

Department of Business Administration



Department of Business Administration

Academics

The Department of Business Administration offers two majors: the Business Administration major, which studies the rational and scientific management of companies as a branch of social science dealing with social phenomena, and the Global Business major, which aims to cultivate talents in the field of international trade according to the needs of the globalization and openness era.

The aim of the Business Administration major is to develop human resources capable of enhancing the efficiency of corporate operations and boosting competitiveness by refining traditional intuitive and empirical management techniques into scientific methods. Hence, to equip students with the creativity, analytical skills, adaptability, and problem-solving abilities necessary for them to excel as professional managers in our rapidly evolving modern society, we offer education aligned with social development and evolving demands. This includes a focus on various management theories, case studies, field trips, company analysis and discussions, as well as practice in information analysis.

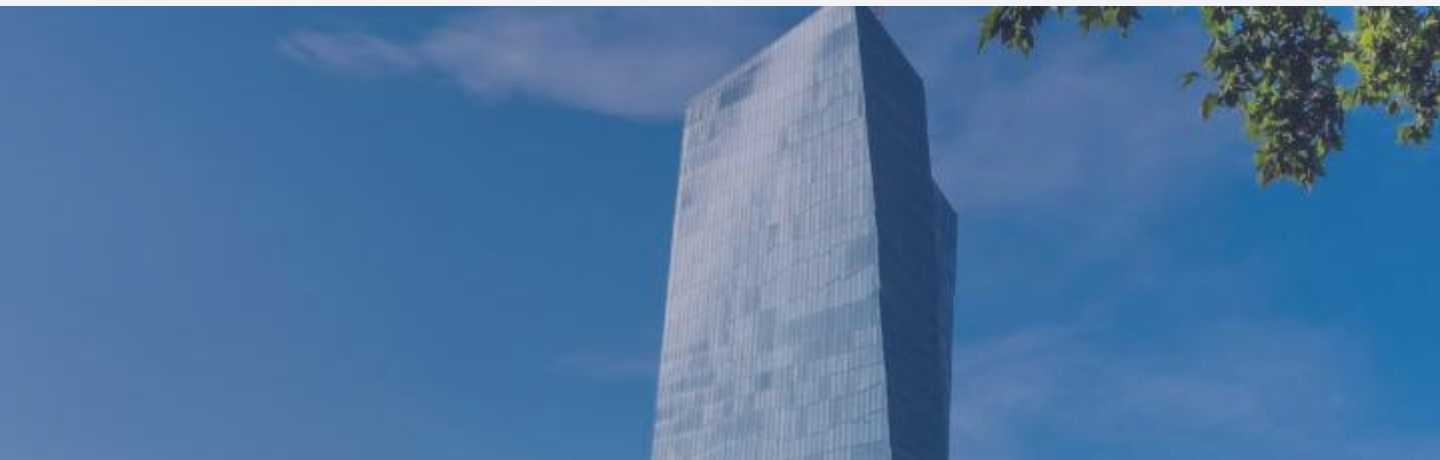
The goal of the Global Business major is to nurture essential talents required in the realms of global companies, international organizations, and international trade. This is achieved through both theoretical and practical training encompassing areas such as international relations, law, politics, trade, entrepreneurship, and society and culture, alongside subjects pertinent to global management and economics. Our curriculum is designed to meet the demands of globalization and openness. We employ English lectures, presentation-focused courses, workshops, seminars across diverse fields, and active involvement in both domestic and international internships, exchange programs, and overseas dual-degree initiatives. Through these, we endeavor to develop human resources capable of making meaningful contributions to both global business leadership and the national economy.

Educational Goals of Departments

- Develop professional managers who have mastered the major core functions (accounting, finance, marketing, human resources/organization, international management/strategy, MIS/SCM) for rational and strategic corporate management based on theory and practice.
- Cultivate practical managers who can actively respond to changes in the business environment by focusing on creativity, leadership, adaptability, and problem-solving skills.
- Cultivate developmental talents in line with the trend of business administration shifting to analytical and scientific techniques with the advent of the Fourth Industrial Revolution.
- Develop specialized talent for global business
- Developing talent for international leadership in a changing environment
- Fostering international awareness and the practical skills required in international organizations
- Developing entrepreneurial talent for global markets

Students Envisioned by Departments

Progressive media leaders who are creative, globally minded and ahead of the curve.



