SUNGKYUNKWAN UNIVERSITY

Graduate School of CHINA

WHO CHAMPIONS CHINA BUSINESS?
SKK GSC: Operation of China-MBA curriculums

Best professors
SKK GSC boasts professors who have obtained degrees in business administration and related fields from prestigious universities worldwide, including those in the United States, China, and France. We are committed to delivering consumer-centric systematic theories and practical education grounded in this expertise.

China Cooperation University Dispatch System
Students at SKK GSC have a unique opportunity to study at a collaborative university in China for one semester. Particularly noteworthy is the availability of a dual degree system, jointly offered by SKK GSC and the School of Economics at Fudan University, granting students the chance to earn master’s degrees from both universities.

1+0.5+0.5
For exchange students completing the master’s degree
1+1+0.5
For students pursuing a dual degree
4 semesters
5 semesters

Specialized curriculums
SKK GSC’s weekday curriculum is composed to have expertise of each field by selecting one of three detailed majors of Chinese Marketing, Chinese Finance, and Chinese Entrepreneurship and Strategy. And the weekend curriculum is the program to be able to share hands-on experience of entrepreneurship and strategy. And the weekend curriculum majors of Chinese Marketing, Chinese Finance, and Chinese expertise of each field by selecting one of three detailed courses.

Center of Chinese management studies
SKK GSC conducts in-depth studies on Korean and Chinese AI, FinTech, IoT, and D2O in the era of the Fourth Industrial Revolution being centered around the Korea-China Digital Business Institute. And it secures excellent capacity for study including receiving orders of research projects of the Korea Institute for International Economic Policy.

Operation of working-level programs of academic and industrial collaborations
SKK GSC runs programs of academic and industrial collaborations for fostering hands-on talents. It provides education to cultivate practical capabilities including establishment of strategies for entering China by working in collaboration with institutions such as the chambers of commerce & industry.

Provision of Scholarships for excellent students
SKK GSC runs various scholarship systems for new students including scholarships for good entrance grades for talents with excellent entrance grades, company-sponsored scholarships recommended and awarded by heads of affiliated companies (newly established in 2022), and scholarships for foreign students given to foreign students with excellent entrance grades (newly established in 2022). For more information, please see guidelines for applicants.

SKK GSC is the only graduate school which trains Chinese business experts in Korea. Since being opened in 2005, it has produced more than 400 experts of Chinese management and economic sectors and run programs aiming to be the best research and educational institution of Chinese business in Korea with the 10 best institutions and networks in Chinese-speaking countries until 2030. SKK GSC’s programs consist of two tracks of the weekday curriculum (BLP) targeting the people who hope to enter a full-time graduate course and the weekend curriculum (W-BLP) for the people who try to work and study at the same time among incumbents and businessmen. And they get to obtain a Master in Chinese Studies after completing the curriculum for 2 to 2.5 years.

NURTURING CHINA BUSINESS EXPERTS

SKK GSC runs various programs of academic and industrial collaborations, students attending GSC can get a unique opportunity to comprehend and navigate the intricacies of various business landscapes.

WHAT MAKES SKK GSC GREAT?

Global educational environment
Most of classes opened by SKK GSC are arranged in Chinese or English. And the students get to improve practical Chinese and English communication ability as well as global business expertise by taking classes to use international languages. And they can experience excellent local educational environments as they study in a cooperative university in China for one semester.

Network with the best Chinese universities
The partner universities in China for SKK GSC exchange student program include Peking University (Guanghua School of Management, National School of Development, and HSBC Business School), Fudan University, Renmin University of China, and Zhejiang University.

Seeking truth grounded in concrete evidence is a fundamental principle of China’s reform and opening up, representing problem-solving based on factual analysis. In the past, one-to-one programs have broadened horizons and deepened understanding of China through visits to the Silk Road. The Project for Seeking Truth Grounded in Concrete Evidence is a specialized program at GSC designed to gain insights into diverse business environments across different regions in China. Through visits to ten prominent bases in China where merchant culture has flourished, this program offers unique opportunities to comprehend and navigate the intricacies of various business landscapes.

The Chinese dream project is SKK GSC’s unique hands-on experience program to understand the Chinese business environment by visiting local areas and companies in China and carrying out group projects. It targets the students who take the weekend curriculum (W-BLP).

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HOW SKK GSC INCREASES YOUR VALUE

BLP Weekday Curriculum
SKK GSC introduced its Weekday curriculum upon its establishment in 2005. This full-time course operates on weekdays, from Monday to Friday, providing students with a comprehensive and immersive learning experience.
* This curriculum can partially be changed according to the operation situation of the programs.

BLP’s selective courses

W-BLP Weekend Curriculum
SKK GSC’s weekend curriculum is the part-time program composed to target and make incumbents and businessmen work and study at the same time. It is operated by consisting of 4 modules. It supports students to make them complete the curriculum regardless of the entrance periods.
* This curriculum can partially be changed according to the operation situation of the programs.

