



SOGANG BUSINESS SCHOOL

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SOGANG
INTERNATIONAL
MBA

S I M B A



SOGANG BUSINESS SCHOOL

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Soul of Asia,
Spirit of the World: SEOUL

Dean's Message

“The World has recognized the excellence of Sogang Business School.”



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Sogang Business School, one of the most respected business schools in Korea, has been providing top-quality management education for more than half a century now. The school's excellence in management education and faculty-led research is apparent in various dimensions. In 2008, the SBS degree programs earned their business accreditation from the AACSB International, a hallmark of excellent business education.

SBS is also the only business school that has won the two largest governmental grants in Korea: Brain Korea 21 and World Class University. These grants have been channeled into the school's diverse programs to improve its international dimensions.

The academic excellence and future vision is embodied in the school's four strategic values: Globalization, Leadership, Excellence, and Ethics (GLEE). As the SBS Dean, I adhere to the fundamentals of GLEE, along with resilient and innovative ways of thinking. I emphasize a holistic view of management issues by tearing down the walls that compartmentalized different functional fields of management studies.

The school also aims to provide management education that incorporates thoughts of other academic disciplines, such as humanities and engineering, so that graduates of this school can be armed with business knowledge, as well as diverse perspectives of thinking that are needed to smoothly cope with issues that are looming larger in the global marketplace.

The school's 50-year academic prestige and reputation remains solid and will continue to be so in the years ahead. SBS will continue pursuing excellence in education, fostering the global mindset of students and honoring the Jesuit ethical standards of education.

All SBS faculty members and students are confident that SBS has been a leading business school in Asia and the world at large, and will strive ahead to brave through any challenge in the future.

Prof. Young Seog Park
Dean of Sogang Business School

Why SIMBA?



Mastership of Business Education Is the Goal of Sogang.

Sogang International MBA (SIMBA) is the flagship full-time MBA program of Sogang Business School, a truly world-class curriculum provided by highly qualified professors.

History

- 1981** Graduate School of Business Administration was established
- 1994** The IBM International Foundation designated Sogang MBA as a pilot program to introduce comprehensive quality management
- 2001** Construction of Matthew Hall (1st business school building) was completed
- 2006** SEMBA (Executive MBA) program commenced
- 2007** SIMBA (the flagship full-time MBA) commenced
- 2008** SIMBA introduced a mandatory internship structure into the curriculum. The dual degree program commenced and 6 students were admitted at prestigious universities in the U.S. and UK
- 2009** SBS was the recipient of prestigious government grants, BK21 (Brain Korea), WCU (World Class University) and received the AACSB (Association to Advance Collegiate Schools of Business) accreditation
- 2010** Kumho-Asiana Paulus Hall (2nd business school building) was dedicated

Philosophy

By fostering excellent global business leaders, SIMBA strives to be the TOP business school across Asia.

Deeply rooted in the tradition of Jesuit educational principles, SBS has set its vision to become the forerunner in business education in Asia by providing an excellent learning experience for its students based on the four core strategic values: Globalization, Leadership, Excellence and Ethics (GLEE).

Globalization

The School expands its global student and faculty network



Leadership

The School fosters the spirit of leadership in its stakeholders



Excellence

The School commits itself to the pursuit of excellence in education and research



Ethics

The School enhances ethics as its mode of integrity and credibility



Core Value of SIMBA



Why SIMBA?

SIMBA has gained its mark as being recognized as one of the most globalized full-time MBA programs in Korea. SIMBA is also gaining recognition and respect internationally through its curriculum and student diversity.

Sogang has had over 30 years of history providing the best part-time MBA program in Korea. Now, this tradition is manifested in the full-time MBA curriculum. We take pride in instilling an ethics-based education.

Approximately 10% of SIMBA students take part in dual degree or exchange programs with prestigious business schools overseas.

Dual-degree Programs with Universities Across the World

Dual degree students are admitted and managed separately from the start. Essentially, they are able to obtain two degrees within two years. Students need to finish the core curriculum and start the admission process with the partner institution after the first semester. Sogang Business School has signed agreements for dual-degree programs with University of Southern California (Marshall School of Business), University of Illinois at Urbana-Champaign, University of Florida, Cass Business School, and IE Business School.



