

AMS PROGRAM

Asian Management Studies Program
Department of Business Administration



SEOUL NATIONAL UNIVERSITY OF
SCIENCE & TECHNOLOGY

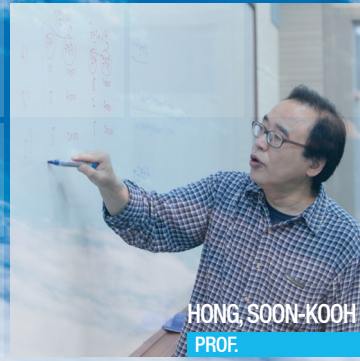
SEOULTECH



KIM, SAM-SOO
PROF.



KIM, SEON-MIN
PROF.



HONG, SOON-KOOH
PROF.



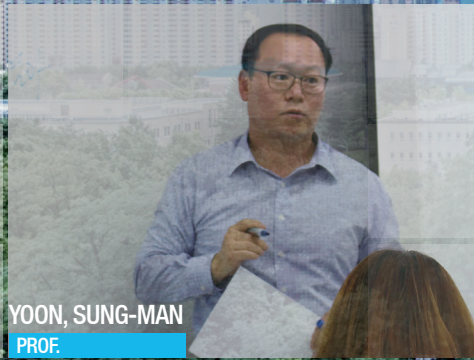
LEW, KEUN-OCK
PROF.



JEON, JUNG-YEOL
PROF.



NHO, YONG-JIN
PROF.



YOON, SUNG-MAN
PROF.



LEE, CHAE-WON
PROF.



KANG, SHIN-AE
PROF.



KIM, MYEONG-HYEON
PROF.

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PARK, SEONG-YONG
PROF.



CHUN, SE-HAK
PROF.

Faculties of AMS Program

FINANCIAL MANAGEMENT TRACK

LEW, KEUN-OCK

RISK MANAGEMENT & INSURANCE, INVESTMENT
PH.D UNIVERSITY OF PENNSYLVANIA(WARTON SCHOOL)