W-BLP’s selective courses
Seminar on Current Issues in China | Politics and Economy in China | China Entity Operation Practice | Chinese Field Survey and Research

SKK GSC CURRICULUM ROAD MAP

SEMESTER 1
- Common subject
- Research Methodology
- Marketing
- China Marketing Management
- Finance
- China Financial Management
- China Capital Market
- E&S
- Chinese Corporate Strategic Management
- Global Management in China

SEMESTER 2
- Common subject
- China Economic Law
- Marketing
- China Consumer Behavior
- China Digital Marketing
- Finance
- China Financial Institutions
- China Investment
- E&S
- Innovation Management in China
- China Leadership

SEMESTER 3
- Common subject
- Digital Economy in China
- China Business Capstone Design
- Marketing
- China Marketing Strategy
- China Market Research
- Finance
- China Accounting and Tax
- Current Topics in Global Finance
- E&S
- Chinese Entrepreneurship Theory and Practice

SEMESTER 4
- MODULE A
  - Chinese Consumer Marketing
  - Digital Economy in China
  - China Business Capstone Design
- MODULE B
  - Current Topics in Global Marketing
  - Management of China Financial Institutions
  - Practice of Chinese Corporate International Management
- MODULE C
  - China Marketing Strategy
  - China Investment Strategy
  - Current Topics in Global Finance
- MODULE D
  - China Business Innovation
  - China Stock Exchange Practice
  - Politics and Economy in China
GSC FACULTY WILL LEAD YOU TO BECOME A PROFESSIONAL IN CHINA BUSINESS

KIM YONGJUNE
MARKETING
NORTHWESTERN UNIVERSITY, USA

CHEN BO
MARKETING
ESSEC BUSINESS SCHOOL, FRANCE

ROH EUNYOUNG
ECONOMIC LAW
RENNIN UNIVERSITY OF CHINA, CHINA

SONG DOUGHO
LEADERSHIP
CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL, CHINA

JEON BYEONGSEO
FINANCE
FUDAN UNIVERSITY, CHINA

PARK KISOON
ECONOMICS
CHINESE ACADEMY OF SOCIAL SCIENCES, CHINA

BASIC INFO

<table>
<thead>
<tr>
<th>Program</th>
<th>Daytime (BLP)</th>
<th>Weekend (W-BLP)</th>
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<tbody>
<tr>
<td>The number of selections</td>
<td>2 times per year</td>
<td>2 times per year</td>
</tr>
<tr>
<td>Pre-school schedule</td>
<td>February in the 1st semester</td>
<td>August in the 2nd semester</td>
</tr>
<tr>
<td>Start of class</td>
<td>March in the 1st semester (November and December)</td>
<td>September in the 2nd semester (May and June)</td>
</tr>
<tr>
<td>Tuition fee per semester</td>
<td>9,800,000 won (The admission fee is separated)</td>
<td>12,000,000 won (The admission fee is separated)</td>
</tr>
<tr>
<td>Credits for completion criteria</td>
<td>42 credits</td>
<td>42 credits</td>
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<tr>
<td>Period of completing the degree</td>
<td>4 to 5 semesters (2 to 2.5 years)</td>
<td>4 semesters (2 years)</td>
</tr>
<tr>
<td>Day of the week of classes</td>
<td>Monday to Friday</td>
<td>Wednesday night, Friday night, and Saturday</td>
</tr>
<tr>
<td>Scholarship</td>
<td>Research assistant for students with excellent entrance grades (RA) Academic support/ Good grades * Scholarship for foreign students</td>
<td>20 to 50% of the tuition fees Excellent entrance grades Excellent grades * Company-sponsored scholarship 20 to 100% of the tuition fees</td>
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</tbody>
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For the detailed application schedules and guidelines for applicants by admission and period, please visit the website.
Company-sponsored Scholarship and Scholarship for Foreign Students were newly established in 2022.
For more information on the scholarships, please see the guidelines for applicants.

WHERE WE ARE

SKK GSC is located in International Hall in Humanities & Social Sciences Campus (Seoul), Sungkyunkwan University.

CONTACT US
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WEB PAGE - http://gsc.skku.edu
BLOG - https://blog.naver.com/skkgsc
Instagram - https://www.instagram.com/skkgsc_official/
Kakao Plus Friend - Search “skkugsc” in Plus Friend

Central Library
The learning space for SKK GSC only (Reading room + Seminar room)

Classroom
The classroom for SKK GSC only with high-tech educational facilities and learning support systems

Global Lounge
The space for SKK GSC students and teaching staffs’ exchange

Sungkyunkwan
DO YOU KNOW?

1st

Took 1st place in Korean private universities evaluated by The JoongAng Ilbo.

Evaluation of world universities

2022

TIMES HIGHER EDUCATION

1st
18th
122th

place in Korean private universities
place in Asia
place in the world

2007 – 2023

1st

Took 1st place in National Customer Satisfaction Index (NCSI) for 17 consecutive years.