

Global Business

Tel : +82 2 961 0944~5 | Fax : +82 2 961 0879 | E-mail : khsa0945@khu.ac.kr | URL : <http://globaleminence.khu.ac.kr>

Global Business at Kyung Hee University

Global Business is a specialized major designed primarily for international students. Built on a foundation of core business studies, the program integrates Hotel and Tourism Management to meet the needs of a globalized economy. It develops professionals with strong cross-cultural communication, analytical, and problem-solving skills. Through interdisciplinary coursework and practice-oriented learning, students learn to create synergies across service industries and to innovate in global markets. The curriculum also provides an advanced understanding of Korean culture and diversity, equipping students with the global leadership capabilities required by industry and society.

| Degree Requirements |

To receive the Bachelor of Business Administration in Global Business, students must

- complete a minimum of 120 credits
 - satisfy the School's general requirements for professional degrees
 - complete 12 credits of required major courses
 - complete 33 credits of Business Administration major electives*
 - complete 32–56 credits from the Liberal Arts and Humanities/Social Sciences elective categories.
- * Double major : Students pursuing a double major must complete 15 credits of Business Administration major electives(in lieu of the 33-credit requirement).

| Courses |

Year 1

Business Statistics, Global Business and Dining Culture, Fundamentals of Responsible Management, Introduction to MICE Management, Principles of Economics, Introduction to Tourism, Korean Society Viewed through the Media, Guide to University Life for Foreign Students, Food Service Management, Introduction to Accounting, Leadership and Social Responsibility, Hotel Management, Exploring Global Issues, Understanding and Strategy of Start-up

Year 2

Introduction to Management Information Systems, Operations Management, Financial Management, Principle of Marketing, Organizational Behavior, Understanding and Practicing of Global Cultural Contents, Professional Ability Semina on Global Business 1, Global Politics and Economy, Advanced Korean Language in the Field of Expertise, Investments, Professional Ability Semina on Global Business 2, Consumer Behavior Research

Year 3

Global Business and Interculturalism, Cultural Policy and Arts Management, International Business, Northeast Asia Network and Business, Hospitality Restaurant Development, Case Studies in Arts Management, Tourism and ESG Practices, Basics of English Conversation, Smart Tourism, Contemporary Cultural Content Analysis, Introduction of Hotel and Tourism Service, International Marketing, Marketing Research, Faculty-led Program(Global Business), Social Media Content Production, Seminar on International Students, Human Resource Management, Casino Industry Management

Year 4

Cultural Consumer Behavior and Trends, Graduation Thesis(Global Business), Global Management and Legal Conflicts : Case Study, Management Internship, Marketing Strategy, Careers and Entrepreneurship Seminar, Capstone Design(Global Business), Arts and Culture Entrepreneurship, Exhibition and Convention Facility Management

| Careers and Graduate Destinations |

Graduates of Global Business are prepared for diverse career paths in international business and hospitality. After earning the Bachelor of Business Administration, students may pursue master's programs in Business Administration or Hotel and Tourism Management. Career opportunities span the private sector(e.g., marketing, strategy, finance, e-commerce, hospitality operations) and the public sector(government agencies, public corporations, NGOs). Many alumni also launch startups or advance into leadership roles over time.

| Faculty |

___ Taegoo Kim, Ph.D. Sejong University, 2006, Hotel and Tourism Management(Demand Forecasting), tgkim@khu.ac.kr