

# Kyung Hee School of Management MBA (KHSOM MBA)

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The KHSOM MBA is one of the most prestigious business programs in Korea, which offers an excellent business education to cultivate innovative and effective managers in various areas.

The KHSOM MBA provides a unique MBA program specialized in management consulting, international management arts, arts & culture, brand management, tax management, Start-up, Asia, AI Business, Medical and Contents, as well as in general business administration. Highly 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 KHSOM MBA maintains 10 local campuses in concert with the Korean Army, Navy and Air forces. They help military officers earn MBA degrees at campuses nearby the duty stations. More than 400 military officers are currently enrolled in these local campuses.

The KHSOM MBA also provides non-degree programs including: the Business Expert Program, and the CEO Program. The Business Expert Program is a pre-MBA program which helps non-business major students prepare for the regular MBA program. The CEO Program is a one year executive education program open to the general public, for individuals who desire to cultivate themselves as qualified business leaders.

The KHSOM MBA offers MBA programs in 18 professionalized majors across 8 academic departments. Among them are :

- ① Department of Business Administration: majors in General Management, International Management, Consulting, Coaching Science, AI Business, Asia Management, Brand Management, Start-up Business, Service
- ② Department of Arts & Cultural Management
- ③ Department of Medical Management
- ④ Department of Media & Commerce Business: Metaverse Buiness, e-Commerce
- ⑤ Department of Tax Management and Accounting
- ⑥ Department of Convergence
- ⑦ Department of EMBA
- ⑧ Department of Real Estate

## 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 documentation requirements for the department.
- A thesis supervisor can be any faculty member from the department.

## Courses

Department of Business Administration: majors in General 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.

Department 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 Invest-ment, International Commerce Study, etc.

Department of Business Administration: majors in Consulting Management  
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 Resources Management, etc.

Department of Business Administration: majors in Coaching Science  
Management consultant, career coach, coaching instructor

Department of Business Administration: majors in AI Business  
AI Application Cases, AI Practices, AI Programming, Big Data Analysis, Big Data Visualization, Business Analytics, Data Mining, Decision Modeling and Analysis, Digital Transformation, Introduction to AI Business, Introduction to CRM, Machine Learning and Deep Learning, etc.

Department of Business Administration: majors in Asia Management  
Admission to doctoral programs in Asia-related majors at famous domestic and foreign universities, local corporation heads dispatched to China by domestic companies, Asia working-level or professional managers of small and medium-sized enterprises and large corporations, Asian-related departments of various government and public institutions, Asia exchange managers at each university and social group, etc. Asia-related expert activities, Asian-related company startups and CEOs

Department 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.

Department of Business Administration: majors in Start-up Business  
Entrepreneurship and Start-up, Entrepreneur's business negotiation, Study on Business trend, Start-up Business trend Semina, Study on start-up case, Start-up strategy seminar, etc.

Department of Business Administration: majors in Service  
Distribution manager, technology management consultant, social responsibility management consultant, new business consultant, customer service training instructor, hotel customer service instructor, service designer, novel curation service planner, customer service manager

Department of Business Administration: majors in Tax Management and Accounting  
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.

Department of Media & Commerce Business: majors in Metaverse Business  
Metaverse content design entrepreneur, metaverse creator/influencer, virtual reality metaverse planner, metaverse space design expert, metaverse platform planner, metaverse experience designer, metaverse platform operator, etc.

Department of Media & Commerce Business: majors in e-Commerce  
Distribution manager, technology management consultant, social responsibility management consultant, new business consultant, cultural contents expert, social commerce quality manager

Department of Convergence  
Technology Management Consultant, Social Responsibility Management Consultant, New Business Consultant, Management Consultant

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

Department 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.

Department of EMBA(Executive MBA)

Management consultant, management innovation part of public corporations and public institutions, government departments, local governments, etc., creativity and innovation officers, business managers of large companies and small and medium-sized enterprises, professional managers, outside directors, and business consultants, Entrepreneurship/Venture Startup Manager, etc.

Department of Real Estate

Academic and government-funded researchers (Korea Real Estate Agency, Korea Research Institute for Human Settlements, Korea Real Estate Research Institute, etc.), local government corporations and researchers (SH Research Institute, LH Corporation, etc.), professional practitioners (engineering companies, large construction companies, financial companies, appraisers association, real estate Professional lawyer, tax accountant, asset management company, real estate development company, etc.), employment in new real estate business (direct store, coffee shop, etc.) and start-up

## Faculty

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

Jae-Shik Kang, Ph.D. Beijing University, 1998, Professor, Law china@khu.ac.kr

Sang-Joon Ahn, Ph.D. Anyang University, 2014, Associate Professor, Management Assessment, sejj48@khu.ac.kr

Sangkeun Kim. Ph.D. Yonsei University, 2005, Professor, Metaverse Management, saviour@khu.ac.kr