Professors



Shin, Cheol Ho

Research field	International Business • Strategic Management
Subjects in charge	International Business, Global Strategic Management, Strategic Management, Entrepreneurship and E-Business Strategy, New Paradigm Management, Principles of Business Administration
E-mail	chshin@sungshin.ac.kr



Park, Rho Yun

Research field	Management
Subjects in charge	Organization Theory and Design, Organizational Behavior, Business and Society, Understanding of Social Enterprises
E-mail	rypark@sungshin.ac.kr



Lee, Hyon Sok

Research field	Financial Management
Subjects in charge	Business Mathematics, Investment, Understanding derivatives, Financial Institutional Management, Corporate Finance, Financial Management, Introduction to Financial Markets
E-mail	lhs8283@sungshin.ac.kr



Yi, Seong Keun

Research field	Marketing
Subjects in charge	Channel Management, Consumer Behavior, Services Marketing
E-mail	yisk@sungshin.ac.kr



Kim, Jong Bae

Research field	Marketing
Subjects in charge	Principles of Marketing, Integrated Marketing Communication, New Product Development Management, Marketing Research
E-mail	jbkim@sungshin.ac.kr

Professors



Shim, Seon Young

Research field	MIS, eBiz-Strategy, IT Governance, AI & Big Data
Subjects in charge	Data Science, Big Data Based Business Analytics, Management and Accounting Information System
E-mail	syshim@sungshin.ac.kr



Chun, Hong Min

Research field	Accounting
Subjects in charge	Financial Accounting, Intermediate Accounting, Auditing, Advanced Accounting
E-mail	hmchun@sungshin.ac.kr
Homepage	https://sites.google.com/sungshin.ac.kr/esglabs



Gu, Ja Won

Research field	Global Market, Global Sales
Subjects in charge	Global Business and Sales Strategy, Project Management, Global Marketing, Understanding of Global Business.
E-mail	jawon@sungshin.ac.kr



Hwang, Seong Wook

Research field	Service and Transportation Operations Management, Combinatorial Optimization, Machine Learning
Subjects in charge	Business Statistics, Operations Management, Management Science
E-mail	swhwang@sungshin.ac.kr

Professors



Lee, Yoon Kyung

Research field	International Finance Policy
Subjects in charge	Economics for Global Business, Global Market Analysis and Management, Exchange Rate and Open Economy, International Finance and FX Management, Global Communication
E-mail	yk_lee@sungshin.ac.kr



Sim, Jae Yeon

Research field	Accounting
Subjects in charge	Accounting principles, cost accounting
E-mail	drsim@sungshin.ac.kr



Yoon, Sung Wook

Research field	Marketing Analytics, Public Policy
Subjects in charge	A Case Analysis of Marketing Communication, Service Marketing, and PBL-based Marketing, Marketing Research, Marketing Analytics
E-mail	yoonsw@sungshin.ac.kr



Jo, Ye Seul

Research field	Management
Subjects in charge	Business and Society, Leadership Development, Employment Relations, Human Resource Management, and HR analytics
E-mail	yeseuljo@sungshin.ac.kr

