WELCOME!

Educating Future Global Business Leaders with Asian Value of ‘SU-GI-CHI-IN’

The Department of Global Business Administration is an innovative undergraduate business program that began as one of the flagship programs at Sungkyunkwan University in 2008 with the vision of producing global business leaders who will lead the world with the Asian value of Su-Gi-Chi-In (修己治人) (Cultivate yourself first before you rule the others). This ideology is the motto of Sungkyunkwan University, founded in 1398, with the longest history in Asia. In order to achieve our vision, we are relentlessly working to create an innovative management education community.

First, Global Business Administration Program boasts its own unique curriculum. For example, juniors must take four iCore courses (Marketing, Finance, Production, and Strategy) at the same time. At the end of the semester, we invite industry experts from Korean companies to introduce and share the current business challenges with the students. The students spend two weeks to make a comprehensive case study about the company, using all different perspectives of management in an integrated manner. They produce a video presentation of their solutions to the company in English and share them with the professors and the experts of the company through YouTube.

In addition, we have Seven-Plus-One (7+1) exchange student program in which we give scholarships to our students in going out for an international exchange student program for one semester to learn global perspectives. Also, to maximize our students’ potential to become global business leaders, we provide all major classes in English and encourage all students to take Business Communication. And, in order to meet the needs of students for the revolutionary development of big data as well as computer science, we keep developing new courses including Quantitative Analysis for Business, and Behavioural Finance & FinTech, and a handful of Capstone Courses.

Second, our students of Global Business Administration learn from best professors in Korea. Many of the professors who teach in the Department of Global Business Administration have experience working in the top management of global companies such as chief of Goldman Sachs Korea, vice president of Samsung Electronics and KB Securities. In addition, their studies are introduced on Bloomberg TV in the United States, and published in the world’s top journals, which are unequalled achievement that no other colleges in the country have done. This strong network of Global Business Administration professors is a great asset to students, because whenever they hold events such as regular global camps, global career tours, or Kelley-GBA case analysis contests, they are able to connect students to global business leaders working in the field.

Third, our students live in a very intimate educational community both inside and outside school. First of all, students participate in club activities such as steroid (band), Geulkyung FC (soccer), and Globall (baseball) to release stress. More than half of our graduates work in MNCs (multinational corporations) that are either Korean originated or foreign originated. Our alumni regularly visit our school and give important career advice because the school is close to the Central Business District of Seoul. Also, through Town Hall Meetings, our students directly communicate with the Program Chair. The voices of the students are very important elements in making policy decisions. Our students in the department receive a lot of support through continuous counselling and guidance activities with their advisors and teaching staff. A survey is given to students every year to collect their opinions, which are reflected in developing talents suitable for the rapidly changing global business environment.

Finally, we have dual degree programs with Kelley School of Business of Indiana University and Fisher Business School of Ohio State University. So, if the students wish, they can go to the business schools of Big Ten universities in the US, paying the tuition of the respective school. That means the students can be part of the strong alumni network of SKKU and that of Big Ten schools.

Top students with ambition to succeed as global business leaders. Top-notch faculty and staff working hard to help them. And the graduates who are passionate about leading the world with Asian cultural identity. These are the most important reasons that I am very proud to be a member of the learning community called Global Business Administration at Sungkyunkwan University. We invite everyone who is interested in the future that Global Business Administrators will create! ESKARA KINGO!!

Andy (Young Han) KIM, Chair of the Department of Global Business Administration
What is Business Administration? In particular, what is “global business administration” in the era of convergence of computer engineering technologies called the “4th Industrial Revolution”?

First of all, business administration is applied academics that explores all the ways a company can keep making money within a legal and ethical framework. In other words, it aims to help students start a business or get a job to become professional administrators.

There are some major areas in business administration including Finance for financing and investment decision making, Marketing for advertising and sales, Accounting for cost management and transaction records, Operations Management for logistics and supply chain management, and Strategy for short and long-term strategies for all these activities. In addition, Machine Learning such as big data is also offered in the management information system that connects all of them.

The department requires that all students take business communication which is included in the core courses, along with these majors, which provides an opportunity to be good at communication in English. This gives them absolute strength in internship and employment, and if possible, they are encouraged to prepare the capability in advance from a sophomore year.
First, lectures and presentations in all major classes are given in English, and for this purpose, it is mandatory that students take English classes, such as English writing and English presentation, from the freshman year in order to attain English proficiency.

Second, all current students are encouraged to go abroad for at least one semester as an exchange student. This is a graduation requirement for our department, for which we have the “7+1” exchange student program. Scholarships are provided to all students to support this. With this program, we are providing opportunities in which students can experience cultures of other countries, form perspectives that would allow them to view their own country more objectively, and furthermore, work in part-time jobs at local companies or internships at global companies.

