

# Global Business

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## Global Business at Kyung Hee

Global Business is a specialized major for foreigners and aims to develop capable members of the globalized society having communication skills. Global Business is a program that combines hotel and tourism management and healthcare management majors based on general business major. Specifically, Global Business is a major for creating synergy effects through interdisciplinary connections and fostering convergent talent and experts with problem solving skills required by society. Also, Global Business provides advanced knowledge on Korean Culture and diversity to build global leader capability.

## Degree Requirements

To receive the Bachelor of Business Administration in Global Business, a student must:

- complete a minimum of 120 credit units
- satisfy the general requirements of the School for professional degrees
- complete 12 credit units of required courses
- complete 33 credit units of elective courses for Business Administration\*
- complete 32 credit units (maximum 56 credit units) stated in the liberal arts and Humanities/Social Science Electives

\*In the case of double major, complete 24 credit units of Elective Courses for Business Administration

## Courses

### Year 1

Leadership & Social Responsibility, Business English, Principles of Management, Principles of Economics, Management Statistics, Principles of Accounting, Hotel Management, Restaurants Service Management, Principles of Tourism, Understanding of Culture & Tourism Contents

### Year 2

Principles of Marketing, Organizational Behavior, Financial Management, Management Information System, Consumer Behavior, Management Science, Investment Management, Production & Operation Management, Management Accounting 1, Hotel & Tourism Service

### Year 3

Global Marketing, Global Business, Marketing Research, Human Resources Management, Principles of Insurance, Casino Industry Management, Contents Corporate Management, City Marketing, Health Care Management Data

Analysis, Health Care Supply Chain Management

### Year 4

Global Business Internship, Marketing Strategy, Health Care Service Model, Health Care Management Seminar, Public Service, Tourism Contents Development & Planning, Tourism Events Planning

## Careers and Graduate Destinations

Global Business ensures a brilliant future for the college graduates. After acquiring a Bachelor of Business Administration degree from Global Business, students can enter a graduate school for acquiring a master degree of Business Administration or Hotel and Tourism Management. They can also work at promising government enterprises or private businesses. Furthermore, they can become influential figures such as CEOs of corporations.

## Faculty

Taegu Kim Ph.D. University of Sejong, 2006, Professor, Hotel and Tourism Management(demand Forecasting), [tgkim@khu.ac.kr](mailto:tgkim@khu.ac.kr)