Curriculum roadmap

Career Fields	Major Abilities	Recommended course names by grade level			
		First Year	Second Year	Third Year	Fourth Year
Business Planning and Information Analysis Specialist	Decision-making skills / Data Analysis Technical Expertise	<ul style="list-style-type: none"> •Business Statistics •Operations Management 	<ul style="list-style-type: none"> •Management and Accounting Information Analysis •Management Science 	<ul style="list-style-type: none"> • Data Science 1 • Data Science 2 	<ul style="list-style-type: none"> •Big data analytics lab
Banking & Finance Specialist	Financial Analysis and Financial Management Specialization	<ul style="list-style-type: none"> •Business Mathematics •Introduction to Financial Markets 	<ul style="list-style-type: none"> •Business Economics •Financial Management 	<ul style="list-style-type: none"> • Investment Theory • Corporate Finance • Derivatives • Risk Management and Insurance 	<ul style="list-style-type: none"> •Financial Institutions •International Finance
Marketing Specialist	Troubleshooting and Communication Specialization	<ul style="list-style-type: none"> •Business Statistics •Business School Theory 	<ul style="list-style-type: none"> •Marketing Principles •Marketing Communications 	<ul style="list-style-type: none"> • Marketing Research • New Product Development • Consumer Behavior Analysis 	<ul style="list-style-type: none"> •Channel Management •Services Marketing
International Management Specialist	Communication and International Trade Expertise	<ul style="list-style-type: none"> •Principles of Business Administration 	<ul style="list-style-type: none"> •Entrepreneurship and E-Business Strategy 	<ul style="list-style-type: none"> • International Business • Global Strategic Management 	<ul style="list-style-type: none"> • Strategic Management • New Paradigm Management
Accounting & Tax Specialist	Accounting and Tax Analysis Expertise	<ul style="list-style-type: none"> •Accounting principles •Financial Accounting 	<ul style="list-style-type: none"> •Intermediate Accounting •Financial Accounting •Managerial Accounting 	<ul style="list-style-type: none"> • Advanced Accounting • Cost Accounting 	<ul style="list-style-type: none"> • Auditing • Tax Accounting
Management Specialist	management expertise, leadership, interpersonal skill	<ul style="list-style-type: none"> •Principles of Business Administration •Business and Society 	<ul style="list-style-type: none"> •Organizational Behavior •Organization Theory and Design 	<ul style="list-style-type: none"> • Human Resource Management • Industrial Relations 	<ul style="list-style-type: none"> •Understanding of Social Enterprises
Trade Customs Specialist	Global Product Expertise	<ul style="list-style-type: none"> •Understanding of Global Business •Principles of Accounting 	<ul style="list-style-type: none"> •Global Market Analysis and Management •Global Understanding of Supply Chain Management 	<ul style="list-style-type: none"> • International Finance Policy & FX Market • International Business Law and Practice • Theory and Practice of International Trade 	<ul style="list-style-type: none"> •International Finance System and FX Management
International Organizations and NGOs Specialist	Global Integration Expertise	<ul style="list-style-type: none"> •Understanding of Global Business •Global Culture and Citizenship 	<ul style="list-style-type: none"> •Global Market Analysis and Management •Global Communication II 	<ul style="list-style-type: none"> • International Business Negotiation • Theory and Practice of International Trade • International Business Law and Practice 	<ul style="list-style-type: none"> •International Finance System and FX Management
Global multinational workers	Global Corporate Expertise	<ul style="list-style-type: none"> •Understanding of Global Business •Global Culture and Citizenship •Principles of Accounting •Business Statistics 	<ul style="list-style-type: none"> •Global Market Analysis and Management •Global Communication II 	<ul style="list-style-type: none"> • Global Business • Best practice examples 	<ul style="list-style-type: none"> •Global Trend and Innovative Management

