



Yonsei Global MBA

2020

mba.yonsei.ac.kr



YONSEI UNIVERSITY
GRADUATE SCHOOL OF BUSINESS





WHY YONSEI?

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

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

Yonsei GMBA Overview

-  Full-Time, 3-semester program starting in the Fall
-  Taught in English with Korean language classes available
-  Globalized and Diversified Learning Community with 60% international and 50% female students

Learn Business in a Global Way,
Lead Business the Asian Way

Curriculum customized for Global Talents to Prepare for the Asian Era

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

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

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

WHY YONSEI GLOBAL MBA?



▶ Elective Courses (vary each year)

- Managing in Emerging Markets
- Marketing in China
- Marketing in Japan
- Managing in China
- Understanding Korean Business & Culture
- HRM in Korea
- Supply Chain Management in Korea
- Decision Making Under Uncertainty
- Negotiations
- Global Business Strategy
- Entrepreneurship in Action
- Managerial Accounting
- Leadership
- Financial Statement Analysis
- Project Finance
- Global Marketing
- Career Foundation
- Career Development
- Consulting Action Project
- Brand Management
- Strategy & Success

▶ Core Courses

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



Viktor Svensson

Class of 2017
Google

Once I had put my mind to pursue an MBA, there was no question which program to choose. To have an experience in one of the fastest growing and most unique economies in the world, this top-ranked GMBA program was able to offer me exactly what I was looking for: a vast range of courses, renowned faculty across every business area, and a diverse group of passionate global professionals.

Yonsei's GMBA program was extremely rewarding, and I would not hesitate to recommend it to any professional looking for career growth. With the network that I have built with my colleagues, the alumni, and hope to build with you- the prospective candidates, we will all have the chance to be part of an impressive group of individuals who continue to push boundaries in our world today.



Optimal Support for Students

► Career Services

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

The Career Development Center provides customized services to students in the job hunting stage in order to address their needs, align their goals with their skill sets and make their dreams a reality.

1. Career Development Programs

One-on-one Coaching / Aptitude Test / Resume Clinic
/ Interview Clinic / Career Forum / Career Class

2. Employment Support

Customized Job Searching / Resume & Cover letter
Review / Consulting Sessions with HR Experts

3. Networking Support

40,000 – Strong Yonsei Alumni
/ Regular Alumni Gatherings

► Scholarships

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

▶ Korean language classes

Five levels of Korean language classes are available every semester.

International students are required to learn Korean as a way of preparing them for job opportunities in Korea upon graduation.

▶ Facilities

The Yonsei Global MBA program is housed in a state-of-the-art facility more than fit for business education.

Study rooms are made available for all MBA students who work on group projects with their peers, and an MBA Lounge is there for students to relax and interact with each other.