HONG, SOON-KOOH

FINANCIAL MANAGEMENT
PH.D UNIVERSITY OF TEXAS AT AUSTIN

KIM, MYEONG-HYEON

ASSET PRICING&SYSTEMIC RISK
PH.D KOREA UNIVERSITY

MARKETING TRACK

PARK, SEONG-YONG

MARKETING
PH.D UNIVERSITY OF WASHINGTON AT SEATTLE

AHN, SO-WON

MARKETING, CONSUMER BEHAVIOR
PH.D UNIVERSITY OF CHICAGO

OPERATION AND MIS TRACK

KIM, SEON-MIN

OPERATION MANAGEMENT&TECHNOLOGY MANAGEMENT
PH.D UNIVERSITY OF GEORGIA

CHUN, SE-HAK

MIS&e-BUSINESS
PH.D KAIST

PARK, YOON-JOO

MIS&DATA MINING
PH.D KAIST

LEE, HONG-HEE

OPERATION MANAGEMENT
PH.D UNIVERSITY OF NEBRASKA-LINCOLN

ACCOUNTING TRACK

JEON, JUNG-YEOL

FINANCIAL ACCOUNTING
PH.D UNIVERSITY OF SOUTHERN CALIFORNIA

LEE, SANG-WOOK

ACCOUNTING&FINANCIAL INSTITUTION MANAGEMENT
PH.D KOREA UNIVERSITY

YOON, SUNG-MAN

TAX ACCOUNTING&TAX STRATEGIES
PH.D UNIVERSITY OF SEOUL

HUMAN RESOURCE MANAGEMENT TRACK

KIM, SAM-SOO

ECONOMICS, INDUSTRIAL RELATIONS
PH.D UNIVERSITY OF TOKYO

NHO, YONG-JIN

HUMAN RESOURCE MANAGEMENT&INDUSTRIAL RELATIONS
PH.D UNIVERSITY OF MINNESOTA

INTERNATIONAL BUSINESS AND START-UP TRACK

LEE, CHAE-WON

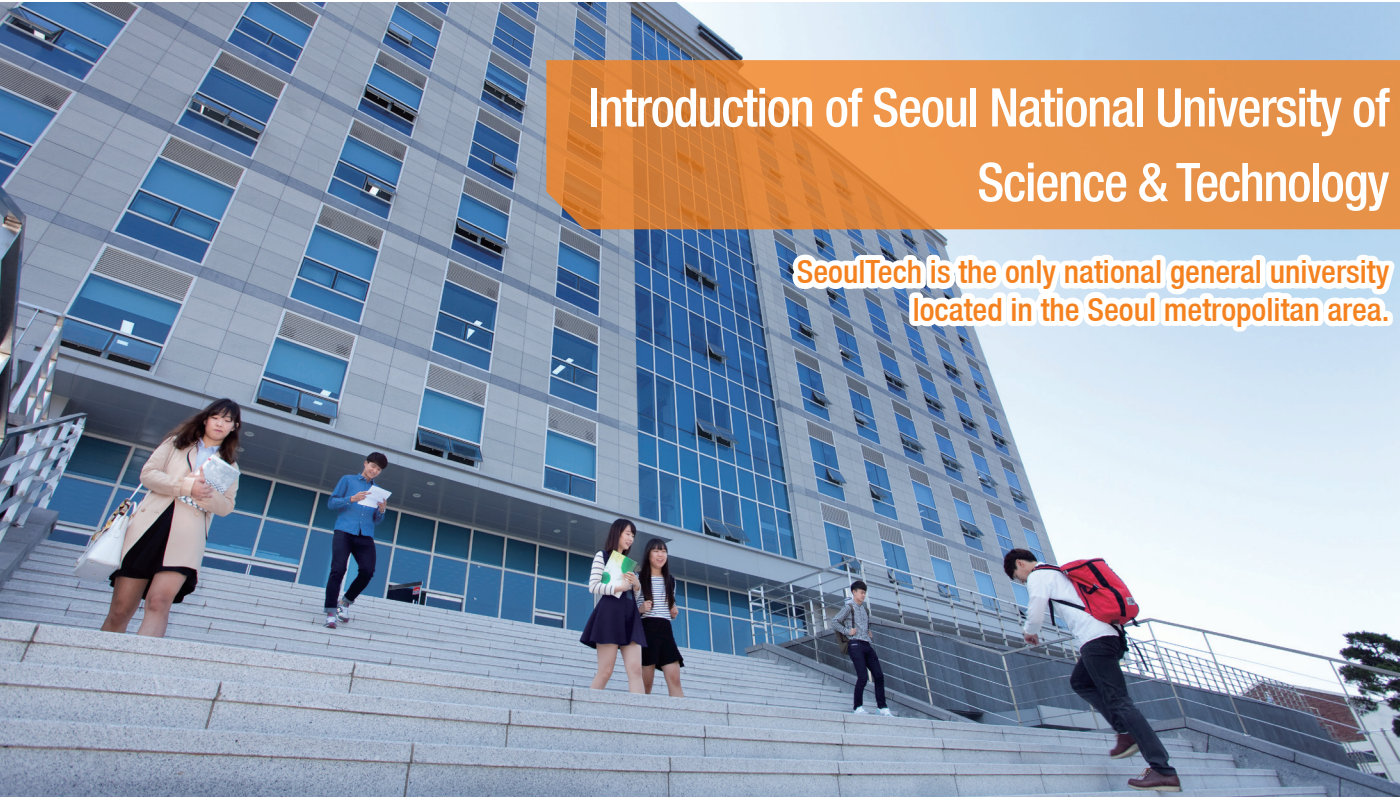
STRATEGY&ENTREPRENEURSHIP
PH.D KYOUNGPOOK NATIONAL UNIVERSITY

KANG, SHIN-AE

INTERNATIONAL BUSINESS
PH.D SEOUL NATIONAL UNIVERSITY

Introduction of Seoul National University of Science & Technology

SeoulTech is the only national general university located in the Seoul metropolitan area.



Renamed and Reformed

On September 1st, 2010 the university changed its official name from Seoul National University of Technology to Seoul National University of Science & Technology (SEOULTECH). In March 2012, SEOULTECH was recognized as a fully independent and certified four-year institute of higher learning. The university currently comprises of six individual colleges and offers 25 undergraduate majors. SEOULTECH has been reborn as Seoul's premier comprehensive technological university and is working toward creating and maintaining a new century of sustained excellence.