Exchange Student Programs

Participating in an exchange program would be one of the great opportunities SIMBA students can have. We have signed reciprocal exchange program agreements with University of Florida (USA), EMLYON Business School (France), Leipzig Graduate School of Management (Germany), Catolica Lisbon School of Business and Economics (Portugal), and Sun Yat-Sen Business School (China).

About SIMBA



SIMBA, the full-time MBA program of Sogang Business School, provides innovative courses that help students fully understand and acquire in-depth knowledge about business management. This program is designed to cultivate global business leaders for the fast paced business milieu.

Offering 3 Specialized Tracks, 2 Majors

Sogang Business School offers a general track for future business leaders, a business-academia collaboration track for corporate sponsored students, and a dual-degree track for those who wish to attain international MBA degrees.

We are committed to meeting students' needs with differentiated tracks that take anywhere from 16 months to 24 months.

Additionally students can choose from two different majors, i.e. management and finance, and diversify their study plan with project-based corporate internships, international case study publication, and international dual degrees.

General Track

This is one and half year track, mainly targeted to new graduates or students having less than two years experience. It is designed to provide them with an advanced understanding of business management to diversify career opportunities. This program consists of business theories, case studies and internship programs. Students may choose to write a business case in lieu of an internship program.

Business-Academia Collaboration Track

This track targets those who are company sponsored. The program is ideally structured so that they return to work after completing a one-year curriculum and continue their studies for another four months via one-on-one workshops and by writing business papers supervised by an assigned professor.

Dual Degree Track

This track is designed to provide dual degrees with internationally prominent schools. Students study at Sogang for one year and study for another year at an overseas school respectively, to acquire a MBA or MS degree from both schools. Sogang MBA has collaborative relationships with University of Southern California (Marshall School of Business), University of Illinois at Urbana-Champaign, University of Florida, Cass Business School and IE Business School for this track.

Management Major

This major aims at fostering specialized management talents by offering a wide range of business studies, including marketing, HR and organizational behavior (OB), strategy, international business, management information system, operations management and management science.

Finance/Accounting Major

This major is newly established to foster financial and accounting specialists in response to new financial techniques and systems. Domestic and international financial specialists will provide lectures on advanced finance theories and practical cases to help students gain and apply relevant knowledge.

Curriculum

SMART Curriculum of SIMBA

The SIMBA curriculum helps students develop analytical capabilities, understanding, diverse perspectives, collaborative teamwork, and global management and communication skills. Students are required to complete 45 credits, including English communication, among the following courses.

Courses and Credits			
	General Track	Business-Academia Collaboration Track	Dual Degree Track
Total Required Credits	45 credits	45 credits	36 credits
1st semester (Required: 15 credits)	Fundamentals of Accounting (3) / Marketing (3) / Business Economics (3) / Business Statistics (3) / HR and Organization Behavior (3)		
Summer Course (Required: 3 credits, Optional)	English Communication		
2nd semester (Required: 15 credits)	Management Accounting (1.5)/Overseas Training Program (1.5)		
Winter Course (Required: 1.5 credits, Optional)	Elective courses provided by overseas visiting professors		
3rd semester (Required: 3 credits)	Financial Management (3) / Operations Management (3) / Business Strategy (3) / International Business (3) / Decision Making (3)		
	Company Visit (1.5)		
	Elective courses provided by overseas visiting professors		
	General Track (one of the followings, 3 credits) · Project based internships / Group projects / Overseas case study publication Business-Academia Collaboration Track (3 credits) · Return to Work		Dual Degree (Submit 9 credits to Sogang after completing overseas education)

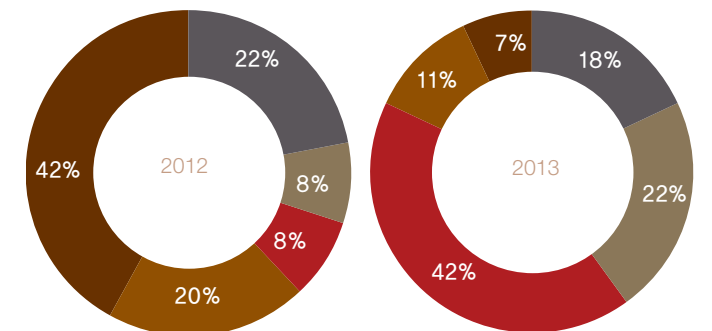
Student Profile

Since its foundation, Sogang Business School (SBS) has nurtured over 3,200 business talents (majority part-time MBAs, with the first full-time MBA graduates from 2008). At the forefront of the latest business trends, SBS provides excellent, practical curriculum for students to lead the global flow of Korean businesses.