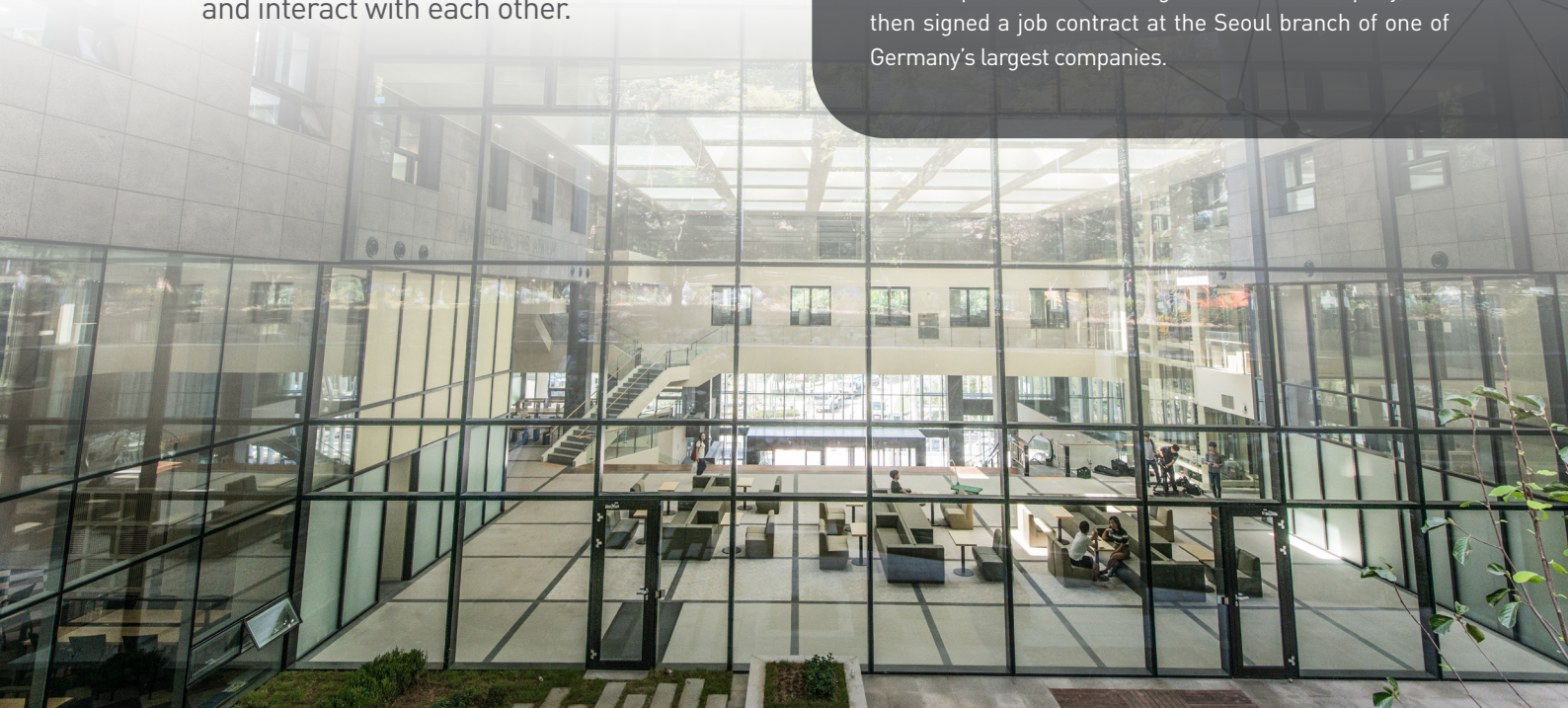


Christian Baudisch

Class of 2018
DB Schenker

Before entering the Yonsei GMBA, I spent five years working as a Financial Analyst at a private equity firm. The return to university was challenging in the beginning. However, at the same time, it was a real eye opener. I was able to combine my work experience with different management theories, and gained additional business knowledge which is important in the international business world. All Yonsei GMBA Professors have an international educational background, and provide guidance towards achieving your individual goals. During the 18-month journey I was equipped with useful management skills, extended my global mindset and got a new angle on many business topics.

The Career Development Center(CDC) helped me to evaluate my chances in the Korean job market through awareness of my own strengths and weaknesses. Throughout the program, the CDC organized helpful networking events and career workshops with external companies which further prepared me for the Korean job market. Thanks to the CDC, I was able to land a summer internship at the world's largest cosmetic company, and then signed a job contract at the Seoul branch of one of Germany's largest companies.



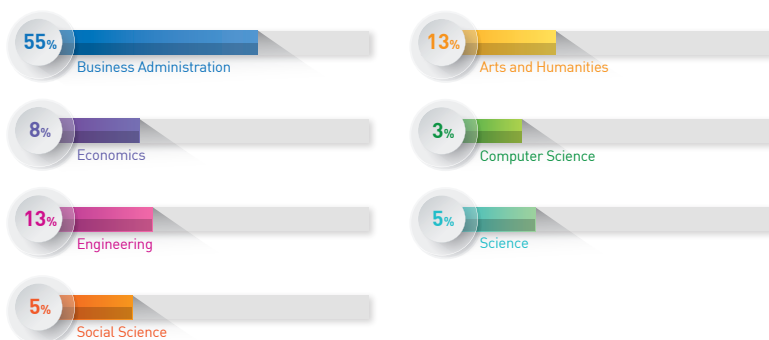
Diversity: Real Global Experience Beyond Asia

