

The Global Leader, SKKU

SKK Business School



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History of Sungkyunkwan

First founded in 1398, the historic Sungkyunkwan campus was home to elite scholars in the Joseon Dynasty. The time-honored campus is now a famous tourist site that is in part designated as a National Treasure. A voluntary student organization governed the everyday life of students. Though the rules were stringent and did not even permit any game-playing, student life at Sungkyunkwan was never boring. Students studied music, archery, horsemanship, mathematics, the Confucian classics, and etiquette. The students' schedule was controlled by the signal of a large drum, as in a monastery.

SKK Business School

Since its foundation in 1959, SKK Business School has boasted constant growth and strong ethics in leadership, inspiring open-minded global talents and fostering innovation in spirit and attitude. It has also cultivated close relationships with the corporate world, most notably with the Samsung Group.

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The Vision

Vision

Global Innovative Leading Business School

Objectives

Global Top 50

Asia Top 10

Korea Top 1

3

The Mission

Student Success with AI Interdisciplinary Talents

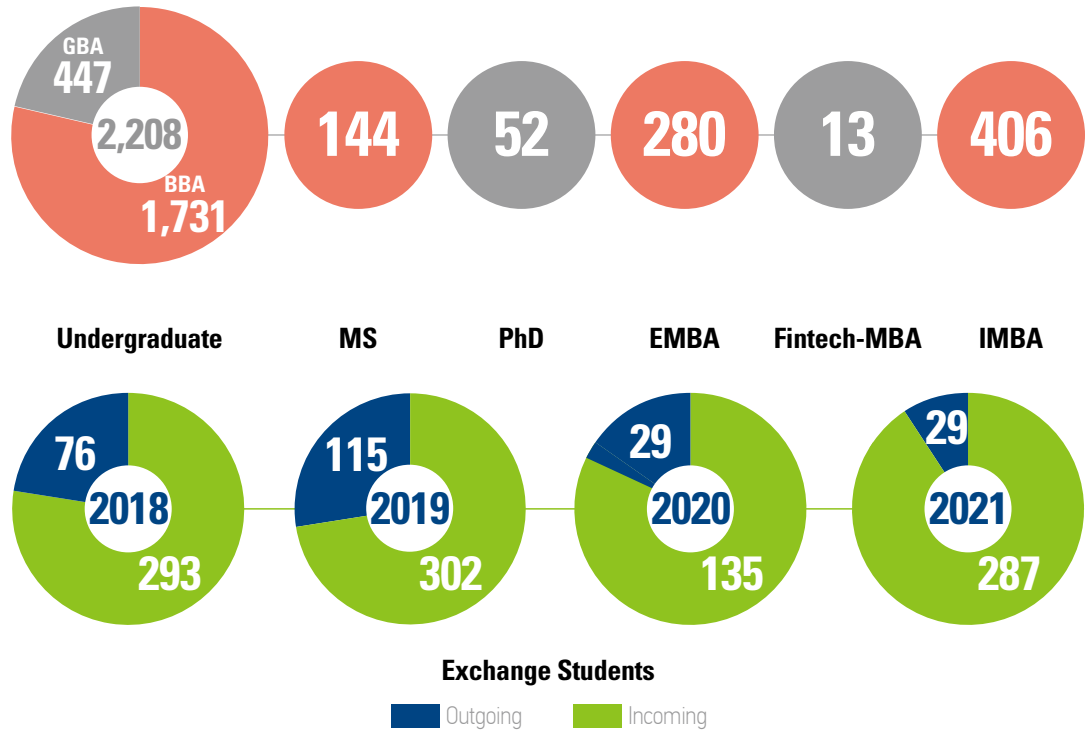
- Coding / Data Analysis / AI
- Global Experience with Exchange & Internship Programs
- Capstone Projects / I-core Courses

R&D for Management Knowledge

- Cross Management
- Global Collaboration
- Interdisciplinary Approach to Solve Management Problems

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Statistics – as of March 2022 (Students)



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Global Accreditation



As a leading business school in Korea, SKK Business School puts emphasis on the pursuit of high-quality business education that meets international standards. In 2009, SKK Business School obtained accreditation by AACSB (the Association to Advance Collegiate Schools of Business), and was officially recognized as a global institution that meets international standards of business education.