	2012 Intake	2013 Intake
Class Size	72	55
Average Age	29	27
Female Student Ratio	38%	34.5%

Undergraduate major

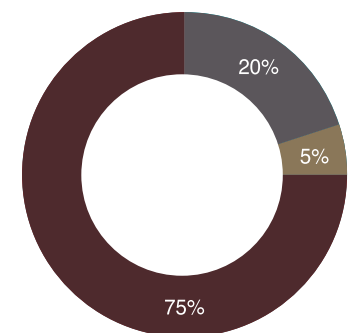
- Business
- Engineering / Math / Science
- Humanities / Social Science
- Economics
- Others



Career Path after Graduation

(2011 admitted students)

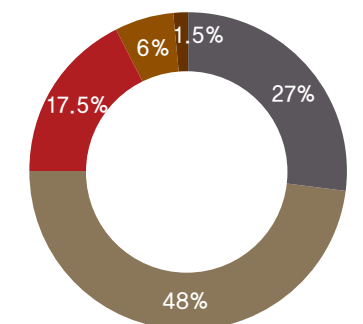
- Ph.D.
- Dual Degree
- Employment



Job Placement by Sector

(2011 and 2013 Graduates)

- Financial Institutions
- Large and public companies
- Multinational companies
- IT
- Consulting



Alumni Interview

SBS, with the best professors and preeminent curriculum, is dedicated to fostering passionate and challenge oriented global leaders.

How can SIMBA influence your life?

You may have registered at a fitness center. Despite the large number of people who want to exercise at a luxurious facility, there isn't one for everyone. If everyone is able to work-out at a top quality fitness center, the price to run on a treadmill even for a few minutes would be high. It is human nature to desire lots of things and fair enough, it is never easy to obtain all of those things. Hence it is obvious why many people give up in the painful journey towards success. However, there is always a pot of gold at the end of the rainbow, "the sweet fruit of scarcity". 'Should I Stay or Should I Go?'

We often face a split road in our lives. There is no doubt that a clever judgment must be made before it's too late, and that confusion and anxiety are an inevitable part of the journey to achieve what I believe to be the sweet "fruit of scarcity". What is the scarcity that you pursue? What kind of fruit are you dreaming of? SIMBA will present you that gift of "scarcity". SIMBA will be with you in the course of producing your own fruit. I truly hope to meet you as SIMBA alumni in the future.

Thank you.

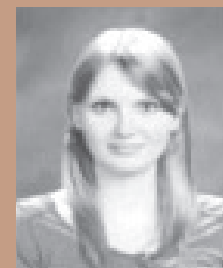
SIMBA Class of 2010, Kwak Jong-heon (Kia Motors)

From Simple Metal to a Fine-bladed Sword. SIMBA Helped to Rediscover My Capacity!

To create a fine sword out of cast iron, masters cannot be lazy even for a moment. Likewise, it would be impossible to realize our potential with complacency and old methods. SIMBA was the right decision that provided me opportunities rediscover my hidden values and capacity. With its systematic and well-planned curriculum, I was able to accumulate knowledge and understand the business world better, develop a broad perspective and to be confident in reaching out to the world. In addition, the vast network of classmates will set the foundation for your career.

Now, it's your turn! Rediscover yourself and maximize your potential.

SIMBA Class of 2008, Kim Dong-wook (Dongbu Life Insurance)



We were cultured and prepared to manage the world from SIMBA

To Be a Global Leader

I believe that I am the biggest beneficiary of SIMBA. I had a chance to study at a superb program as a dual-degree student for the MS Technology Management at the University of Illinois at Urbana-Champaign. My passion was to study project management, and the deployment of engineering and technology products to equip me to move on to leadership roles. Furthermore, I was able to expand my career network with people of various career backgrounds and ethnicities. I succeeded in my job search due to this degree. My advice for MBA applicants would be that, before joining any MBA program, be careful not to be blinded by its curriculum, but also consider other opportunities such as internship programs, exchange programs, mentoring and many other practical programs.