The department provides various opportunities to cultivate the virtues for global talents, so that they can grow into world-class business people.
Third, through vacations every semester, we provide opportunities to visit new global business sites through the Global Camp, Global Business Camp, and Global Career Tour. The department held a business camp in Las Vegas, USA for 7 days and 5 nights from Jan. 6, 2020 (Mon) to Jan. 12, 2020 (Sun). This business camp was part of industry-academic cooperation with CJ Livcity under the supervision of marketing Professor Shim Soo-ok (former Vice President of Samsung Electronics, CMO). For about 3 months prior to the visit to CES, participating students listened to a separate session to discover sufficient insights at CES under the guidance of Professor Shim Soo-ok, learned from special lectures by experts, and visited CJ Livcity’s office building to receive various kinds of feedback, to complete the task. Through a tour of the Consumer Electronics Show (CES) in Las Vegas, USA, we saw new convergence products and prototype products that are under development by cutting-edge consumer electronics companies. We have seen and learned how the global business world of new technologies is going to unfold in the future, which allowed us to undertake an industry-academic cooperation project in which strategies suitable for Korean companies were suggested. In addition, in the 2019 Global Camp, along with participation in CES, we visited global companies such as Google, Facebook, and Samsung in Silicon Valley to witness the working environment of the global business centers and had Q & A sessions with employees, which was a chance to encourage students to dream of advancing to the global stage.

Global Career Tour

Furthermore, we conduct global career tours every semester, visit the center of global business such as Singapore and Hong Kong, listen to career-related advice from experts working in the field, and meet fellow alumni, promoting fellowship with them, which is a time for Sungkyunkwan networking. In the spring of 2019, we visited Jim Rogers' home in Singapore who is the world-renowned investor and listened to his insights on investments in relation to the Korean Peninsula, which was expected to leave him a good impression about the university with the best history in Asia. Most of the expenses associated with these global camps, global business camps, and global career tours were all supported with scholarships.

GBA-Harvard Field Program

Fourth, on campus, we offer a variety of programs to cultivate global abilities through Global Activities. Sungkyunkwan University boasts the best history in Asia, and since it ranked 95th in a QS Global World Ranking of universities, many universities in the world come to make short or long-term visits to the university. In the spring of 2019, 108 MBA students and their professors at Harvard University visited Seoul for their FIELD program, and conducted consulting projects on Korean companies, in which 35 students from our department were invited as local experts to give feedback to Harvard MBA students with whom we also had a time for networking.

GBA-Kelley Case Competition

In addition, in March, 24 undergraduate students from Indiana University’s Kelley School of Business that has cooperative relationship with our university came to stay for a week for an event in which they teamed up with 8 students from our department to have a competition analysing cases on Korean business. Afterwards, we had a social gathering.

Networking Night of GBA

Lastly, the department is making networking events with exchange students from abroad every semester. In order to practice networking situations in a Western-style business environment, we practice greetings, self-introduction, and how to keep the conversation flowing, and provide opportunities to make foreign friends.
Characteristics of the Dept. of Global Business Administration curriculum

- Systematic specialty roadmap and liberal arts courses that foster degrees of freedom

In order to meet the intellectual needs of students in the department who want a variety of experiences in the era of convergence, we present a systematic specialty roadmap within the department, and encourage all students to take various liberal arts courses regardless of their majors and also across the country as an exchange student.

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For example, we recommend that students take calculus, one of the basic engineering courses, at the Natural Sciences Campus, and freely take other liberal arts or science courses that students are interested in, which can naturally lead students to double major. Also, students are free to take liberal arts courses, but are encouraged to learn the language, history, and culture of as many countries in the East and West as possible.

- Integrative-Core (I-CORE) Program

I-CORE is the flagship program of the Department of Global Business Administration at Sungkyunkwan University. The program that had been developed at Kelley School of Business at Indiana University has been re-created and developed in line with the situations in Korean/Asian companies. Students in their junior year are supposed to take four courses in strategic management, finance, marketing, and production management, which are the most representative among various fields in business administration.

In the last two weeks, as real cases of real companies are presented, students learn the present situation of those companies, and explore the challenges and future directions from the perspective of four fields. It then goes through the process of evaluating the impact of a proposal in one field from the perspective of another. When introducing them, they sometimes invite experts from the field or visit companies or factories.

The final paper is written and presented in English. Students also make a 10-minute video with it and post it on YouTube. In other words, it may help them not only enhance the ability to comprehensively understand various areas of management, but also effectively deliver it and improve the ability to make a presentation in English. And since this is delivered through YouTube, students are thoroughly evaluated in presenting with confidence and in planning with creativity that makes it enjoyable as well.

The projects by top three teams are also shown to students, while students are encouraged to learn from each other. The report will be shared with the people in charge of the companies that have been analysed, for a possible real-world impact that is expected to help the management of those companies.