Career Fields	Major Abilities	Recommend other majors/ Liberal Arts	Extracurricular program Recommendation	Six core competencies	Related Occupations
Business Planning and Information Analysis Specialist	Decision-making skills / Data Analysis Technical Expertise	<ul style="list-style-type: none"> Industry 4.0 and Business Transformation Artificial Intelligence for Business 	<ul style="list-style-type: none"> R Statistical Analysis (Special Lectures at college of social sciences) Other Statistics and Programming Special Topics 	<ul style="list-style-type: none"> Creative convergence competencies Self-Practice Competencies Knowledge Exploration Competencies 	<ul style="list-style-type: none"> Data Scientist Business Planners
Banking & Finance Specialist	Financial Analysis and Financial Management Specialization			<ul style="list-style-type: none"> Self-Practice Competencies Knowledge Exploration Competencies Creative convergence competencies 	<ul style="list-style-type: none"> Banking & Finance Professionals
Marketing Specialist	Troubleshooting and Communication Specialization			<ul style="list-style-type: none"> Creative convergence competencies Knowledge Exploration Competencies 	<ul style="list-style-type: none"> Research Associate Advertising staff Marketing professionals in new product development teams
International Management Specialist	Communication and International Trade Expertise	<ul style="list-style-type: none"> International Finance Industrial Economics 	<ul style="list-style-type: none"> Community Service 	<ul style="list-style-type: none"> Knowledge Exploration Competencies Global Citizenship 	<ul style="list-style-type: none"> Businesses in your industry Companies Employment and negotiation specialists
Accounting & Tax Specialist	Accounting and Tax Analysis Expertise	<ul style="list-style-type: none"> Introduction to Business Administration Understanding Basic Accounting 	<ul style="list-style-type: none"> Special Lectures Small Gatherings by Major 	<ul style="list-style-type: none"> Knowledge Exploration Competencies Creative convergence competencies 	<ul style="list-style-type: none"> Certified Public Accountants Tax Accountants Accounting and tax professionals
Management Specialist	management expertise, leadership, interpersonal skill	<ul style="list-style-type: none"> Labor Laws 		<ul style="list-style-type: none"> Knowledge Exploration Competencies Creative convergence competencies 	<ul style="list-style-type: none"> Certified Public Labor Attorney Human Resources Manager Management Consultant
Trade Customs Specialist	Global Product Expertise			<ul style="list-style-type: none"> Global Citizenship Communication Collaboration Competency Knowledge Exploration Competencies 	<ul style="list-style-type: none"> customs-officer Trade Organization Worker
International Organizations and NGOs Specialist	Global Integration Expertise			<ul style="list-style-type: none"> Global Citizenship Communication Collaboration Competency Knowledge Exploration Competencies Creative convergence competencies Self-Practice Competencies 	<ul style="list-style-type: none"> international-organization-worker NGO startups and NGO workers
Global multinational workers	Global Corporate Expertise			<ul style="list-style-type: none"> Global Citizenship Communication Collaboration Competency Knowledge Exploration Competencies Creative convergence competencies Self-Practice Competencies 	<ul style="list-style-type: none"> Multinationals Employees of domestic and international organizations

Finance - Finance Track

Finance - Finance Track Coursework				
Track Description	Students learn about corporate financing, investment, and fund management, as well as the work of securities firms, banks, and insurance companies, and develop creative thinking and practical skills to utilize them.			
Related Major Competencies	Expertise in finance and banking			
Specialized Fields for Career	Corporate finance, financial institutions (securities firms, banks, insurance companies, financial utilities, etc.), management consulting, new financial businesses such as fintech, financial data specialists			
Curriculum	Grade	Semester	Courses	Credits
	1	1	Business Mathematics	3
	1	2	Introduction to Financial Markets	3
	2	1	Business Economics	3
	2	2	Financial Management	3
	3	1	Corporate Finance	3
	3	1	Investment	3
	3	2	Risk Management and Insurance	3
	3	2	Derivatives Theory	3
	4	1	Financial Institutional Management	3
	4	2	International Financial Management	3
Total				30

Business Planning and Information Analysis Track

Business Planning and Information Analysis Track				
Track Description	The program aims to foster scientific business managers based on data and IT by cultivating quantitative analysis and rational decision-making capabilities, focusing on mathematical business models and software-based programming and information analysis practices.			
Related Major Competencies	Programming and data analysis-based creative convergence skills, autonomous practice skills, and knowledge exploration skills			
Specialized Fields for Career	Data scientist, information analytics-based business executive			
Curriculum	Grade	Semester	Courses	Credits
	1	1	Business Statistics	3
	1	2	Operations Management	3
	2	1	Management and Accounting Information Analysis	3
	2	2	Management Science	3
	3	1	Data Science 1	3
	3	2	Data Science 2	3
	4	2	Big Data Based Business Analytics	3
	Liberal Arts	Every semester	Artificial Intelligence for Business	3
Total				24

Marketing Manager Track

Marketing Manager Track				
Track Description	It is a track that aims to foster the next generation of academics based on research, education, and practice, and aims to enter graduate school (academia) and various practices (general corporate marketing, advertising, and public relations).			
Related Major Competencies	Research and teaching expertise, marketing practice expertise			
Specialized Fields for Career	Marketing departments of general companies, public relations departments of governments and municipalities, advertising agencies, corporate consulting firms, etc.			
Curriculum	Grade	Semester	Courses	Credits
	2	1	Principles of Marketing	3
	2	2	Integrated Marketing Communication	3
	3	1	Marketing Research	3
	3	2	New Product Development Management	3
	3	2	Consumer Behavior	3
	4	1	Marketing Analytics	3
	4	1	Channel Management	3
Total				21