In this regard, SIMBA was the best program to support my goals and has provided the foundation to pursue my full potential. I hope every one of you takes your chance to be blessed by SIMBA and to become a great global leader.

SIMBA Class of 2011, Baek Seung-yoon (SK C&C)

Turning Point of My Life

When I studied at Sogang as an undergraduate exchange student program, I fell in love with the unique culture of Korea and the systematic and specialized education system of Sogang University. That is why I did not think twice about applying for the Sogang MBA program. Based on my learning background both in France and at Sogang, I was able to develop career networks through lectures from senior executives at large corporations. I even met my lifetime partner while studying in Korea. As such, SIMBA has provided the most important turning point and opened a new chapter in my life. Although the tough schedule, unlike in France, was a bit challenging, I believe that my experience at Sogang University will enrich my life forever.

SIMBA Class of 2011, Eloise Chrapicki (Korean Multinational company)

Faculty

World Class Faculty of SIMBA

At SBS, more than 50 prominent professors deliver their mastership in business education. With the best of best in academic performance, passion and personality, Sogang professors will be always with you as your lifetime mentors.



Finance / Risk Management

Kim, Doseong	Drexel University, Ph.D.(2000)
Park, Youngseog	University of Pennsylvania, Ph.D.(1990)
Ahn, Seoungpil	Purdue University, Ph.D.(2001)
Won, Chaehwan	The University of Texas, Dallas, Ph.D.(1998)
Lee, Sangho	Michigan State University, Ph.D.(2005)
Lee, Youngjoo	State University of New York at Buffalo, Ph.D.(2012)
Lee, Jung-jin	Stanford University, Ph.D.(1992)
Choi, Jungho	University of Pennsylvania, Ph.D.(1991)
Choi, Woonnyoul	University of Georgia, Ph.D.(1982)
Hong, Gwangheon	University of Wisconsin, Milwaukee, Ph.D.(1998)

International Business

Kang, Hosang	Columbia University, Ph.D.(1984)
Kim, Changsu	Rutgers University, Ph.D.(2002)
Lee, Khanpyo	Peking University, Ph.D.(2005)
Lee, Chol	The University of Texas at Austin, Ph.D.(1988)
Chung, Sun Wook	Cornell University, Ph.D.(2012)

Marketing

Kim, Juyoung	University of Michigan, Ph.D.(1993)
Park, Kyungdo	Carnegie Mellon University, Ph.D.(2003)
Park, Sehoon	Northwestern University, Ph.D.(1988)
Lim, Chae-Un	University of Minnesota, Ph.D.(1991)
Jun, Sung youl	Syracuse University, Ph.D.(1994)
Chung, Jaihak	Cornell University, Ph.D.(2001)
Ha, Youngwon	University of Chicago, Ph.D.(1987)
Yancy Edwards	The Ohio State University, Ph.D.(2002)



OBHRM · Strategy

Kim, Yangmin	Texas A&M University, Ph.D.(2001)
Park, Kyung-kyu	Universitat Mannheim, Dr.rer.pol(1983)
Park, Jong-Hun	University of British Columbia, Ph.D.(1997)
Seo, Jeongil	University of Wisconsin-Madison, Ph.D.(2007)
Yang, Donghoon	University of Minnesota, Ph.D.(1997)
Lee, Insuk	Cornell University, Ph.D.(1992)
Cho, Bongsoon	State University of New York at Buffalo, Ph.D.(2004)
Choi, Jang Ho	University of Wisconsin-Madison, Ph.D.(2008)

Accounting

Kim, Soonkee	University of Houston, Ph.D.(1983)
Byun, Sanghyuk	University of Colorado, Ph.D.(2012)
Song, Minsup	Syracuse University, Ph.D.(2005)
Chun, Sungbin	University of California at Berkeley, Ph.D.(1984)
Choi, Soonjae	New York University, Ph.D.(1992)
Hwang, Kookjae	Syracuse University, Ph.D.(1996)
Yang, Joonsun	Temple University, Ph.D.(2002)