Generous Scholarship and Financial Aid programs

The SEOULTECH offers generous scholarship packages for all of its students. Currently, 53% of the student body is on some variation of scholarship or financial assistance. SEOULTECH has 17 internal scholarship programs operated by the university, 36 external scholarship programs, and 50 different types of financial aid programs for its students. A total of 39% of all tuition is paid for by the school, making it one of the top tier universities in terms of student funding



Exemplary Graduate Employment

For the past five years, SEOULTECH has been consistently placed at the top of national employment statistics. One of the main features of the university is its implementation of a customized curriculum that is tailored toward both practical and applied sciences. This highly pragmatic education allows for students to implement their academic skills to meet social needs. A 2013 national study on employment showed that SEOULTECH's graduates had an employment rate of 67.2 %-which was 11.5% higher than the national average of 55.6%. (Source: Health Insurance Database, Ministry of Education, Korea Educational Development Institute)



SSSF (Seoultech Start-up Support Foundation)

SSSF is a university-wide resource that integrates entrepreneurship and innovation course and venture incubation sponsored by Ministry of SMEs and Startups. SSSF mission is to empower students, faculty, alumni, and entrepreneurs in our community to innovate, start new companies, and become leaders in the innovation economy. SSSF does not only help create new companies but also foster innovative, entrepreneurial thinking amongst all of our students so that they can help grow existing companies, where here or abroad. (1) Entrepreneurship Education : SSSF offers a rich set of entrepreneurship and innovation courses for undergraduate and graduate students from all colleges, taught by faculty with extensive real world experience, as well as strong academic pedigree. (2) Venture Incubation: SSSF incubates students, alumni, and faculty ventures by providing the necessary tools and resources to support the rapid development of business concepts into self-sustaining or investment-ready ventures. (3) Launching the Business: SSSF offers several resources to help new ventures launch into successful businesses. We provide knowledgeable and experienced mentors and introduce promising ventures to our investor network.



World Class Academic Exchange and International Scholarships

The SEOULTECH has international partnerships in 27 different countries at 87 collaborating universities around the world. Its commitment to academic partnership and exchange is a prominent feature of the school. SEOULTECH frequently sends both faculty members and students abroad for both scholarly and professional experience. The university also employs an international exchange system that encourages students to pursue international opportunities while completing certifications and acquiring diplomas simultaneously.



Leading Institute in Educational Empowerment

For the past six years, the Korean Ministry of Education has selected SEOULTECH as one of the leaders in educational empowerment. SEOULTECH offers a variety of programmes and initiatives to assist its students in various aspects of higher learning. Not only does the school offer employment-consulting services, it also boasts language programmes, Doctoral international exchange programmes, and applied internships throughout the school year. The quality and maturation of these various initiatives have served as a basis for equipping SEOULTECH students for global leadership and competitiveness.



Convenient Dormitory with a Modern Touch

The SEOULTECH offers convenient residential arrangements in a comfortable educational environment for its students. It currently operates three different residential complexes: The Bulam School (166 people), the KB School (287 people), and the Sunglim School (1,210 people). The three complexes can accommodate up to 13% of the student body. In particular, the Sunglim School is regarded as one of best dormitories in the nation. SEOULTECH is currently planning to open a fourth dormitory hall so that it can accommodate more students who would prefer to live on campus.



BK21 Plus Business Award Selection

In 2013, SEOULTECH was selected as one of the institutes recognized for training specialized professionals and fostering talent by the BK (Brain Korea) 21 Plus. The National Research Foundation of Korea and the Ministry of Education run the BK21. The selection grants the university scholarship funding for Masters and Doctoral Students for seven years (from 2013 to 2019). The funding will be used to identify talented young professionals in science, technology, culture, content and design. In particular, this grant will go toward supporting research for future educational innovation and cluster creation.

Introduction of AMS Program



Department of Business Administration

Our department is designed to cultivate global business leaders by offering students a chance to develop their creative thinking skills and expertise. First, it operates study groups to prepare students for certification (certified accountant, tax accountant) exams. Second, in conjunction with prestigious universities overseas, it offers a diverse array of international exchange programs and English language courses. Thirds, the program focuses on delivering practical knowledge; for example, it offers on-site management training and lectures by renowned figures in the field.

Asian Management Studies Program

This program aims to foster future Asian management talent with competency and leadership through practical management education, and establishes the Management major to provide its students with necessary knowledge and experience. The general rules expressed hereafter specify the details and procedures of curriculum and operations of the Management major program within the Department of Business Administration.

Features of the AMS Program

Focusing on Asian business administration of Korea, China, Japan, Mongolia, Myanmar and Vietnam etc.

Guaranteeing the systematic and high-quality program of SEOULTECH through the accreditation of KABEA(Korean Association of Business Education Accreditation)(<http://www.kabea.or.kr>). Department of Business Administration of SEOULTECH is ranked the 5th of 184 universities in Korea (2016 Joongang-ilbo evaluation).

Providing an entrepreneurship, start-up, venture, business consultant and financial specialist with the experiences and opportunities in the business field perspective.



