

BSY

YONSEI
SCHOOL OF
BUSINESS



Contents

- 02 Yonsei University
- 04 Yonsei School of Business
- 08 Degree Programs
- 14 Executive Education
- 16 Globalization
- 22 Entrepreneurship
- 26 Faculty
- 28 Research
- 30 Events and Festivals



AMOREPACIFIC ATRIUM

A three-story atrium at the center of the second-floor in a business building creates an open space designed to function as a place to study or simply relax for students, faculty, and staff. Its openness is also aimed at encouraging communication across the disciplines taught in the business school and stimulating creativity through these exchanges of ideas.

YONSEI UNIVERSITY

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

Throughout its long history, Yonsei has been contributing to generating and sharing knowledge and innovation necessary to 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.

In an era of civilization's grand transition, Yonsei University is returning to the basics by reinvigorating its commitment to education and research and emphasizing its social responsibilities. Guided by the founding spirit that commenced with service and devotion, Yonsei will prepare for the next 100 years by sharing and practicing the values of Christian Values, Creativity, and Connectivity.



Mission Statement

Yonsei University is dedicated to educate future leaders of our society in the spirit of Christianity, fostering a strong and lasting commitment to the principles of truth and freedom. "If you hold to my teaching, you are really my disciples, then you will know the truth, and the truth will set you free" [John 8:31-32]

Philosophy

Yonsei University serves as the "alma mater" of all arts and sciences to nurture leaders who will contribute to the Korean and international society, in the ecumenical spirit of Christian teaching epitomized in its motto of "truth and freedom". Yonseians will inherit mankind's cultural legacy, and lead academic development through creativity and critical thinking. We will also serve others with an open heart, and contribute to the prosperity of humankind. With these missions, we Yonseians will demonstrate our leadership to realize the Yonsei spirit globally.

YONSEI UNIVERSITY SCHOOL OF BUSINESS

Brief History

Vision

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

Mission

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

3 Core Values



- 1919**
First class of 10 students graduates
- 1952**
Master's degree in commerce offered
- 1965**
Graduate School of Business established
- 1998**
Global MBA launched as the first full-time all-English MBA program in Korea
- 2008**
Accreditation by the Association to Advance Collegiate Schools of Business (AACSB) and the Korean Association of Business Education (KABEA)
- 2011**
 - First and only Korean business school in *The Economist's* list of world's top 100 full-time MBAs
 - Accreditation by the EFMD Improvement System (EQUIS)
- 2017**
 - Concentration in Entrepreneurship & Innovation opened
 - Launch of Yonsei Venture, Innovation & Startup Program (YVIP) sponsored by AMOREPACIFIC

1915

Commerce program launched at Chosun Christian College

1946

College of Commerce and Economics established

1958

The Department of Business Administration additionally established in the College of Commerce and Economics

1977

First doctoral degree offered

2003

School of Business established as an independent entity

2010

- Revamped Global MBA launched
- Ranked in the "World's 100 Best EMBA Programs" by *Financial Times*

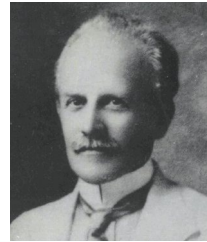
2015

- 100th Anniversary
- Business building completed

Why Yonsei School of Business?

Korea's First Business Education Program

In 1915, the Yonsei School of Business began Korea's first modern-style education and research program in business studies. An American missionary, Horace Grant Underwood brought the American model of business development to Korea. Despite the difficulties of the Korean economy during the Japanese colonial era, Underwood's work in business education established a firm underpinning for future economic development.



Horace Grant Underwood

Global Accreditations and Rankings

Yonsei School of Business is the only business school in Korea accredited by the Association to Advance Collegiate Schools of Business (AACSB), the EFMD Improvement System (EQUIS), and the Korean Association of Business Education (KABEA).



Executive MBA
Ranking 2018

Its leadership in internationalization of a Korean MBA was recognized by inclusion in the Financial Times' list of the World's Top 100 MBAs, a first for a Korean business school. The Economist has also included its Global MBA program in a list of the world's top MBA programs, another first for a Korean business school.



World-Class Faculty

Yonsei School of Business consists of faculty members who hold Ph.D. degrees from prestigious universities worldwide. Its recruitment of outstanding faculty from across the globe has recently emphasized recruitment of women to match the increasing number of female students at the school. The excellence of its faculty is an essential ingredient in not only attracting talented students but also in equipping them to be future global leaders.

Creative Curriculum

Since its foundation, Yonsei School of Business has been led by visionaries who both saw and embraced the need to prepare their graduates for leadership roles in the eras of modernization, industrialization, and democratization. The demands of the Fourth Industrial Revolution now under way have been approached just as clearly through faculty recruitment and scrutiny of the curriculum to meet the demands of changing times and an ever-evolving business climate.

