The Graduate School of Business
Seoul National University

Global MBA
SNU MBA
Executive MBA

gsb.snu.ac.kr
Be a passionate CEO leading No.1 entrepreneurship with insights based on universal knowledge and integrity for the better world

PARK, CHOELSOON
PhD Columbia University
Dean
The Graduate School of Business
Seoul National University

We warmly welcome you to the Graduate School of Business, Seoul National University the leading academic institution for business administration in Korea. Our mission is to contribute to the economic development of the country by training its core talents for enterprises and public sectors. Our graduates serve pivotal roles as leaders of various fields in corporations, governments and academia. With established recognition for our academic excellence, we are proud to present three differentiated MBA programs; Global MBA, SNU MBA, and Executive MBA. All faculty members at the Graduate School of Business are dedicated to providing the best education and support for students. The complete MBA experience at SNU is stimulating and offers outstanding career opportunities through rigorous curricula and distinctive career services. Moreover, networks formed during the MBA year remain strong and truly supportive throughout the professional and personal lives of our alumni.

Undertaking an MBA is a life-changing and life-enhancing decision that defines your future. Come and join us at the Graduate School of Business, Seoul National University.
The Global MBA is the flagship program of the SNU GSB which is 100% English curriculum. Students are required to successfully complete a total of 49 credits in order to graduate, including 24 credits for 12 core courses. The 18-month Global MBA program is equivalent to a typical two-year full-time MBA program in the US, allowing students to receive the same level of education in a shorter period of time and thus save on tuition costs. All lectures are conducted in English. And all core courses are taught by SNU professors, with more than half of the electives being taught by prominent visiting faculty members from prestigious universities from around the world.

The SNU MBA focuses on the real business practices and business environment that managers deal with in Korean corporations. SNU MBA students can opt for a track among Marketing, Finance and Strategy/Planning so that they can choose according to their needs and goals. SNU faculty members teach the core courses, while the electives are taught by other renowned business professionals and adjunct professors. Study abroad programs such as dual-degree and exchange programs are available for both SMBA and GMBA students.

The Executive MBA is a weekend MBA program for executive and upper-level managers from corporations and institutions. The program focuses on strengthening the management and leadership skills of management professionals who will be the new generation of leaders. The objective of Executive MBA program is to help business professionals who are currently working in their field to develop into more knowledgeable and competent executives. EMBA students must acquire a minimum of 45 credits in order to graduate. Lectures are every Friday and all day Saturday, allowing students the advantage of being able to work and pursuing their study.
Global MBA
Admission Guide

AT A GLANCE
» Matriculation: August
» Class Structure: 18 Month-Program (4 terms)
» Class Time: Weekdays (Morning) 09:00-13:00
(Afternoon) 14:00-18:00
» Full English Curriculum

1 ADMISSIONS ELIGIBILITY AND REQUIREMENTS

» Completion of Bachelor’s degree or a higher.
» No prior work experience required.
» Score report of an official English Proficiency Test: TEPS, TOEFL IBT or IELTS.
  • Only test scores obtained within two years from the application deadline will be considered valid.
  • Applicants are exempted from submitting English Proficiency Test, ONLY if s/he acquired his/her bachelor’s degree or higher from an English-speaking University.

MINIMUM SCORES

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<th>TEPS</th>
<th>TOEFL IBT</th>
<th>IELTS (Academic)</th>
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» Prospective students who regard themselves as international applicants must satisfy either one of the following requirements:
1) The applicant, as well as the parents, are NOT citizens of Korea.
2) Applicant who received entire elementary, secondary, and undergraduate education outside of Korea, holding a bachelor’s degree.

2 ADMISSION TIMELINE

- **Online Application** February-March, 2018
- **Supporting Document Submission** February-March, 2018
- **TEPS Special Test*** March, 2018
- **Early Decision & Interview Announcement** (For Regular Admission)
  **Final Decision Announcement** (For Int’l Admission) May, 2018
- **Interview** (For Regular Admission) May, 2018
- **Final Decision Announcement** (For Regular Admission) End of May, 2018
- **Registration** June, 2018
- **Classes begin** August, 2018

* Applicable only to those who do not have the required English Test Score.
MBA Career Development Office (CDO) plays an integral part of transformational experience that prepares students for the opportunities that lie ahead. At an early stage of the MBA, students are to investigate their previous experiences, interests, skills, and values, and then create their career plan. MBA CDO works closely with students to help them realize and maximize their potentials.