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Strong Support from Samsung

Business School Level

01. **Customized Master Programs for Samsung Managers**
 - Samsung Life Insurance: Insurance and Finance MBA
 - Samsung Financial Corporations : Samsung Finance MBA
02. **Career Placement through Samsung Group**
03. **Internship, Mentor System, Professional Faculty**
04. **Infrastructure Support, Outstanding Scholarships**
05. **Faculty Research Support: Samsung Research Grants**
06. **Customized Short-term Training Programs for Samsung Employees**
 - Samsung Fire and Marine Insurance, Samsung Life Insurance

Undergraduate Program

Students in our BBA and GBA programs consist of the highest-performing high school graduates; students in the range of top 0.56% from the National University Entrance Examination in Korea apply for the BBA degree while the top 0.4% students of this test are applying for the GBA. Considering that around 600,000 high school graduates take this test annually, students studying at BBA and GBA meet the highest standard of learning.

Bachelor of Business Administration(BBA)

Undergraduate Business Administration program trains talented young men and women into competent professionals essential for society and corporations through curricula based on global standards.

01. Educational Objectives

- Developing a global business mindset and information sensitivity
- Achieving a creative and progressive spirit
- Cultivating corporate ethics, sound values, and professionalism
- Developing specialized and practical knowledge, fluent language skills, and applied abilities

02. Program Features

Roadmap System

- Packaged curricula: theory-oriented, job-oriented, and qualification-oriented, based on students' goals and future career plans

Dual Majors

- Obtaining two or three degrees in other fields

Connecting Majors

- Connecting curricula of more than two majors in order to strengthen the academic relationship between professors and students and to satisfy students' academic desires on newly spotlighted academic areas

Global Business Administration (GBA)

SKKU's Global Business Administration is a prestigious program that cultivates uniquely talented young people and provides special educational services in producing global leaders.

01. A dual-degree Program with Top-notch Business Schools around the World

Students in the GBA program are given an opportunity to study at Indiana University's Kelley School of Business (IU KSB). After successfully completing four semesters of study at KSB, students receive degrees from both SKKU and IU. This unique dual degree program connects students to a global network of future business leaders and broadens their perspectives on business and international relations.

02. Samsung Scholarship Granted

The Samsung Foundation grants a number of scholarships to the GBA program

03. 100 % English-spoken Classes

Almost all classes are tailor-made exclusively for the students in the program. We offer prescheduled courses each semester for Global Business Students only and all classes are taught in English.

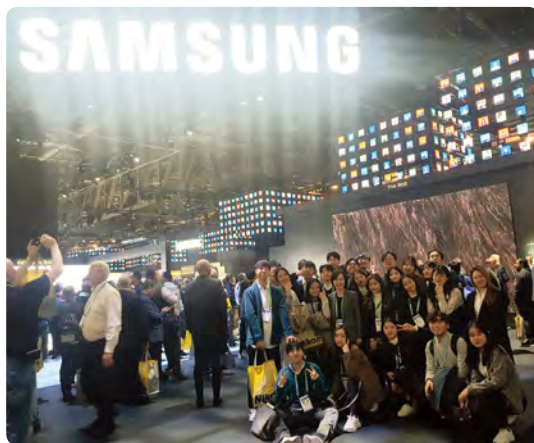
* Exceptions exist in some liberal arts courses including Korean academic writing and debate courses.

04. Global Program – Global Camp, Global Career Tours

Twice a year during semester breaks, we offer Global Career Tours in which students visit global business centers such as Silicon Valley, Singapore and Hong Kong. During the tours, students meet business professionals in real world settings and receive career guidance. The tours also provide an opportunity for students to meet our SKKU alumni working in various international companies and strengthen our student alumni network.