Powerful Alumni Network

Its alumni are one of the school's greatest intangible assets and invaluable to students before they themselves join the ranks of alumni. Over 40,000 alumni actively participate in various networking programs sponsored by the school and in the many activities of the alumni association. They benefit the school in innumerable ways, from introducing freshmen to the intricacies of college life, to mentoring students in their career and course choices, and to communicating to students the realities of the post-college business world.

State-of-the-Art Facility Built through Alumni Donations

The current architectural showcase that houses Yonsei School of Business is its third home built by alumni donations and again is a testament to its graduates' love of their alma mater and their commitment to its future. Its construction was supported by 4,500 alumni whose participation was made all the more meaningful by completion of the building in 2015, the centennial anniversary of Yonsei School of Business. The result of the alumni's commitment is a building that unites traditional and futuristic architectural design elements in a structure equipped with the latest technological features to promote learning. The building's design for energy efficiency and respect for the natural environment earned it a designation as a LEED (Leadership in Energy and Environmental Design) building.



Degree Programs

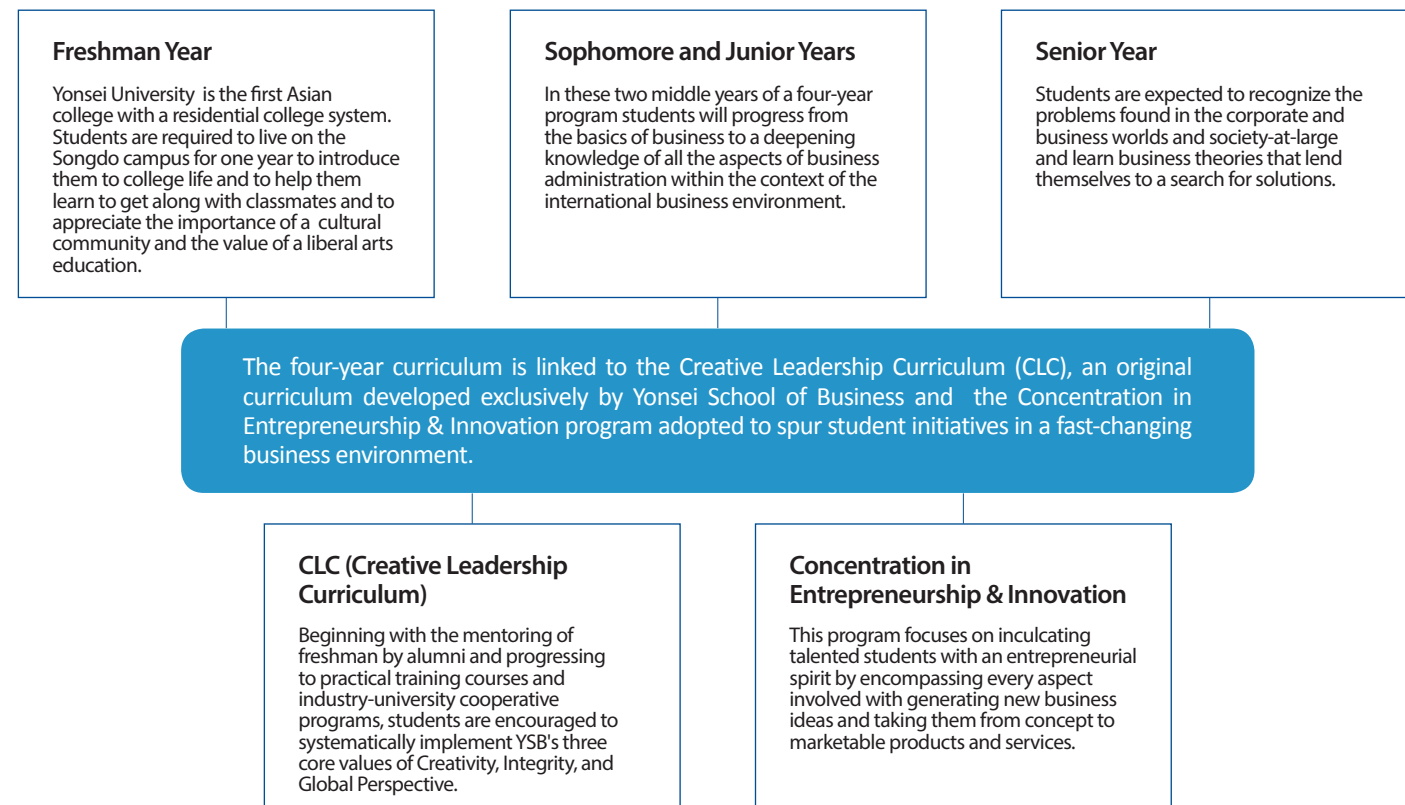
／ Cultivating Creative Leaders

Undergraduate Program B.B.A.