AMS Program Curriculum Map

FRESHMAN

Introduction of IT Business

Principles of Economics(Micro)

Principles of Economics(Macro)

Business Mathematics

Principles of Management

Principles of Accounting

Korean Language Courses

SOPHOMORE

Financial Management

Corporate Risk Management

Marketing Management

Innovation and Technology
Commercialization

Organizational Behavior

Corporate Social Responsibility
and Ethics

Financial Accounting

Intermediate Accounting

Management Information System

Statistics for Business

Foundations of Business Analysis

Entrepreneurship and
New Venture Creation

Understanding of Global Business

JUNIOR

Investments Theory

Principles of Insurance

Consumer Behavior and CRM

Brand Management

Strategic Management

Industrial Relations

Cost and Management Accounting

Auditing

Operation Management in Service

Operation Strategy and
Supply Chain Management

E-Business and Financial Technology

Innovation and Technology
Commercialization

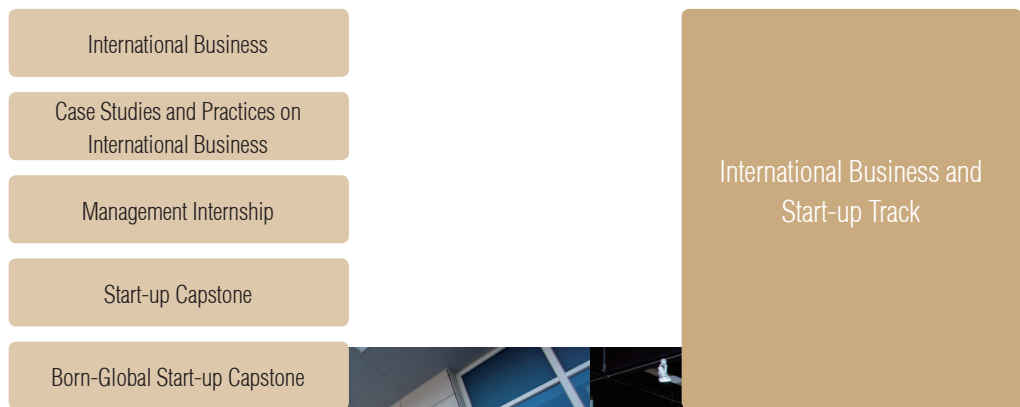
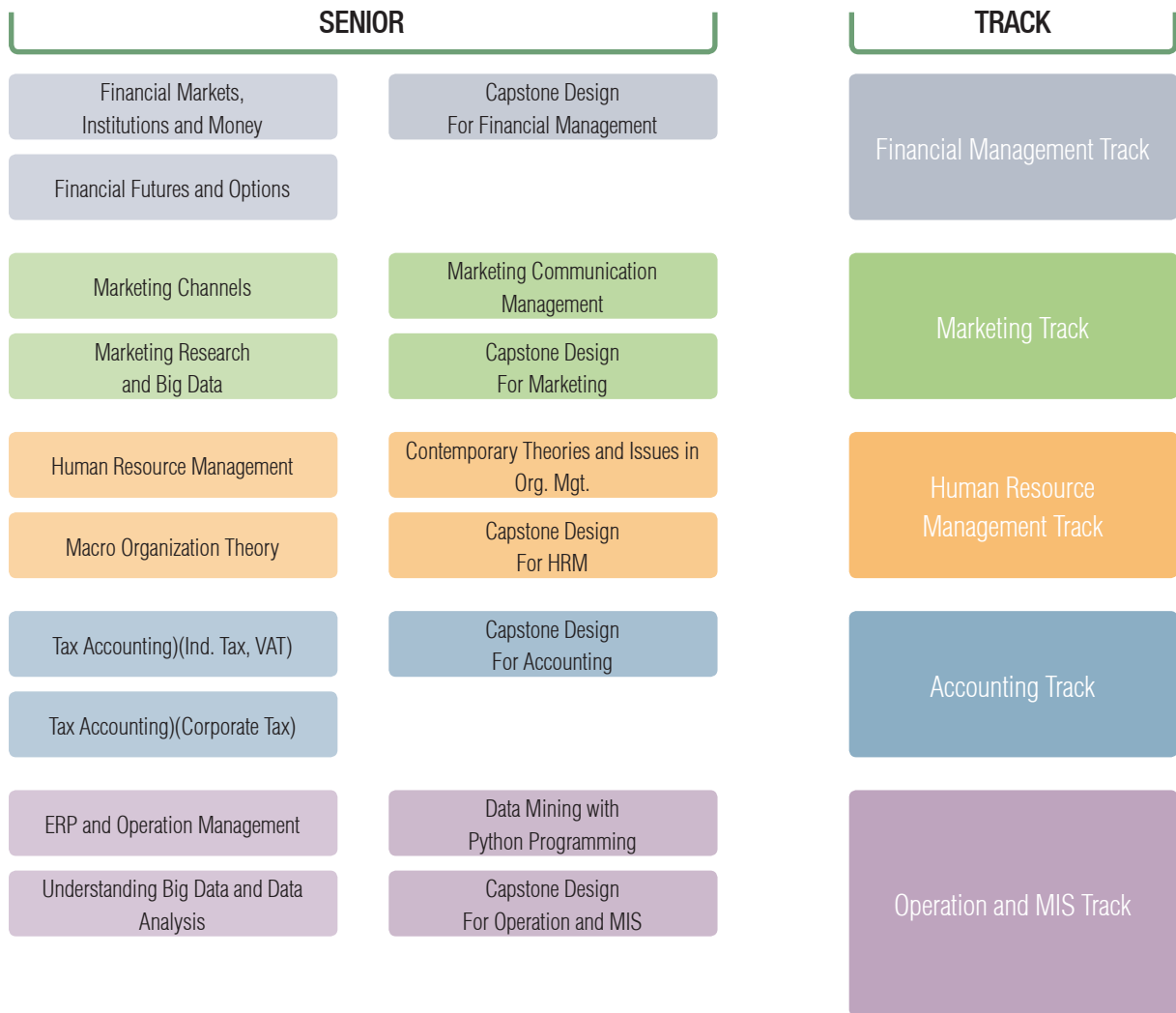
Overview of the Chinese Economy

