SUNGYUNKWAN UNIVERSITY

GRADUATE SCHOOL OF CHINA

WHO CHAMPIONS CHINA BUSINESS?

CHINA MBA BUSINESS LEADER PROGRAM

DID YOU KNOW?

1st for 10 consecutive years
National Customer Satisfaction Index (NCSI) 2007~2016 1st

Private Comprehensive University in Korea

2016-2017 Quacquarelli Symonds
Asia 19th Global 106th

ASIA 13th GLOBAL 137th

Times Higher Education University Rankings 2017
NURTURING CHINA BUSINESS EXPERTS

Sungkyunkwan Graduate School of China (SKK GSC) has been recognized as a unique professional master’s program in Korea producing Chinese business experts for more than 12 years since its establishment in 2005. SKK GSC’s long-term goal is to position itself as the most influential and valuable program for would-be Chinese market specialists by providing them with opportunities to improve language skills, hands-on learning experience, and practical knowledge while forming and strengthening partnerships with 10 renowned Chinese organizations for Sino-network.

SKK GSC is comprised of two independent tracks: Business Leader Program (BLP) for full-time graduate students and Weekend BLP (W-BLP) for students who plan to study and network while working as professionals in their own fields. A Master’s Degree of Chinese Studies in Business Administration will be awarded upon completion of 2-2.5 years of study with SKK GSC.

WHAT MAKES SKK GSC GREAT?

MULTILINGUAL EDUCATION
Most of the courses offered by SKK GSC are conducted in either Chinese or English language. This makes SKK GSC an exceptional place to improve not only language skills per se, but also holistic communication competence in the most influential languages globally in terms of the number of speakers. SKK GSC also provides diverse networking and joint-program opportunities in conjunction with the most prestigious universities in China such as Peking, Zhejiang, Fudan, Renmin, and Shanghai Jiaotong University.

HIGH-PROFILE FACULTY
SKK GSC is proud to have a perfect team of faculty members who possess outstanding expertise and fit students’ educational needs. This enables our program to present student-centered theories as well as practical learning experiences that facilitate future success.

STUDY IN CHINA
Study in China is one of the key components of SKK GSC. Students are required to spend a mandatory study abroad period in China during their third semester. Plus, the dual degree program with Fudan University School of Economics provides the opportunity for students to expand their academic goal by earning two master’s degrees from two of the most renowned universities in Asia within just 2.5 years.

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**HOW SKK GSC INCREASES YOUR VALUE**

**SKK GSC CURRICULUM ROAD MAP**

**Semester 1**
- **COMMON**
  - China Corporate Culture
  - Statistics in Chinese Business
  - Taichi
- **MARKETING**
  - China Marketing Management (ENG)
  - China Marketing Management (CHN)
- **FINANCE**
  - China Financial Management (ENG)
  - China Financial Management (CHN)
- **ENTREPRENEURSHIP & STRATEGY**
  - Chinese Corporate Strategic Management (ENG)
  - Chinese Corporate Strategic Management (CHN)
  - Chinese Innovation and Entrepreneurship (ENG)
  - Chinese Innovation and Entrepreneurship (CHN)

**Semester 2**
- **COMMON**
  - Human Resource Management in China
  - Business Chinese
  - Research Methodology
  - Industrial Revolution 4.0 in Korea and China
- **MARKETING**
  - China Consumer Behavior
  - China Digital Marketing
  - China Marketing Strategy
- **FINANCE**
  - China Financial Institutions
  - Corporate Accounting in China
  - China Investment
- **ENTREPRENEURSHIP & STRATEGY**
  - Global Management in China
  - Organization Transformation in China

**Semester 3**
- **COMMON**
  - Dissertation
- **MARKETING**
  - China Distribution Theory
  - New Product Development in China
- **FINANCE**
  - China Capital Market
  - Risk Management and Insurance in China
  - Venture Capital in China
- **ENTREPRENEURSHIP & STRATEGY**
  - IoT and Entrepreneurship in China
  - Chinese Small Business Management

**Semester 4**
- **COMMON**
  - Projects on Management Practice in China
  - Research on Chinese Management
  - Research on Chinese Market
  - Case Study on Korean and Chinese Companies
  - Chinese Business Negotiation
  - Samsung Management Seminar
  - Onsite China Research
  - Research on Chinese Management
  - Research on Chinese Market
  - Case Study on Korean and Chinese Companies
  - Chinese Business Negotiation
  - Samsung Management Seminar
  - Onsite China Research

**W-BLP**
- SKK GSC’s W-BLP (weekend/part-time) is designed for professionals who want to pursue advanced training and education while not losing track of what they are doing for a living.

**Pre-School**
- 3-4 weeks

**BLP**
- SKK GSC’s BLP (weekday/full-time) was introduced upon the establishment of SKK GSC.
- Typically, classes are on weekdays from Monday to Friday, and 5-8 courses must be followed in each concentration.
GSC FACULTY WILL LEAD YOU TO BECOME A PROFESSIONAL IN CHINA BUSINESS

BASIC INFO

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<th>Program</th>
<th>BLP</th>
<th>W-BLP</th>
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<tbody>
<tr>
<td>Admission</td>
<td>Annual</td>
<td>Annual</td>
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<tr>
<td>Pre-school</td>
<td>August</td>
<td></td>
</tr>
<tr>
<td>Semester Begins</td>
<td>September / May-June</td>
<td>March / Nov-Dec</td>
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<tr>
<td>Recruiting Period</td>
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<tr>
<td>Tuition per Semester</td>
<td>9.8 million KRW</td>
<td>12 million KRW</td>
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<tr>
<td>Credit Requirement</td>
<td>42 Credits</td>
<td>42 Credits</td>
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<td>Program Span</td>
<td>2-3 1/2 Years</td>
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<td>Class</td>
<td>Monday-Friday</td>
<td>Friday-Sunday</td>
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<tr>
<td>Scholarship</td>
<td>Admission / Research Assistant 50%</td>
<td>Admission 20% / 30% / 50%</td>
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*For more details of each admission process, please visit our web-page.

WHERE WE ARE

SKK GSC is situated in the International Hall of the Humanities and Social Sciences Campus in Seoul.

Contact Us
Sungkyunkwan Graduate School of China
Rm 90343, International Hall, Sungkyunkwan-ro 25-2, Seoul, Republic of Korea (63063)
tel +82-2-740-1543-4
fax +82-2-740-1540
e-mail skgsc@skku.edu
web page http://gsc.skku.edu