Since its establishment in 1915, the School of Business has been a department of Yonsei University, which prides itself on the long list of graduates who have served Korea in such fields as politics, management, economy, finance, culture, art, and academics and who have earned Yonsei not only its reputation as Korea's best private university but also its rank as one of the world's top private universities.

As an integral part of the Yonsei experience, the Yonsei Business School's undergraduate program emphasizes professional knowledge and problem-solving as integral elements of turning students into creative and ethical leaders thoroughly imbued with a global perspective.

Curriculum System



Graduation Requirements

Undergraduate University Requirement	University Basic	12 Credits
	Residential College Requisite	2 Credits
	University Requisite	24 Credits
YSB Undergraduate Program Requirement	Basic	18 Credits
	• Organizational Behavior (3)	
	• Principles of Accounting (3)	
	• Financial Management (3)	
• Production and Operation Management (3)		
YSB Undergraduate Program Requirement	• Marketing (3)	9 Credits
	• Management Science (3)	
	Requisite	
YSB Undergraduate Program Requirement	• Principles of Accounting II (3)	9 Credits
	• Management Information Systems (3)	
YSB Undergraduate Program Requirement	• Strategic Management (3)	21 Credits
	Core Electives	
YSB Undergraduate Program Requirement	• Minimum of 7 business courses among those offered by YSB	21 Credits
	Other Electives	Students may choose among the courses offered by YSB and Yonsei University
Total		126 Credits

(*) These graduation requirements are effective for students who entered in 2018.

(*) Forty-five credits must be taken from among upper level (Years 3 or 4) courses in Business Administration or other majors.

Requirements of Concentration in Entrepreneurship & Innovation

Curriculum	Among 49 subjects available from the schools of business and engineering, venture business studies, etc., students should take a total of 4 subjects, including at least two courses in business management.	12 Credits
Extra-curricular	Mandatory participation in an on- or off-campus start-up competitions or completion of at least one course of a problem-solving social project among 49 subjects in curriculum.	

Yonsei-ESSEC B.B.A. Dual Degree

Course Requirements	<ul style="list-style-type: none"> • Completion of 63 credits during three semesters at Yonsei for ESSEC students • Completion of 60 ECTS during two semesters at ESSEC for Yonsei students • Internship of at least 5 months during one semester • Successful completion of a senior thesis
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Degrees Granted	<ul style="list-style-type: none"> • Bachelor of Business Administration from Yonsei University • Le Diplôme de L'ESSEC-EPSI
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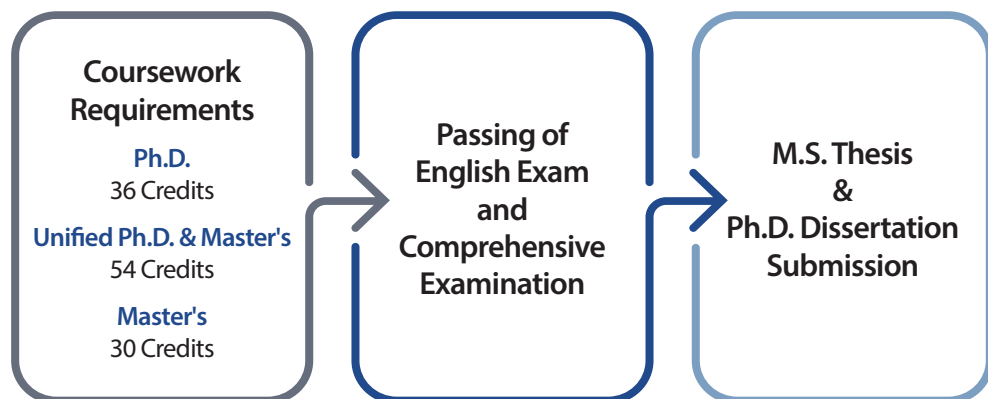
M.S. & Ph.D. Programs

A master's degree in commerce and business was established in 1952 and a doctoral degree in business in 1977. Both graduate degree programs foster academic research and development and nurture business managers capable of conducting in-depth research and analysis of corporate management and environmental change. Graduates of these programs have gone into careers that value their theoretical and methodological abilities as well as into academia where they are professors and researchers.

Major Fields YSB offers Master's and Ph.D. degrees in eight majors.



Graduation Requirements



Research Achievements

Master's and Ph.D. students are constantly striving to develop academic expertise in research in the pursuit of truth and creation of new knowledge. As a result of this emphasis, they are required, at a minimum, to coauthor a publication in a domestic or international journal, including Social Sciences Citation Index(SSCI), as well as participate in case presentations at national and international conferences.