In 2019, while analyzing LG Chem, we also visited a battery factory in Ochang, Choongbuk.
Dual Degree Program
IU Kelley School of Business

Training talented students who will be active in the international market

The Global Business Administration curriculum with its unique features is a perfect preparation for students’ next career. Students who have completed the Global Business Administration curriculum until the end of their second year can earn, after two more years of study at the Kelley School of Business, a bachelor’s in dual degree program both from our university and from Indiana University. Kelley School of Business at Indiana University is located in Bloomington, Indiana. The School is currently ranked in the top 10 business schools in the United States, boasting its excellent career management, a strong curriculum, and world-class faculty. And it maintains A+ in annual business school evaluation by Business Week. Therefore, more than 400 global companies are recruiting students from the school each year. Since our department signed a dual degree agreement with Kelley School of Business in 2008, we have been sending selected students who want to study there. In case of a dual degree, all the expenses including tuition at Indiana University and the cost of living must be borne by the individual student, while tuition at Sungkyunkwan University is fully supported by scholarship. Through this, we can secure our identity and an alumni network both at Sungkyunkwan University in Korea and at one of Big Ten Schools in the United States. There are also some advantages that students have a possibility of getting a job in the United States.

Scholarship

There are a total of 29 scholarships, and the main scholarships are as follows. On-campus scholarships are categorized as 1) Admission Scholarship 2) General Scholarship (candidates not specified) 3) Special Scholarship (Target individual or group pre-specified). Samsung Scholarship and Yulgok Scholarship are available for admission scholarship. General scholarships, including an academic scholarship and an academic integrity scholarship, are shown below.

Samsung Scholarship
This is a scholarship that is provided only to 6 departments specified within the school. Full tuition is provided for two years (4 semesters) to a student who has been selected by the admissions office of the university from among admitted new first-year students to the university.

Exchange Student Scholarship
Exchange students who go to overseas universities that have signed a sisterhood relationship with the school are exempted from the tuition of the school each semester, and a certain amount of tuition subsidy is provided to support the student to study at the school.

Yulgok Scholarship
Candidates who are newly admitted to the College of Liberal Arts and Humanities, whose SAT scores, should be higher than school’s admission requirements and who has an experience of winning a contest will receive half of the tuition for 2 years (4 semesters).

Academic Scholarship
Out of those with an average GPA of 3.0 or higher, qualified students are selected through the University Steering Committee and the scholarship is provided by name of the department chair.

Academic Integrity Scholarship
This is a family support scholarship, in connection with national scholarships, for which the dean preferentially selects qualified students among national basic livelihood security recipients. Besides this, unlike other departments, the Global Business Administration Department actively provides students with various scholarships for various programs.

Dorm Scholarship
The Department of Global Business Administration gives a priority to freshmen in selecting dormitory residents, and a total of two semester dormitory fees are supported as scholarships.
Alumni Networking

JOB GBA

‘JOB GBA’ is a career event to be held once or twice every semester. We invite many alumni who are currently working in the field and hold briefing sessions on new topics such as how to write a resume, strategies for getting hired at large conglomerates and getting a job at foreign companies.

The most recent ‘JOB GBA’ took the theme of conglomerates in which students were able to learn more about the detailed tasks of large companies (strategy, planning/sales, marketing/personnel, and finance). The alumni shared time to introduce their jobs first, and then we had networking time to listen to specific and diverse experiences.

GEP (Global English Program)

The GEP is a program designed to help freshmen in the global business administration to smoothly adapt to classes conducted in English which include reading, presentation, writing, and conversation.

Special lectures for graduates and undergraduates

The preliminary college invites graduates in order for them to provide career-related information essential to new students, and for existing undergraduates to explain their school life and various programs in the school. Additionally, it provides students with an opportunity to enjoy musicals, which helps them get along with each other and get used to school life.

Preliminary College Program

The Department of Global Business Administration has a preliminary college program for new students for their adjustment to academic life.

The Global Business Administration Preliminary College program is held for a week before the semester begins, and overall, three classes are given.

GEP (Global English Program)

The GEP is a program designed to help freshmen in the global business administration to smoothly adapt to classes conducted in English which include reading, presentation, writing, and conversation.

Special lectures for introductory major

In the special course, students will learn how to prepare for a team project and to communicate in a business situation.

Career Preparation

Alumni Networking

JOB GBA

At the end of each year, a year-end networking event is held for Global Business Administration alumni.

Participants are students, the department alumni and professors including Dean, Vice-Chancellor, and Dean Young-Han Kim of Global Business Administration and they are actively networking with one another in the event. The alumni who play an active role in local conglomerates or leading overseas companies have time of networking and mentoring with current students. Moreover, students have time to get advice from professors about academic life and careers.

GBA Speaker Series

The department runs a guest lecture series in which experts are invited from various fields each semester to give a talk on their experience and advice in each field. On average, four special lectures are held each semester, and executives and experts in various fields of society are invited to give a talk, so that students can listen to their stories of practical experiences and advice on future careers.

Internship

In the department, students take internships in various industries during vacations. Internships are being held at the global financial industry as well as famous consulting companies, conglomerates, foreign companies and national institutions, where the interns are gaining practical experience in various directions.

Our department actively supports these internships by recognizing them as a field training course and giving a credit for it.