Accounting/Tax Professionals Track

Accounting/Tax Professionals Track				
Track Description	This track is designed to foster the next generation of academics with a foundation in accounting and taxation practice, with the goal of entering academia and industry (public accountants, tax accountants, and accounting personnel in general companies).			
Related Major Competencies	Expertise in accounting and tax			
Specialized Fields for Career	Certified public accountants, tax accountants, general corporate accounting, government and municipal accounting, business consulting firms, etc.			
Curriculum	Grade	Semester	Courses	Credits
	1	1	Management and Accounting Information Analysis	3
	1	1/2	Financial Accounting	3
	1	1/2	Principles of Accounting	3
	2	1	Intermediate Accounting 1	3
	2	2	Managerial Accounting	3
	3	1	Advanced Accounting	3
	3	2	Tax Accounting	3
	4	1	Auditing	3
	Total			

Human Resources Organization Manager Track

Human Resources Organization Manager Track				
Track Description	This track aims to foster the next generation of academics based on theory and practice, and aims to enter various fields (human resources and organizational responsibilities in companies and organizations).			
Related Major Competencies	Human Resources Organizational Expertise, Psychology and Society Expertise, Communication Expertise			
Specialized Fields for Career	Human resources and labor managers, organizational and strategic planners, negotiators, organizational design and diagnostic consultants, etc.			
Curriculum	Grade	Semester	Courses	Credits
	1	1	Principles of Business Administration	3
	1	2	Business and Society	3
	2	1	Entrepreneurship and E-Business Strategy	3
	2	1	Organizational Behavior	3
	2	2	Organization Theory and Design	3
	3	1	Human Resource Management	3
	3	2	Industrial Relations	3
	4	1	Understanding of Social Enterprises	3
Total				24

Trade Tariffs Track

Trade Tariffs Track				
Track Description	A track recommended for students who are interested in trade and want to pursue trade-related careers. This track allows you to study not only trade, but also accounting, economics, finance, and operations management necessary for such a career.			
Related Major Competencies	Global product expertise			
Specialized Fields for Career	Customs officers, trade organization workers			
Curriculum	Grade	Semester	Courses	Credits
	1	1/2	Principles of Accounting	3
	1	2	Understanding of Global Business	3
	2	1	Global Market Analysis and Management	3
	2	2	Global Understanding of Supply Chain Management	3
	3	1	International Finance Policy & FX Market	3
	3	2	International Trade and Commerce Practice	3
	3	2	International Business Law and Practice	3
	4	2	International Finance System and FX Management	3
	Total			

International organizations and NGO Track

International organizations and NGO Track				
Track Description	A track for students who want to enter the field of international organizations and NGOs. A track to learn the communication skills, economics, business law and ethics, and diverse cultures required for the field.			
Related Major Competencies	Global integration expertise			
Specialized Fields for Career	International organization workers, NGO startups, and NGO workers			
Curriculum	Grade	Semester	Courses	Credits
	1	1	Understanding of Global Business	3
	1	2	Global Culture and Citizenship	3
	2	1	Global Communication II	3
	2	1	Global Market Analysis and Management	3
	3	1	International Business Negotiation	3
	3	2	International Trade and Commerce Practice	3
	3	2	International Business Law and Practice	3
	4	2	International Finance System and FX Management	3
Total				24

Global Multinational Enterprises Track

Global Multinational Enterprises Track				
Track Description	Tracks for students who want to work for foreign companies in Korea and abroad. Tracks to study accounting, economics, statistics, management, and different cultures.			
Related Major Competencies	Global enterprise expertise			
Specialized Fields for Career	Multinational companies, national and international organizations			
Curriculum	Grade	Semester	Courses	Credits
	1	1/2	Principles of Accounting	3
	1	1	Understanding global business	3
	1	1	Business Statistics	3
	1	2	Global culture and citizenship	3
	2	1	Global Market Analysis and Management	3
	2	1	Global Communication II	3
	3	2	Global Business Best practice examples	3
	4	2	Global Trend and Innovative Management	3
	Total			



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