Scholarships

Master's and Ph.D. students are eligible to qualify for various scholarships that average about 60 percent of tuition. Scholarship types typically are research assistant, teaching assistant, and office assistant. Additional scholarships are available for students who give presentations at international conferences or publish in major journals.



Research Space

Excellent facilities are available to master's and Ph.D. students to encourage their academic and research activities. These include 165 seats with individual desks and lockers, 58 seats in the master's library, and 25 seats in the support room for research activities and administrative support.

MBA Programs

The program established in 1965 consists of four paths-one full-time and three part-time-that lead to an MBA degree. All four programs have in common a curriculum that combines theory and actual business practice with an overall focus on nurturing future CEOs. A GBI(Global Business Innovation) MBA course for training global business specialists is also available as a customized contract course.

Global MBA	Overview	The Global MBA Program seeks to produce creative global leaders equipped with expert knowledge of management theories and of a variety of business cases.
	Career Stage of Applicants	Average 2~5 years of work experience
	Length	18 months/3 semesters
	Language	English
	Start Date	Late August
	Full-/Part-time	Full-time
Executive MBA	Overview	The Executive MBA Program seeks to provide senior managers with the opportunity to learn the essence of management, practice strategic decision making, and develop leadership skills.
	Career Stage of Applicants	Average 10~15 years of work experience
	Length	2 years/4 semesters
	Language	Korean
	Start Date	March
	Full-/Part-time	Part-time (every other weekend)
Corporate MBA	Overview	The Corporate MBA Program seeks 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.
	Career Stage of Applicants	Average 5~8 years of work experience
	Length	2 years/4 semesters
	Language	Korean
	Start Date	March
	Full-/Part-time	Part-Time (Evenings)

Finance MBA	Overview	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.
	Career Stage of Applicants	Average 5~8 years of work experience
	Length	2 years/4 semesters
	Language	Korean
	Start Date	March
	Full-/Part-time	Part-time (Evenings)
GBI MBA	Overview	The GBI MBA aims to produce global innovative leaders as a contract courses.
	Career Stage of Applicants	Average 10~15 years of work experience
	Length	1.5 years/3 semesters
	Language	Korean
	Start Date	March
	Full-/Part-time	Full-time

(*) GBI is the abbreviation of Global Business Innovation.

Global MBA Dual Degree Programs

Olin Business School, Washington University in St. Louis



- Schedule**
- Summer I at Olin Business School
 - Fall, winter, and spring semesters in Global MBA at Yonsei University
 - Summer II at Olin Business School

- Degrees Granted**
- Global MBA from Yonsei School of Business.
 - Master of Science in Finance from Olin Business School at Washington University



Gunghua School of Management, Peking University

- Schedule**
- First year in Global MBA at Yonsei University
 - Second year at Gunghua School of Management

- Degrees Granted**
- Global MBA from Yonsei School of Business
 - MBA from Gunghua School of Management at Peking University

Executive Education

Inspiring Insights

AMP Advanced Management Program

Yonsei School of Business designed the Advance Management Program in 1976 as the first of its kind in Korea specifically structured not only to groom top executives to advance in their careers but also to help CEOs keep abreast of business trends while further honing their management skills.

The program is optimized for top executives with discrete and highly distilled topical modules on the essence of management, new paradigms that present challenges to managers (especially those within the context of the Korean economy), global value creation, future market trends and world business outlook, and a humanities and life module to help executives manage their work-life balance. In addition to the dynamism that goes into keeping each of these modules current, program managers also highlight special themes that address sudden issues that present threats or opportunities for Korean companies and their leaders.

Sangnam Institute of Management

The Sangnam Institute of Management, established in 1999 by the Yonsei School of Business and funded by LG Group Honorary President Koo Ja-kyung, specializes in executive education for persons already in the workforce at many different levels.

Its Open Enrollment Program specializes in training for persons in marketing, finance, accounting, human resources, and strategic planning. There are also programs tailored for groups of employees of specific companies. The Institute operates about 20 courses annually. About 18,000 executives have participated in the Institute's programs since its inception.

In addition to its domestic programs, the Institute operates global programs for foreign students through overseas organizations such as the European Community, Catalonia Trade & Investment, ESSEC, and ESADE.

Its executive training programs have earned the Institute a listing on the Financial Times' world ranking of such programs.



Globalization

Reaching the Global Stage

Exchange Students Program

Yonsei University has been a leader in the internationalization of higher education in Korea. In addition to Yonsei University's student exchange agreements with 659 schools in 70 countries, Yonsei School of Business has its own separate agreements with 75 schools in 31 countries. The combination of Yonsei University and Yonsei School of Business has a tight global network that connects 734 schools in 76 countries around the world.

