

Graduate School of Business Administration

Tel : +82 2 961 0127~8 Fax : +82 2 962 9688 E-mail : khsb2200@khu.ac.kr URL : <http://khmba.khu.ac.kr/>

The Graduate School of Business Administration (GSBA), Kyung Hee University, is one of the most prestigious business schools in Korea, which offers an excellent business training program to cultivate innovative and effective managers in the various areas.

The GSBA provides a unique MBA program specialized in Management Consulting, International Management Arts, Arts & Culture, Brand Management, Tax Management, Healthcare, China, e-Business, Healthcare as well as in general Business Administration. Top qualified professors and instructors in each program provide rigorous and discipline-based business education to transform students into creative, progressive and constructive business leaders.

The GSBA maintains 9 branch campuses in concert with the Korean Army, Navy and Air forces. They help military officers earn MBA degrees at campuses nearby their duty stations. More than 400 military officers are currently enrolled on these branch campuses.

The GSBA also provides non-degree programs including: Business Expert Program, Continuing Lifetime Learning Program, and the Chief Executive Officer Program. The Business Expert Program is a pre-MBA program to help non-business major students prepare for the MBA program, while the Continuing Lifetime Learning Program is a post-MBA program to provide the graduates with updated business knowledge and skills. The Chief Executive Officer Program is a one year non-degree program, Executive Education Program, open to the general public, who desire to cultivate top manager's qualifications. Kyung Hee University is an AACSB member institution and is seeking AACSB accreditation. The GSBA offers the MBA programs in 13 professionalized majors across 3 academic fields. Among them are:

- Dept. of Business Administration: majors in Management/Tax Management/International Management/Management Consulting/e-Business/China Business/Brand Management
- Dept. of Health Services Management: majors in Health Institute Management/Health Policy/Health Industry Management
- Dept. of Arts & Cultural Management: majors in Museum Management/Performing Arts Management/Arts & Cultural Policy

Degree Requirements

- A minimum of 36 course units of graduate level credit in Business Administration courses are required.
- Students are required to pass a qualifying examination.
- Students must fulfill a Master's thesis presentation, defense, and document requirements for the department.
- A thesis supervisor can be any faculty member from the department.

Courses

Dept. of Business Administration: majors in Management

Theory of Marketing, Human Resource Management, Finance Engineering, Investments, Inventory & Quality Management, Business Strategy, Labor Relation, Database Marketing, Service Quality Management, Hospitality Service Management, SPSS of Consumer Value Analysis, etc.

[Dept. of Business Administration: majors in Tax Management](#)

Business Tax strategy, Tax Decision-Making Using Internet, Tax Investigation, Tax Law, Management Consulting, Taxes Decision Making of Inheritance and Donation, M&A Taxes Decision Making, Business Tax Strategy, Theory of Taxation, M&A Case Study, Study on Tax Precedents, etc.

[Dept. of Business Administration: majors in International Management](#)

International Management, Issue of Global Economy, Strategic Management of Global Business, International Commerce Practice, Electronic Commerce and International Trade, Foreign Direct Investment, International Commerce Study, etc.

[Dept. of Business Administration: majors in Management Consulting](#)

Business Strategy, Management Assessment, Management Consulting, Service Management & Practice, Service Strategy Seminar, Service Quality Management, Sports Marketing, Consulting of Capital Management, Organizational Innovation Management, Organization Development Change Management, Management Innovation Cases, Human Relations, Process Innovation, Human Resource Management, etc.

[Dept. of Business Administration: majors in e-Business](#)

Introduction to CRM, Data Mining Theory and Applications, Management Information System, Introduction to e-Business, Theory of Business Consultation, Database Marketing, The Construction of Internet & Shopping-mall, Mobile Business, etc.

[Dept. of Business Administration: majors in China Business](#)

Trade Practices, Theory of International Management, Issues of Global Economy, Strategic Management of Global Business, International Monetary Theory, Business Chinese, etc.

[Dept. of Business Administration: majors in Brand Management](#)

Brand Marketing, Brand Naming, Brand Identity, Brand Design Management I & II, Diagnosis of Brand Equity, Advanced Brand Research, Brand Management Strategy, Brand & Design Laws

[Dept. of Health Services Management](#)

Healthcare Strategic Management and Case Study, Medical Laws, Financing Healthcare, Statistical Methods for Healthcare, Health Policy & Management, etc.

[Dept. of Arts & Cultural Management](#)

Performance Arts Planning, Performance & Event Planning, Performing Arts Marketing, Contemporary Art Exhibition Planning, Museum Establishment Project, International Art Exhibition Planning, Museology, Museum Marketing, History of Modern Art and Curatorship, Policy of Cultural Art, Comparative Cultural Policy, etc.

Faculty

Sang-Ho Song, Ph.D. Korea University, 1991, Professor, Management Assessment, shsong@khu.ac.kr

Jae-Shik Kang, Ph.D. Beijing University, 1998, Associate Professor, Strategy of China Business, china@khu.ac.kr

Hyung-Jae Kim, Ph.D. Kyung Hee University, 1994, Assistant Professor, Marketing, ceokim@khu.ac.kr

Shin-Eui Park, D.E.A. Paris 4 Sorbonne, 1993, Assistant Professor, Museum Management and Culture Policy, lunapark@khu.ac.kr