Co-operative Education Program

Co-operative Education Project

SMEs: Policy, Practice and Challenges







in Department of Business Administration



Dept. of Business Administration holds international exchange events with Japanese, Taiwanese and Russian universities

This international workshop is an event organized by the Department of Business Administration for international exchange in business administration and economics with Niigata University in Japan, National Changhua University of Education in Taiwan and Far Eastern State Transport University in Russia. Professor Lee Chae-Won's(Department of Business Administration) lecture on entrepreneurship, Professor Lee Seo-jin(Shanghai Lixin University of Accounting and Finance)'s lecture on present situation and future of Asia, and visit to Asan Hyundai Motor and Korean Culture Tour were held with KPOP experience. Students participated in the contest by presenting the results of the resolution, and had the opportunity to demonstrate their abilities to develop real business entrepreneurial items and start up businesses.



Dept. of Business Administration Opens Global Railroad Management Course

The Department of Business Administration of the SEOULTECH announced that it had been named a partner institution in the "2015 Railroad Specialized University Support Project" by the Ministry of Land, Infrastructure, and Transport. As a project partner, the Department will be awarded an annual grant of 150 million won up to the second semester of 2019 to fund scholarship and internship programs as well as training programs at home and abroad.



The Business Administration Education Certificate of The Korean Association of Business Education Accreditation (KABEA)



The Department of Business Administration (DBA) obtained the Business Administration Education Certificate in August 2011, which is awarded by the Korean Association of Business Education Accreditation (KABEA). Since then, DBA have been maintaining management education certification and conducting high quality business education. DBA has established three missions: Education Innovation, Internationalization, and Training of Practical Talents for the vision of "Global Manager with Creative Thinking and Expertise." We are also committed to achieve the four educational goals of continuous education innovation, strengthening internationalization capacity, convergence education, and industry-university cooperation. The Department of Business Administration has introduced a system to manage the learning outcomes of various curriculum and extracurricular activities.



Various employment and entrepreneurship programs

The SEOULTECH has not missed the top rankings in the annual statistics on employment and entrepreneurship based on the excellent programs of the Human Resources Development Institute and the operational know-how of the field practice center. Through the Field Training Support Center, students can participate in short term internships lasting from 4 to 8 weeks, and longer internships lasting from 4 to 6 months. With opportunities to participate in promising venture companies, large-scale construction sites, and KIST laboratories, students are provided various hands-on learning experiences to prepare for employment and further studies. According to the "Employment Statistics of Graduates from Higher Education Institutes" from the Korea Education Development Institute, SEOULTECH's 2014 employment rate was 72.7%, ranked as the first among the nation's four-year university 'Na' group (2,000 to 3,000 employed graduates).



SEOUL NATIONAL UNIVERSITY OF
SCIENCE & TECHNOLOGY

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