734 Schools in 76 Countries

North America

- Canada** McGill University
University of Toronto
- United States** Boston University
Cornell University
Duke University
Emory University
Georgia Institute of Technology
Michigan State University, East Lansing
New York University
Northwestern University, Kellogg School of Management
Ohio State University
Rutgers, The State University of New Jersey
The University of Chicago
University of California, Berkeley
University of California, Davis
University of California, Irvine
University of California, Los Angeles
University of California, San Diego
University of California, San Francisco
University of California, Santa Barbara
University of California, Santa Cruz
University of Illinois at Urbana Champaign
University of Maryland
University of Michigan
University of North Carolina at Chapel Hill
University of Pennsylvania
University of Pittsburgh
University of Texas at Austin
University of Washington
University of Wisconsin-Madison
Washington University in St. Louis

292

39

South America

- Chile** University of Chile, Faculty of Economics and Business
- Mexico** IPADE (Instituto Panamericano de Alta Direccion de Empresa) Business School
- Argentina** University of Buenos Aires

6

Africa

- South Africa** USB (University of Stellenbosch) Business School

220

Europe

- Belgium** Université Catholique de Louvain
- Denmark** University of Copenhagen
- Finland** University of Helsinki
- Germany** Technische Universität München
- Netherlands** Erasmus University, Rotterdam
Leiden University
University of Groningen
- Sweden** Lund University
Uppsala University
- Switzerland** University of Geneva
University of Zurich
- United Kingdom** King's College London
The University of Edinburgh
University of Bristol
University of Oxford
University of Southampton

150

Asia

- China** Peking University
Tsinghua University
- Hong Kong** Chinese University of Hong Kong
- Japan** The University of Tokyo
Waseda University
- Singapore** Nanyang Technological University
National University of Singapore

27

Oceania

- Australia** Australian National University
Monash University
The University of New South Wales
The University of Queensland
The University of Sydney
The University of Western Australia

Outbound Global Education Program

uGET undergraduate Global Experience-Team project

Begun in 2008, uGET is offered in the summer and winter semesters and, through links with universities and companies in other countries, gives students a global perspective of business operations in other cultures. Yonsei students are encouraged to derive solutions about the managerial problems that corporations (institutions) face and to cultivate their own problem-solving abilities by applying their business knowledge to real situations.



uSET undergraduate Sustainability Entrepreneurship Training

uSET is a global program to cultivate capabilities in social innovation. It is open to undergraduate students during the summer and winter semesters. The goal of the program is to cultivate students' talents for social innovation by promoting corporate social responsibility and sustainable development within society as a whole. Students gain insight into social innovation and sustainable development by practicing and applying business knowledge in the field. In 2018, students visited Malaysia, Myanmar, and Cambodia and conducted a project that sought markets and marketing strategies for the agricultural products produced by the Canaan Farmers School.



GFT Global Field Work

This is a one-week global program for Executive MBA students and is offered during summer and winter vacation periods. This program was designed for these students to attend lectures given by outstanding professors at universities ranked among the world's 10 best. Students also visit global companies located near these universities. The schools that students visit include Cornell University in the United States, ESADE Business School in Spain, and the China Europe International Business School in China.



GET Global Experience Trip

This is a one-week global program in which Corporate and Finance MBA students visit universities in the United States, Europe, and Asia during summer and winter breaks to attend lectures directed toward improving their managerial capabilities. They also visit major companies near the universities to assess their operations and competitiveness. The schools that students visit include George Washington University in the United States, the IE Business School in Europe, and the National University of Singapore.



Inbound Short-Term Special Program

Yonsei-CMC Leadership Program

This summer semester program, which began in 2010, is an exchange between Yonsei University and Claremont McKenna College in the United States. Approximately 20 students from each school exchange places for five weeks to attend lectures by the schools' faculties, speeches by invited speakers, visit local companies, and experience each other's college and national cultures. As part of the immersive experience, visiting students in each case are paired with a roommate from the host country.



EDHEC Global Manager Certificate Program

Under this program begun in 2014, EDHEC in France sends about 20 undergraduates to Yonsei School of Business for a one-semester program customized to the students. Each program includes Korean language lessons, management lectures by the Yonsei School of Business faculty, and opportunities to study the management environment in Korean companies.



ESADE International Study Tour Program

Yonsei Business School participates with Spain's ESADE Business School in that school's Winter Tour Program. ESADE marketing and finance students attend a weeklong program organized by the Yonsei management faculty. The students attend lectures on Korean companies' marketing and leadership and past and current issues in the Korean economy. They also visit Korean companies to hear firsthand accounts of their international growth strategies.