LSOM / MSc. / MIS

Kim, Kilsun	University of Illinois at Urbana-Champaign, Ph.D.(1998)
Kim, Myungseok	Texas A&M University, Ph.D.(2005)
Kim, Minkyun	State University of New York at Buffalo, Ph.D.(2010)
Kim, Bumsoo	George Washington University, Ph.D.(2013)
Kim, Yongjin	State University of New York at Buffalo, Ph.D.(2002)
Kim, Jinhwa	University of Wisconsin-Madison, Ph.D.(2001)
Min, Jae Hyung	Indiana University at Bloomington, Ph.D.(1989)
Suh, Changjuck	The University of Texas at Austin, Ph.D.(1988)
Lee, Gunhee	University of Missouri, Ph.D.(1996)
Lee, Sang Gun	University of Nebraska-Lincoln, Ph.D. (2003)
Lee, Yoon Dong	Iowa State University, Ph.D.(1998)
Lee, Joonkyum	Cornell University, Ph.D.(2013)
Lee, Jaebeom	New York University, Ph.D.(1986)
Cho, Sungbin	George Washington University, Ph.D.(2000)
Ha, Byoung-Chun	George Washington University, Ph.D.(2007)

Admission

Going Global! To Be the World-class Business School!

Sogang Business School is the venue for world-class business education. Most notably, SIMBA is recognized to have the most diverse selection of international dual degree programs among Korean business schools. For international students coming to Korea, Sogang is the place to feel at home, study with renowned professors, and feel alive in the heart of Shinchon!

Admission Process

- 1st : Application review process
- 2nd: Interview

Qualification

- 1. BA holders from domestic or overseas universities or
- 2. Equivalent degree

Tracks and Majors

- 1. Tracks: General, Business-Academia Collaboration and Dual-Degree Tracks
- 2. Majors: Management, Finance/Accounting

Application

- 1. Internet application via <http://biz.sogang.ac.kr>
- 2. Application Fee: 90,000 KRW (approx 90 USD)

※ Note

- Application fees due by 17:00 on the last application date.
- All documents must be submitted in full to be fully screened.
- Foreign transfers must be wired as 90,000 KRW

Contact:

- 1. Address: 35 Baekbeom-ro (Sinsu-dong), Mapo-gu, Seoul 121-742, Korea, MBA Academic Office (MA 721)
- 2. Submission: In person or via registered mail
- 3. gibu@sogang.ac.kr Tel: (822) 705-8172 Fax: (822) 715-8505

Required Documents

Application Form / Photo / Application Essay /
College transcript (original, 1 copy) / College graduate certificate (original, 1 copy)

Optional Documents (only for those relevant)

Required for C track: Career certificate (original) Confirmation letter from employer
TOEFL PBT, TOEFL CBT, TOEFL IBT, IELTS, TOEIC, TEPS
Signed Consent Form

※ Please refer to the website, <http://biz.sogang.ac.kr> for any more information.

Tuition / Scholarships

SBS provides students with a wide range of support for the ultimate learning experience and successful career development.



- 1. Tuition is 9.55 Million KRW (approx 8,980 USD). (Per semester, for 2013)
- 2. Scholarship will be granted to good applicants: 50% of the school fees for the top 10% students and 25% of the fees for the top 20% students. From the second semester, scholarship will be granted on meritorious achievement: 50% of the school fees for the top 10% students and 25% of the fees for the top 20% students.
- 3. Administrative assistantships are available for 1st year students, and Teaching assistantships as well as administrative assistantships are available for 2nd year students.

SOUL OF ASIA, SPIRIT OF THE WORLD: SEOUL



SMART CITY, Sinchon.

Sogang is Located in the heart of Sinchon

Experience the exciting atmosphere of Sinchon, and the bustling university life in this area filled with shopping and restaurants.

This is where intelligence and passion, innocence and ambition, culture and art are gathered. Sinchon is symbolic of change that is renewed everyday.

Seoul Is Where Tradition and Future Exist Together.

Seoul Is Where Tradition and Future Exist Together.

In Seoul, skyscrapers and IT complexes stand side-by-side with the long history and tradition of Korea. This is a city of convergence between nature and humanity, tradition and modernity.

The capital of Korea is the center of Korean business and the hub of East Asian business.

This is the economic capital, the center of Korean academia and the soul of Korean culture.

We welcome you to come and study in Seoul, one of the most innovative cities in the world.

