SERVICES

## **First Step to Korea (Orientation)**

First Step to Korea is orientation for exchange students who have just arrived in Korea and any other students who are unfamiliar with daily life in Korea. During this orientation, the University gives the participants practical information to acclimate them to Korean culture and how to deal with daily life here. After the presentation, the staff guides students on a quick tour of Shinchon to help familiarize them with the area around Yonsei's campus.

## **Global Lounge**

Since its opening in November 2002, Yonsei's Global Lounge has become the most important and popular campus facility for the promotion of global cultural diversity. The Global Lounge links Yonsei University with its international community. The lounge is a multifunctional space in which students from around the world meet, socialize, study, network, and take advantage of the numerous one-stop services available to meet the needs of their daily lives.

## **Korean Language Institute (KLI)**

The Korean Language Institute, established in 1959, was the first institute in the nation to provide intensive Korean language courses. KLI students come from all over the world. The result is a lively, international mix of students who provide a stimulating environment for learning the Korean language and culture. Exchange students can take a Korean language course for credit in lieu of business classes at YSB.

## **YSB Buddy Program: Mentors Club**

A universitywide buddy program exists to promote interaction between international and Korean students at Yonsei. A student "Mentors Club" performs volunteer services such as airport pickup, mobile phone arrangements, and introduction to public transportation in Seoul. Buddy Night is held at the start of each semester to introduce newcomers to their mentors.



Global Lounge



SK Global House (double room)



Mentors Club

## Housing and General Information

### On-Campus Housing: SK Global House & I House

SK Global House & International House can accommodate up to 880 students in double rooms with a mixture of Korean and non-Korean students. SK Global House accommodates up to 581 students and offers both single and double rooms, while International House accommodates up to 232 students and offers only double rooms. The international students' dormitories ("Gukje Haksa" in Korean) house students from all over the world in a multicultural atmosphere. The primary language used in both dormitories is English. The facilities are available to both undergraduate and graduate students. For more information, please visit <http://ih.yonsei.ac.kr>

### Off-Campus Housing

Various types of off-campus housing are available in Shinchon and nearby. Prices vary depending on size, facilities, and distance to the university. For more information on off-campus housing options, see <http://oia.yonsei.ac.kr/campus/preHousing.asp>

Estimated Budget (one semester)		
Housing (SK Global House double room)	KRW	1,700,000
Meals	KRW	2,000,000
Books & Supplies	KRW	400,000
Transportation	KRW	400,000
<b>Total</b>	<b>KRW</b>	<b>4,500,000</b>

\* Above costs are subject to change without notice.

# LIFE AT YONSEI

Yonsei University is located in Seoul's Shinchon district, the center of Asian culture, where all opportunities are possible and all the latest trends are available, from networking to enjoyment of Asia's dynamism and its latest cultural trends. Come with high expectations you will not be disappointed.

## EVENTS AND FESTIVALS

### Mooak Festival

Mooak Festival in the spring and the annual Yonsei-Korea Games in the fall are the two official universitywide festivals for students. During the Mooak Festival, around the second week of May, seminars, film festivals, exhibitions, concerts, performances and sports competitions turn the campus into one huge symposium in both the original sense (i.e., "a drinking party") and in the general academic sense.

### Yon-Ko Festival

The Yonsei-Korea Games, "Yonggojeon," are a venerable tradition dating to 1929 in which Yonsei University sports teams test their skills against Korea University's in the city's stadiums as students, clad in their school colors (azure for Yonsei, crimson for Korea), vehemently cheer for their teams. The games themselves have the additional advantage of bringing together new incoming students at an annual "Akaraka Festival" in which the students make their cheers, songs, and dances into a huge party.



Mooak Festival



Yon-Ko Festival (Akaraka)



## SHINCHON

Students from Yonsei and three other nearby major universities give Shinchon its vibrancy and high-energy atmosphere.

Shinchon is near the center of Seoul's cultural, political, and entertainment venues, which makes it convenient for students to take part in what Seoul has to offer. Only a student's mood will determine whether to spend leisure time at a museum or theater, sit with friends over a cup of coffee, or prowl nearby boutiques and markets.

## SEOUL

Korea is the world's fastest growing country, and Seoul, its capital city, is home to more than 11 million people. Only 60 years ago, Korea was embroiled in a war that left it one of the world's backwaters, a condition now only faintly remembered after the nation's dash to economic prominence. Modern Korea is the business hub of Northeast Asia with homegrown multinational companies such as LG, Samsung, Daewoo, and Hyundai that make their headquarters in Seoul. As the most wired nation in the world, Korea is home to electronics companies, global corporations, entertainment enterprises, financial institutions, and universities.

Cosmopolitan Seoul, despite being a large and rapidly changing city, is safe and surprisingly easy to navigate. World renowned ballet and dance companies, Broadway plays, star-studded concerts as well as local productions are always available in Seoul's cultural centers. And for art and history lovers, the city abounds with beautiful palaces, museums, temples, and galleries.



**YONSEI UNIVERSITY SCHOOL OF BUSINESS**

50 Yonsei-ro, Seodaemun-gu, Seoul, Korea 120-749

**Website.** <http://ysb.yonsei.ac.kr>