Global Business Case Competitions

Students of Yonsei School of Business regularly demonstrate their analytical skills, global perspectives, and business knowledge in case competitions against students from other top-ranked business schools from around the world.



HSBC/HKU Asia Pacific Case Competition

Undergraduates from Yonsei School of Business won this 2018 competition that is co-hosted by HSBC (Hong Kong and Shanghai Banking Corporation) and Hong Kong University.

Mahindra War Room Case Competition

This competition has been hosted by Mahindra Group since 2008, and originated as a competition for MBA students of India's renowned universities in solving real frontline business problems. In 2015, Yonsei Global MBA students became the first team from outside India to compete and have participated annually ever since.



Carlson International Human Resources Case Competition

Students in the Global MBA and Master's program won awards in 2016 and 2017 of this competition hosted by the Carlson School of Management of the University of Minnesota.



World Cup Competition of the Social Innovation Strategic Management Society

The ENACTUS chapter at Yonsei School of Business won the domestic competition in an evaluation of the impact of the year's activities of the Social Innovation Strategic Management Society and reached its World Cup semifinals. ENACTUS is an international organization involved with implementing sustainable business solutions to solve social problems. It has chapters at more than 1,700 universities in 36 countries around the world.



ACN (Academic Collaboration Network) Global Business Ethics Case Competition

Students from Yonsei School of Business won excellence and cooperation awards at this three-week competition. A team participating in ACN is composed of a mix of students from six universities in six countries: Boston University in the United States, Newcastle University in the United Kingdom, the University of St. Gallen in Switzerland, Fudan University in China, the Indian Institute of Management in India, and Yonsei University in Korea. The competition is unique in that it is held online.



Global Business Start-up Challenge: The University Startup World Cup 2016 in Denmark

The Nara Space start-up, winner of the grand prize at the Yonsei School of Business Global Entrepreneurial Competition in 2016 became the first Korean startup to win a prize in The University Startup World Cup 2016 in Denmark, demonstrating the competitiveness of Korean students on a global stage.

Entrepreneurship

/ Fostering Innovators



More convinced than ever of the need for entrepreneurship, the administrators and faculty of Yonsei School of Business are embarking on the school's second century determined to foster innovation and creativity that will inspire students and instill in them a spirit of entrepreneurship. The Yonsei Venture, Innovation & Start-up Program (YVIP), structured and operated with the full support of AMOREPACIFIC, is one of the school's approaches toward this goal.



YVIP Goal

To establish Yonsei School of Business as the global hub of a knowledge platform for entrepreneurial innovation that researches, educates, and fosters the start-up and growth of innovative companies.

YVIP Overview

Networking area

- Global Conference
- Global CEO Talk
- Colloquium Series
- Platform construction and operation

Practice area

- Construct a Learning-by-Doing Environment
- Support global entrepreneurial start-up
- Support global start-up internship
- Support innovative student-led activities

Education area

- Curriculum development on concentration and minor in strengthening practical problem-solving programs
- Development of courses related to entrepreneurship innovation
- Class Talk Series

Research area

- Publish research papers and articles in academic journals on business innovation
- Survey the current standings of Korean technology venture companies
- Business innovation database establishment project
- Conference on venture ecosystem policy

Global Conference

Invite authorities on innovative research to participate in a conference to review global trends and to establish global research networking on entrepreneurship.



Global CEO Talk

Hear the secrets of managerial innovation from an innovative entrepreneur.



Colloquium Series

Learn current cases and insights from global innovators.



Practice



Global Entrepreneurship Competition

From the outset of a venture business, appraise its potential in the context of the global market.



Global Start-up Internships

Offers opportunities for growth toward becoming an entrepreneur with a sense of globalization by working as an intern in global start-up companies. Sends students to 'XnTree,' which has an office in Level-39, a complex for nurturing start-ups, in London, UK, to serve an internship in a company that is partnering with 'XnTree'.