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MS Program

Master of Science program prepares students who pursue research careers in academia or industry.

Educational Objectives

- Cultivate well-rounded professionals with a balanced focus on theory and practice
- Provide an academic training to develop a skillset of analysis to real-world problems

Program Features

- Business Administration Department : Five areas of study with each's own specific rules and protocols
- Fintech Department
- Financial Aids

Regardless of nationality, students are financially supported upon their academic or research accomplishment.

Mentorship Program

For new students' diverse experience in SKKU and successful degree completion further, mentors help them in course registration, faculty relationship, and academic life.



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Doctoral Program

Doctoral program prepares students for their academic careers (academic track) or professional careers as business leaders (professional track).

Educational Objectives

- Cultivate researchers versed in their specialization and other business field
- Encourage students to be guided by their own needs and interests as they shape their PhD program, with opportunities to work with faculty members in numerous domains

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Program Features

- Full Time (Academic Track) and Part Time (Professional Track) Programs
- Stimulating and Creative Research Environment
- Financial Aid

Regardless of nationality, students are guaranteed for scholarship based on their progress during their doctoral program.

EMBA

EMBA is the most innovative part-time MBA program with the longest tradition in the country, helping managers and executives to become true global leaders. Globalization, Leadership, and Innovation are the mission keywords of the EMBA program. This MBA degree can be earned by attending on-campus classes as little as twice a week, weekdays and/or weekends, over a 2-year period.

Developing Global Business Leaders Embracing Both Tradition and Innovation

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- High quality lectures by full-time faculty (90%) and field experts (10%)
- Practice-oriented curriculum building broad knowledge and deep expertise

2

- Continuous innovation to encompass recent social issues
- New courses focusing on globalization, ESG, and digital transformation

3

- Strong and powerful alumni networks providing lifetime values
- Various extracurricular activities including student government, sports, and hobbies clubs

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Fintech MBA

Fintech MBA is designed for those who will lead digital transformation in the global financial industry through convergence education such as finance, data science, and AI. This program is a one-and-a-half-year program consisting of four semesters of courses and offer flexible class schedules (weekday evenings and Saturdays) to ensure our students can balance work and education.

Educational Objectives

- * Practice-oriented Education: Training practical experts needed by businesses by providing a high degree of professional financial knowledge and practical sense
- * IT Convergence Education: Cultivating innovative future financial experts through the convergence of finance and advanced IT technologies
- * Global Education: Training Fintech professionals with an international sense

Program Features

- * Highly-qualified Fintech Financial Expert Training
- * Providing Managers with a Variety of Necessary Management Expertise
- * High Percentage of Full-time Faculty Lectures
- * MBA/MS Dual Degree offered by SKKU and the University of South Carolina in the United States
- * Overseas Global Seminar
- * Scholarship Benefits

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IMBA

IMBA, originated from Korea's first online MBA program, is now Korea's highest quality blended MBA degree program. This program facilitates both independent and collaborative learning effectively via a combination of recorded online lecture material, on-site lectures and real-time online discussions.

Educational Objectives

- Global Perspective
- Creative Entrepreneurship
- In-depth Knowledge and Integration Capabilities

Program Features

01. Innovative IMBA program with less geographical and time constraints

02. World-class full-time faculty-developed lectures

A Balance between
online and on-site
learning

100% taught by SKK
Business School
full-time faculty

Connecting with
over 4,000
accomplished alums



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W-AMP

W-Advanced Management Program (W-AMP) is a half-year non-degree program for corporate executives that emphasizes the management of wisdom, wealth, and well-being.



https://skb.skku.edu/eng_bizskk/

Center for International Relations: +82-2-760-0871
Undergraduate Program (BBA): +82-2-760-0969

Graduate Programs (MS/PhD): +82-2-760-0959
Undergraduate Program (GBA): +82-2-760-0034