Class	2021	2020	2019	2018	2017
Average Age	29.5	28	29.3	29.6	29
International Student Ratio	58%	63%	70%	62%	47%
Average Work Experience	5.7 Y	4.2Y	5.3 Y	4.8 Y	3.9 Y
Female Student Ratio	70%	74%	51%	51%	42%

► Nationalities (Class of 2021)



► Previous Studies of the Class



Allyce Best
Class of 2020
President

As one of the most distinguished schools in Korea, Yonsei provides a unique and unmatched experience. Students from all corners of the world gather in Korea to participate in the Yonsei GMBA Program, bringing with them diverse perspectives, knowledge, and expertise. Together, these students work to address real life business challenges and develop strategies to overcome them, often applying their cultural backgrounds as their strengths.

The Yonsei bond doesn't end after graduation. Proud alumni continue to feel a strong sense of connection and pride, inspiring them to provide mentorship and support for underclassmen in their career pursuits. Participating in this program and joining the Yonsei community is a remarkable experience and a true honor.



Nicolas Yong
Class of 2019
HSBC Korea

Seoul, a vibrant city created from a distinctive blend of age-old traditions and modern culture, is the ideal place for those seeking an authentic and unique learning experience. With an extensive selection of both local and international food as well as entertainment options, there is never a dull moment living in this city that never sleeps.

There is no better way to experience Seoul than through Yonsei University. Located in Sinchon, the heart of Seoul, the school is not only a stone's throw from iconic landmarks in the city, but the campus is also an attraction in and of itself. Furthermore, Yonsei boasts state of the art facilities, such as a digital library and learning conducive meeting rooms, that enhance the academic experience.

Located in the center of Seoul, Gateway to Asia

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

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



Beyond Classroom Learning



World Class Faculty

Our faculty, most of whom have earned their Ph.D.'s from the world's leading business schools in the US and Europe, are some of the most prominent leaders in their research areas.

▶ Accounting

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

▶ Finance

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|-------------------|------------------------------------|------------------|--|
| • Ku, Bonil | Ph.D.(Columbia Univ., 1988) | • Yon, Kangheum | Ph.D.(Univ. of Pennsylvania, 1990) |
| • Kim, Jeong D. | Ph.D.(Univ. of Pennsylvania, 1994) | • Hahn, Jaehoon | Ph.D.(Columbia Univ., 2003) |
| • Park, Saeyeul | Ph.D.(University of Georgia, 2014) | • Kang, Kee-Youn | Ph.D.(Washington Univ. in St. Louis, 2017) |
| • Shin, Jhinyoung | Ph.D.(Carnegie Mellon Univ., 1993) | • Ahn, Jun Kyung | Ph.D.(Columbia University, 2014) |
| • Shin, Hyun-Han | Ph.D.(Ohio State Univ., 1995) | • Choi, Jaewon | Ph.D.(New York University, 2010) |
| • Eom, Young Ho | Ph.D.(New York Univ., 1996) | | |

▶ Management

- | | | | |
|--------------------|--|-------------------|--|
| • Kwon, Ku Hyuk | Ph.D.(Univ. of Texas at Austin, 1991) | • Yoon, Se Joon | Ph.D.(The Pennsylvania State Univ., 1988) |
| • Kim, Bo Kyung | Ph.D.(University of Michigan, 2011) | • Rhee, Moo weon | Ph.D.(Stanford Univ., 2003) |
| • Kim Ji-hyun | Ph.D.(NYU, Stern school of business, 2011) | • Lee, Jiman | Ph.D.(London School of Economics, 1998) |
| • Roh, Hyuntak | Ph.D.(Univ. of Illinois, 2010) | • Lee, Ho-uk | Ph.D.(Texas A&M Univ., 2002) |
| • Park, Kyung Min | Ph.D.(INSEAD, 2005) | • Chang, Eunmi | Ph.D.(Univ. of Maryland, 1993) |
| • Park, Hun-Joon | Ph.D.(Ohio State Univ., 1990) | • Jung, Dongil | Ph.D.(State Univ. of New York at Binghamton, 1997) |
| • Shin, Dongyoub | Ph.D.(Yale Univ., 1996) | • Chung, Seungwha | Ph.D.(Univ. of Pennsylvania, 1993) |
| • Yang, Hyuckseung | Ph.D.(Univ. of Minnesota, 1998) | • Lee, Ki Young | Ph.D.(University of Minnesota, 2014) |
| • Oh, Hongseok | Ph.D.(The Pennsylvania State Univ., 2000) | • Do, Boram | Ph.D.(Boston College, 2016) |