Incubating Student Start-ups

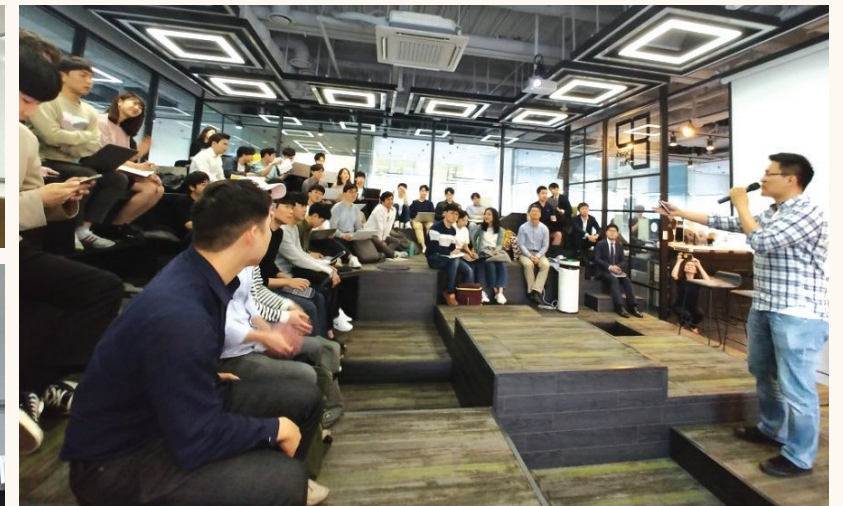
Entrepreneurial clubs desperately need space where their members can always work together. Applicant clubs will be screened as part of the allocation of space in the start-up atrium on the second floor of the school's building.



Education

Class Talk Series

Designed to offer opportunities to take classes such as culture, art, architecture, and start-ups without being a registered student.



Conference on venture ecosystem policy

Analyze the current state of Korean venture start-ups, accumulate, and provide data. Use findings to determine directions to pursue for venture start-ups.



Research

Faculty

Accounting

Andres Guiral	Ph.D. (University of Alcalá de Henares, 2003)
Chang, Jin Ho	D.B.A.(Harvard University, 1999)
Choi, Won-Wook	Ph.D. (Columbia University, 1993)
Kim, Jee Hong	Ph.D. (University of California, Berkeley, 1987)
Lee, Kyung Tae	Ph.D. (University of California at Los Angeles, 1992)
Lee, Ho Young	Ph.D. (University of Oregon, 2000)
Moon, Doocheol	Ph.D. (City University of New York, 2001)
Sohn, Sung Kyu	Ph.D. (Northwestern University, 1992)
Yoon, Dae-Hee	Ph.D. (Yale University, 2008)

Finance

Auh, Jun Kyung	Ph.D. (Columbia University, 2014)
Eom, Young Ho	Ph.D. (New York University, 1996)
Hahn, Jaehoon	Ph.D. (Columbia University, 2003)
Kang, Kee-Youn	Ph.D. (Washington University, 2017)
Ku, Bon Il	Ph.D. (Columbia University, 1988)
Kim, Jeong Dong	Ph.D. (University of Pennsylvania, 1994)
Park, Saeyeul	Ph.D. (University of Georgia, 2014)
Shin, Jhin Young	Ph.D. (Carnegie Mellon University, 1993)
Shin, Hyun-Han	Ph.D. (Ohio State University, 1995)
Yon, Kang Heum	Ph.D. (University of Pennsylvania, 1990)

Marketing

Chang, Dae Ryun	D.B.A. (Harvard University, 1986)
Choe, Soon Kyoo	Ph.D. (University of Illinois at Urbana-Champaign, 1997)
Choi, Jeonghye	Ph.D. (University of Pennsylvania, 2010)
Im, Su Bin	Ph.D. (University of North Carolina, 2000)
Kwak, Jooyoung	Ph.D. (MIT University, 2008)
Kim, Donghoon	Ph.D. (Columbia University, 1989)
Kim, B. Kyu	Ph.D. (University of Pennsylvania, 2010)
Kim, Young Chan	Ph.D. (University of Michigan, 1995)
Lee, Dong Jin	Ph.D. (Virginia Tech., 1996)
Lee, Jae Young	Ph.D. (University of Pennsylvania, 2014)
Park, Se-Bum	Ph.D. (Northwestern University, 2004)
Park, Young Ryeol	Ph.D. (University of Illinois at Urbana-Champaign, 1993)
Pak, Yong Suhk	Ph.D. (Rutgers, The State University of New Jersey, 2000)

Management

Chang, Eunmi	Ph.D. (University of Maryland, 1993)
Chung, Seung Wha	Ph.D. (University of Pennsylvania, 1993)
Jung, Dong Il	Ph.D. (State University of New York at Binghamton, 1997)
Kwon, Ku Hyuk	Ph.D. (University of Texas at Austin, 1991)
Kim, Bo Kyung	Ph.D. (University of Michigan, 2011)
Kim Ji-hyun	Ph.D. (New York University, 2011)
Lee, Kiyoung	Ph.D. (University of Minnesota, 2014)
Lee, Ji Man	Ph.D. (London School of Economics, 1998)
Lee, Ho Uk	Ph.D. (Texas A&M University, 2002)
Oh, Hong Seok	Ph.D. (Pennsylvania State University, 2000)
Park, Kyung Min	Ph.D. (INSEAD, 2005)
Park, Hun Joon	Ph.D. (Ohio State University, 1990)
Roh, Hyuntak	Ph.D. (University of Illinois, 2010)
Rhee, Mooweon	Ph.D. (Stanford University, 2003)
Shin, Dongyoub	Ph.D. (Yale University, 1996)
Yang, Hyuck Seung	Ph.D. (University of Minnesota, 1998)
Yoon, Se Joon	Ph.D. (Pennsylvania State University, 1988)