### Our Recruiting Partners

#### FINANCE
- Bank of America
- Citibank
- Hyundai Card Capital
- KOREIT Asset Investment
- KDB Asset Management
- Samsung Asset Management
- Samsung Card
- Shinhan Financial Group
- Smilegate Investment
- StateStreet Bank
- STIC Investment

#### CONSULTING
- Boston Consulting Group
- Capco
- Deloitte
- Ernst &Young
- LG CNS Entrue Consulting
- Nemo Partners
- PWC Consulting
- Samjong KPMG
- T-Plus

#### IT/TECH
- Alibaba
- KT Economic Research Institute
- Microsoft
- Naver
- Nexon
- RGP Korea
- SAP
- Tmax Soft

#### CONSUMER GOODS
- Amore Pacific
- Celltrion Skincure
- CJ Jeiljedang
- ELCA
- HiteJinro
- LG Care
- Loreal
- LVMH
- SPC

#### RETAIL
- Amazon
- CJ Logistics
- Hanwha Galleria
- Homeplus
- H&M
- Lotte
- LI&FUNG
- Shinsegae

#### MANUFACTURING
- Hilti
- Hyosung
- IKEA
- Nexen Tire
- Philips
- Samsung Electronics

#### HEALTHCARE
- Boryung
- Celltrion
- International Vaccine Institute
- SK Biopharmaceuticals

#### ENERGY
- GS Caltex
- LG Chem
- S-Oil

#### SERVICE
- HS Ad
- The Nielsen Company

#### ENTERTAINMENT
- CJ E&M
- FNC Entertainment

* Companies that have hired SNU MBA students since 2015
* Received job offer by three months post graduation for Class of 2017: 92.2%
MBA CDO is also committed to building a bridge between students and employers through various recruiting and networking events and services such as on campus recruiting sessions, job interviews, company visits, networking night, HR forums and resume book mailing service.

**Internship Opportunities**

Internship is critical to those students who wish to change their careers. MBA CDO puts its best efforts in expanding the opportunities to those in need. Below are the list of companies at which our MBA students did summer internship.

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**LEARN MORE**

Visit our website for more information and online application http://gsb.snu.ac.kr

**CONTACT US**

Graduate School of Business Seoul National University
Full-time MBA office ☎ 82-2-880-2551, 2591  mba@snu.ac.kr
Executive MBA office ☎ 82-2-880-2521, 1332  emba@snu.ac.kr

LG Building (59-dong), Room # 205 Gwanak-ro 1, Gwanak-gu Seoul, Korea 08826
The SNU Graduate School of Business offers dual-degree programs and student exchange programs which leading universities around the world. Students who enroll in the full-time MBA programs of SNU GSB are eligible to apply for the dual degree program and extend their studies by up to 12 months in order to attain degrees from both schools. Dual Degree applicants must meet application requirement by holding sufficient test scores of GMAT, GRE and/or TOEFL.

**Dual-Degree partner schools**
Yale School of Management, Fuqua School of Business at Duke University, ESSEC Business School, Peking University and Hitotsubashi ICS.

**Doing Business in Korea (DBiK)**
This one-week intensive program gives an overview of “doing business in Korea and over Asian region”, including an introduction to the Korean economy, history and culture. The course consists of special lectures, company visits, cultural programs and a group project led by SNU faculty and prominent business leaders. International students from partner schools can register the program and obtain academic credits by completing the course.

**Main topics**
- Corporate Governance/Accounting Transparency in Korea
- Organizational Culture in Korean Firms
- Doing Business in Korea : From American’s Perspective
- Capital Market in Korea
- K-pop : Korean waves

**Global Network Week**
The Global Network for Advanced Management (GNAM), launched by Yale School of Management, is an organizational structure that helps business thrives in this developing environment. There are 29 member schools over the world, and we are the only school in Korea invited to the GNAM.

**Global Network Weeks** give MBA students and faculty the opportunity to pursue intensive study at another network school, in a focused mini course that leverages the perspectives, programs, and faculty expertise of that school. Alongside their counterparts from elsewhere in the network, students attend classes, tour local businesses, and meet with experts focused on current business problems.

