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.

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**Yonsei G MBA 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

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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?

Photo by Steve Tan, GMBA Class of 2019
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.

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
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.
Why Yonsei Global MBA?

### 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.

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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.

Christian Baudisch  
Class of 2018  
DB Schenker
Diversity: Real Global Experience Beyond Asia

<table>
<thead>
<tr>
<th>Class</th>
<th>2021</th>
<th>2020</th>
<th>2019</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Age</td>
<td>29.5</td>
<td>28</td>
<td>29.3</td>
<td>29.6</td>
<td>29</td>
</tr>
<tr>
<td>International Student Ratio</td>
<td>58%</td>
<td>63%</td>
<td>70%</td>
<td>62%</td>
<td>47%</td>
</tr>
<tr>
<td>Average Work Experience</td>
<td>5.7 Y</td>
<td>4.2 Y</td>
<td>5.3 Y</td>
<td>4.8 Y</td>
<td>3.9 Y</td>
</tr>
<tr>
<td>Female Student Ratio</td>
<td>70%</td>
<td>74%</td>
<td>51%</td>
<td>51%</td>
<td>42%</td>
</tr>
</tbody>
</table>

Nationalities (Class of 2021)

**Americas & The Carribeans**
- Canada, Dominican Republic, Guatemala, Mexico, Trinidad & Tobago, and the USA

**Asia**
- China, Korea, Malaysia, Singapore, Thailand, and the Philippines

**Europe**
- France, Germany, and Spain

**Africa & Middle East**
- Morocco and Saudi Arabia

Previous Studies of the Class

- Business Administration 55%
- Arts and Humanities 13%
- Economics 8%
- Computer Science 3%
- Engineering 13%
- Science 5%
- Social Science 5%

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

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.

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.
Beyond Classroom Learning

International Case Competition

Sports Festival

Global Experience Trip

Community Service

GMBA Students (Class of 2021)
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
- Andres Guiral Ph.D.(Univ. of Alcala., 2003)
- Kim, Jeehong Ph.D.(Univ. of California, Berkeley, 1987)
- Moon, Doochael Ph.D.(Baruch College, City Univ. of New York, 2001)
- Sohn, Sungkyu Ph.D.(Northwestern Univ., 1992)
- Yoon, Dae-Hee Ph.D.(Yale Univ., 2008)
- Lee, Ho-Young Ph.D.(Univ. of Oregon, 2000)
- Chang, Jinho Ph.D.(Harvard Univ, 1999)
- Choi, Won-Wook Ph.D.(Columbia Univ., 1993)

### Finance
- Ku, Bonil Ph.D.(Columbia Univ., 1988)
- Kim, Jeong D. Ph.D.(Univ. of Pennsylvania, 1994)
- Park, Saeheul Ph.D.(University of Georgia, 2014)
- Shin, Hyun-Han Ph.D.(Ohio State Univ, 1995)
- Eom, Young Ho Ph.D.(New York Univ., 1996)
- Yon, Kangheum Ph.D.(Univ. of Pennsylvania, 1990)
- Hahn, Jae Soon Ph.D.(Columbia Univ., 2003)
- Kang, Kee-Youn Ph.D.(Washington Univ in St. Louis, 2017)
- Auh, Jun Kyung Ph.D.(Columbia University, 2014)
- Choi, Jaewon Ph.D.(New York University, 2010)

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

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

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