O.D.I.(Operations, Decisions & Information)

Bae, Sung Joo	Ph.D. (Massachusetts Institute of Technology, 2009)
Chung, Yerim	Ph.D. (University Paris 1, 2010)
Choi, Sunmee	Ph.D. (Cornell University, 2001)
Hur, Daesik	Ph.D. (Indiana University, 2001)
Im, Kun Shin	Ph.D. (University of South Carolina, 2000)
Im, Il	Ph.D. (University of Southern California, 2001)
Kim, Seongmoon	Ph.D. (University of Michigan, 2003)
Kim, Seung Hyun	Ph.D. (Carnegie Mellon University, 2008)
Kim, Jin Woo	Ph.D. (Carnegie Mellon University, 1993)
Kim, Hak Jin	Ph.D. (Carnegie Mellon University, 2001)
Lee, Ho Geun	Ph.D. (University of Texas at Austin, 1993)
Min, Soon Hong	Ph.D. (University of Tennessee, 2001)
Park, Sun Ju	Ph.D. (University of Michigan, 1999)
Suh, Kil Soo	Ph.D. (Indiana University, 1989)
Soh, Seung Bum	Ph.D. (Northwestern University, 2014)
Son, Jai Yeol	Ph.D. (Georgia Institute of Technology, 2001)

Research

The hub of Yonsei School of Business's research activities is the Yonsei Business Research Institute, which has played a leading role in Korea's management research and industry-academia collaboration. Through the support of faculty members, numerous research papers have been published in prestigious scholarly journals.

With its 19 research centers, the Institute conducts more than 100 seminars and conferences each year to strengthen research networks with scholars in and out of Korea.

Focused Research Area

K-management

Domestic and international educational institutions are benchmarking various management cases of Korean companies through data accumulated over the past 60 to 70 years. K-management research aims to create a new paradigm of Korean business administration by summarizing the practices of Korean companies from the viewpoint of business management and identification of successful business models. The results of this research will be published as a series, and the first book, 『All About Corporate Governance』, has been published.

The Fourth Industrial Revolution Platform

The Fourth Industrial Revolution will have worldwide impact. Through interdisciplinary research on the essence of the Fourth Industrial Revolution, its development process, direction of development, and the revitalization of industry-university joint research, the Research Institute will provide a business paradigm that defines this new era.

Interdisciplinary Research

Sharing research interests between the Yonsei School of Business and the College of Commerce & Economics promotes the convergence of research in the areas of management, economics, and statistics and further promotes the convergence of research between colleges such as the colleges of humanities, science, and engineering. A presentation of such research is held each semester.

North Korea Business Management Research

Since 2015, the 100th anniversary of the Yonsei School of Business, we have been holding seminars with professors from Yanbian University, North Korean experts and researchers, and companies interested in doing business in and with North Korea. Research is ongoing into the current trends of reconciliation and cooperation with North Korea.

Events and Festivals

Feeling the Yonsei Spirits

Yon-Ko Jeon

Yonsei-Korea Friendship Sports Festival

Every September, Yonsei University and Korea University square off against each other in perpetuating a friendly sports rivalry that dates back to 1945 and promotes interaction between the schools' students as well as fueling school spirit at each university. Major sporting events include baseball, basketball, ice hockey, rugby, and soccer. And Yonsei University becomes a festival venue where all the Yonsei people feel unified through AKARAKA.



Daedong Festival

The Essence of Yonsei Spirit

The Yonsei campus takes on a festival atmosphere every May when the Daedong Festival brings concerts by famous artists to campus, where student clubs also perform and various exhibitions are staged. The festival also draws in the general public, especially when the cheerleaders practice AKARAKA for their performance during Yon-Ko Jeon in September. Their practice routines fill the outdoor theater with blue waves-Yonsei's colors-that form a backdrop for songs and dances showing off the Yonsei spirit.

YONSEI UNIVERSITY SCHOOL OF BUSINESS



Change the World
Lead the Future

Creative Leadership

- Stage 5: Concept evaluation (3 mins)
 - Create a list of 10 ideas for prototyping
 - Use the 3 key elements you identified
- Stage 6: Choose your best idea (x) and create prototype for a new game (3 mins)
 - Draw the prototype as best as you can
 - Let's play the game if possible

제2회 상경·경영 융복합 연구 발표회

USET
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