It is the Global Immersion Program which is the week-long program to give business students at the schools the opportunity to pursue intensive study in another country, leveraging the expertise, people, programs, and perspective of a partner school.

**Student Exchange**
MBA students at SNU are encouraged to expand their MBA program experience through student exchange programs hosted by world renowned business schools. Both Global MBA and SNU MBA students are available to apply for student exchange programs in the 3rd term (spring) and 4th term (Fall) of SNU.

**Exchange partner schools**
- USA-NYU, Columbia, UCLA, University of Virginia
- UK- University of Cambridge
- Canada- University of Toronto
- France- ESSEC Business school
- Japan- Hitotsubashi University ICS, Meiji University
- China- Peking University, Fudan University, Cheung Kong Graduate School of Business, Tsinghua University, Shanghai Jiao Tong University, Wuhan University
- Hong Kong- Chinese University of Hong Kong
- Singapore- Singapore Management University, National University of Singapore
- Italia- Universita Commerciale L. Bocconi
- Brazil- The COPPEAD
- Russia- Moscow State University
- India- The Indian Institute of Management Bangalore
- Turkey- Koç University

**Doing Business in Asia (DBiA)**
DBiA is a two-week intensive course offered jointly by SNU of Korea, Peking University of China, Hitotsubashi ICS of Japan in August every year. Up to 30 MBA students, 10 each from the three schools are invited to the course, requiring participants to travel Seoul, Beijing, and Tokyo and attend sessions in each of these locations. The sponsorship of CAM-PUS Asia program, funded by Ministries of Education of the three countries, enables participants to be given financial aid for program fee and/or travel expenses.

**Main topics**
- to understand the development of the three important economies’ in East Asia in the past and the future
- to learn the different and common characteristics of management in the three countries
- to learn common challenges that companies in the three countries are facing and how management in each of the countries is responding to those challenges
- to study and interact with students from a variety of backgrounds and from three top business schools in East Asia
18-month Intensive Program
Composed of four terms with each term running about 8~12 weeks in length, the SNU GSB offers intensive MBA programs that allow you to receive an MBA degree in a relatively short period of study. This system is economical and saves time, allowing you to master the content of two-year long program in only 18 months. We also provide a two-year Executive MBA program with classes offered only on weekends.

Practically-oriented Education
The faculty members of the SNU GSB have accumulated extensive experience in executive education by teaching in programs such as the Advanced Management Program, the Advanced Banking Program, the CFO Strategy Program and the other customized education programs that cater to the specific needs of major Korean firms. Faculty members can be relied upon to share their business knowledge and teach practical business skills based on experience they have gained in various consulting and research projects involving enterprises and the government.

Outstanding Faculty
SNU faculty members are different. Not only do they have teaching experience in MBA programs in top overseas universities such as MIT, Columbia, Cornell, Michigan, NYU, Carnegie Mellon, and the London Business School, but they are also credited annually with the highest course evaluation ratings at SNU. SNU faculty members are also renowned for their in-depth research and regularly have their works published in leading academic journals.

Career Development Services
SNU strives to provide career services to fulfill the aspirations of all our students. This process starts with interviewing each student to assess their strengths, weaknesses, industry and career preferences. The Career Development Director keeps in close contact with HR executives across all industries. A resume book is published for each class which is distributed to our target company list before the start of campus recruitment. Furthermore, we are active in liaising corporate projects for students. One of the most beneficial aspects of this experience is that students form groups to study a particular topic, write an extensive project paper and present an Executive Summary to high-level managers within the target company. This gives students the added benefit of gaining exposure to influential executives for employment opportunities.

International Links
SNU GSB is continually expanding its partnership with major business schools abroad. We have signed an agreement with Yale, Duke, ESSEC, Peking, and Hitotsubashi University for Dual-Degree program. Student Exchange Program is also an attractive option for students interested to expand their global insights. Over 20 top-tier business schools from 15 countries are on the list of the partner schools for student exchange program. Student can choose either spring or fall term to participate in the program, and obtain transferred credits from the exchange term.

Power of Alumni Networks
Since 1946, SNU alumni have been among the most successful and influential leaders in Korean society in business, academia and politics. Being a part of SNU MBA program will give students immediate access to the best social networks in Korea and beyond.