SUNGYUNKWAN UNIVERSITY

GRADUATE SCHOOL OF CHINA

WHO CHAMPIONS CHINA BUSINESS?
WHAT MAKES SKK GSC GREAT?

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.

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.

PARTNERS IN CHINA

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SKK GSC CHINA MBA

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.

PROFESSORS WITH CHINA BUSINESS EXPERTISE

3 CONCENTRATIONS
- Marketing
- Finance
- Entrepreneurship & Strategy

SPECIALIZED CURRICULUM
SKK GSC’s BLP encourages students to focus on one of three specialized areas: Chinese Marketing, Chinese Finance, and Chinese Entrepreneurship/Strategy. Its curricula are designed to align with each concentration. W-BLP lets students learn more diversified, yet comprehensive, areas of business administration and exchange each student’s professional experiences and knowledge.

THINK TANK OF SINO-KOREA IR 4.0

1+0.5+0.5 EXCHANGE / VISITING 4 SEMESTERS
1+1+0.5 DUAL DEGREE 5 SEMESTERS

CHINESE BUSINESS RESEARCH
SKK GSC collaborates with the China Research Institute (CRI) where valuable findings and discoveries centered on the latest intriguing research topics related to Chinese business administration are created, such as IoT, O2O, and Fintech. This is surely one of the primary reasons why SKK GSC was able to win the Korea Institute for International Economics Policy’s GPAS research grant.
DID YOU KNOW?

1st for 10 consecutive years in national Customer satisfaction index (NCSI) 2007~2016

1st in 2013~2015 private comprehensive university rankings in Korea

1st in 2017 Times Higher Education university rankings

ASIA 13th, GLOBAL 137th in Quacquarelli Symonds university rankings 2016-2017
HOW SKK GSC INCREASES YOUR VALUE

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.

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.

SKK GSC CURRICULUM ROAD MAP

PRE-SCHOOL 3~4 weeks

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
China Leadership
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

**STUDY ABROAD IN CHINA**

**Semester 4**

**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

**W-BLP**

**ELECTIVE**

- Consulting Practice
- China Management Seminar
- Case Study on Korean and Chinese Companies
- Special Seminar in Chinese E-commerce
- Special Seminar in Chinese Entrepreneurship
- New Product Development in China
- Innovation Management in China
- Chinese Business Negotiation
- Statistics in Chinese Business
- Samsung Management Seminar
- Onsite China Research

**BLP**

**ELECTIVE**

- 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
- Innovation Management in China
- China Market Research

**W-BLP**

**ELECTIVE**

- Case Study on Korean and Chinese Companies
- New Product Development in China
- Innovation Management in China
- Chinese Business Negotiation
- Statistics in Chinese Business
- Samsung Management Seminar
- Onsite China Research
GSC FACULTY WILL LEAD YOU TO BECOME A PROFESSIONAL IN CHINA BUSINESS

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KIM YONGJUNE
MARKETING
NORTHWESTERN UNIVERSITY, USA

MIAO YUZHE
STRATEGY
SEUL NATIONAL UNIVERSITY, KOREA

CHENG JUNJUN
MARKETING
FUDAN UNIVERSITY, CHINA
MACQUARIE UNIVERSITY, AUSTRALIA

>>
BIAN WENLONG
FINANCE
PEKING UNIVERSITY CHINA

ROH EUNYOUNG
ECONOMIC LAW
RENMN UNIVERSITY OF CHINA, CHINA

JIN JIAFEI
ENTREPRENEURSHIP
UNIVERSITY OF BRISTOL, UK

CHEN BO
MARKETING
ESSEC BUSINESS SCHOOL FRANCE

LEE SANGBIN
POLITICAL ECONOMY
PEKING UNIVERSITY CHINA

YIN HENGBIN
INTERNATIONAL TRADE
SUNGKYUNKWAN UNIVERSITY, KOREA

KIM JONGYUN
SPORT SCIENCE
HANYANG UNIVERSITY KOREA

AN YUHUA
FINANCE
KOREA UNIVERSITY KOREA

ROH EUNYOUNG
ECONOMIC LAW
RENMN UNIVERSITY OF CHINA, CHINA

SUNG DOUGHO
LEADERSHIP
CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL CHINA
**BASIC INFO**

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<tr>
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<th>BLP</th>
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<td>Pre-school</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

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