▶ Marketing

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|---------------------|---|--------------------|--|
| • Kwak, Jooyoung | Ph.D.(MIT Univ., 2008) | • Lee, Dong-Jin | Ph.D.(Virginia Tech., 1996) |
| • Kim, Donghoon | Ph.D.(Columbia Univ., 1989) | • Lee, Jae Young | Ph.D.(Univ. of Pennsylvania, 2014) |
| • Kim, B. Kyu | Ph.D.(University of Pennsylvania, 2010) | • Im, Su Bin | Ph.D.(Univ. of North Carolina, 2000) |
| • Kim, Youngchan | Ph.D.(Univ. of Michigan, 1995) | • Chang, Dae Ryun | D.B.A.(Harvard Univ., 1986) |
| • Park, Se-Bum | Ph.D.(Northwestern Univ., 2004) | • Choe, Soonkyoo | Ph.D.(Univ. of Illinois at Urbana-Champaign, 1997) |
| • Park, Young Ryeol | Ph.D.(Univ. of Illinois at Urbana-Champaign, 1993) | • Choi, Jeonghye | Ph.D.(Univ. of Pennsylvania, 2010) |
| • Pak, Yong Suhk | Ph.D.(Rutgers, The State Univ. of New Jersey, 2000) | • Chang, Sue Ryung | Ph.D.(New York University, 2012) |

▶ ODI (Operations, Decision and Information)

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|-------------------|--|-------------------|--|
| • Kim, Seongmoon | Ph.D.(Univ. of Michigan, 2003) | • Lee, Ho-Geun | Ph.D.(Univ. of Texas at Austin, 1993) |
| • Kim, Seung Hyun | Ph.D.(Carnegie Mellon Univ., 2008) | • Im, Kun Shin | Ph.D.(Univ. of South Carolina, 2000) |
| • Kim, Jinwoo | Ph.D.(Carnegie Mellon Univ., 1993) | • Im, Il | Ph.D.(University of Southern California, 2001) |
| • Kim, Hak Jin | Ph.D.(Carnegie Mellon Univ., 2001) | • Chung, Yerim | Ph.D.(Univ. Paris 1, 2010) |
| • Min, Soonhong | Ph.D.(The Univ. of Tennessee, 2001) | • Choi, Sunmee | Ph.D.(Cornell Univ., 2001) |
| • Park, Sun-Ju | Ph.D.(Univ. of Michigan, 1999) | • Hur, Daesik | Ph.D.(Indiana Univ., 2001) |
| • Bae, Sung Joo | Ph.D.(MIT Univ., 2009) | • Soh, Seung Bum | Ph.D.(Northwestern University, 2014) |
| • Suh, Kil-Soo | Ph.D.(Indiana Univ., 1989) | • Park, Seung Jae | Ph.D.(University of Texas at Austin, 2014) |
| • Son, Jai-Yeol | Ph.D.(Georgia Institute of Technology, 2001) | • Bang, Youngsok | Ph.D.(McGill University, 2015) |



<http://mba.yonsei.ac.kr>

gmba@yonsei.ac.kr

(82) 2-2123-3254

<http://www.facebook.com/YonseiGMBA>

MBA Office (#406), Yonsei University School of Business,
50 Yonsei-ro, Seodaemun-gu, Seoul 03722, Korea

