

Seoul National University

College of Business

Administration



SNU BUSINESS SCHOOL

Welcome to Seoul National University Business School,
where academic excellence meets global innovation.
Join us in shaping the future of business
with excellence and global perspectives.

ABOUT SNU

A Community of Knowledge, Leading the Future

Seoul National University (SNU) stands as a global leader in education.

Founded in 1946, SNU is renowned for its commitment to cultivating leaders who shape the world.

With 4 campuses and over 27,000 students across 15 colleges, 1 graduate school, and 11 professional graduate schools, SNU is a diverse community committed to academic excellence.

Nestled in Seoul, SNU embodies a legacy of innovation and global influence. Explore the possibilities that await you at Seoul National University, where excellence meets opportunity, and your journey towards a brighter future.

Established in 1946

1st National University in Korea

4 Campuses

Gwanak “Main” Yeongeon “Medical”
Pyeongchang “Greenbio” Siheung “Smart”

27,784 students

15 colleges, 1 graduate school and
11 professional graduate schools

QS (Quacquarelli Symonds)



Asia

17th

QS Asia
University Rankings 2023

World

41th

QS World
University Rankings 2024

THE (Times Higher Education)



Asia

11th

THE Asia
University Rankings 2023

World


62th

THE World
University Rankings 2024


ABOUT SNU CBA

Elevating Futures, Empowering Leaders:
SNU Business School, Where Innovation Meets Excellence







36,000+
Alumni Network




Member
Best Alliance and GNAM




100+
Inbound exchange students
each academic year




59
Student exchange agreement with
25 countries and 59 universities




1946
SNU Business School
founded in 1946



41st
QS Asia University
Rankings 2024



56th
THE Asia University
Rankings 2023



56
World Class Full-time Faculty

SNU
BUSINESS
SCHOOL

History

Maintaining academic excellence for over 70 years

• 2010s-Present

- 2022 – Korean Association of Business Education Accreditation
- 2021 – Renovated Bldg 58 Lobby
- 2019 – Opened Management Network Center
- 2012 – Joined GNAM(Global Network for Advanced Management)

• 2000s

- 2009 – Opened new wing to SK Management Hall; Launched Executive MBA program
- 2006 – Launched MBA program at the Graduate School of Business

• 1990s

- 1998 – Opened LG Management Hall
- 1996 – Opened DongWon Hall
- 1992 – Launched Institute of Finance and Banking
- 1990 – Opened SK Management Hall

• 1980s

- 1989 – Founded Institute of Information and Operations Management; Launched Institute of Industrial Relations

• 1970s

- 1975 – Relocated to the Gwanak Campus and became the College of Business Administration; Renamed of the Korean Management Research Center to the Seoul National University Management Research Center

• 1960s

- 1963 – Founded Korean Management Research Center as an attachment to the College of Commerce
- 1961 – Launched Department of Business Administration
(Later merged with Department of Commerce to become College of Business Administration)

• 1950s

- 1959 – Founded Department of Trade

• 1940s

- 1946 – Founded Department of Commerce and the Department of Economics according to the founding constitution of Seoul National University

Vision

World-class Business Education Institute to Develop Creative, Challenging, and Socially Responsible Global Leaders



Study

- Pursue excellent research through enhanced research capability
- Support overseas research and provide financial support for master's and doctoral programs
- Invite and support lectures by renowned scholars from abroad



Education

- Innovate education programs to raise global leaders
- Reinforce leadership skill and social responsibility education
- Implement curriculum to foster creativity and problem solving skills



Social Responsibility

- Fulfill social responsibility by sharing knowledge
- Contribute to business management with active participation
- Support lifetime education programs



Attract outstanding foreign and domestic
faculty, students, staffs

Engage in interdisciplinary studies
(exchange majors and operate combined majors)

Develop combined majors for Business Venture
and Entrepreneurship Management

Support extra curricula, activities and
student community services

Operate systematic management of
chair professors

Encourage international exchange programs

Establish global network

Efficiency of Administration

#Challenge #Create #Contribute



Why SNU CBA

Started with only one department, the College of Business Administration(CBA) of the Seoul National University was founded in March 1975. As a progressive and an innovative management school, the CBA has an international reputation in having vast influences on the practice of management and leadership through its quality teaching and research activities. As a graduate of the CBA of the Seoul National University, it gives one not only high recognition as a qualified specialist in the industry but also in the academic as well as government field. Established with the goal of providing a global pivot point for future business leaders, CBA's ambitious plan is to establish itself as one of the leading business schools beyond Asia to the world.

• World-class Faculty

SNU CBA's faculty is comprised of faculty with degrees from renowned institutions, of which a majority has teaching experience of world-class academic institutions such as MIT, Columbia, Michigan, NYU, Carnegie Mellon, and London Business School. In addition, our faculty and their research earn international recognition with publication in internationally recognized academic journals.

• Learn from Your Peers, the Nation's Elite

Each year CBA's freshman class ranks within the top 0.5% of the national's student body. Students at SNU CBA share not only the classrooms with their peers but learn and share their passion for challenges. In addition, we attract and host quality students from foreign institutions who seek out semesters at SNU CBA in order to experience and take part in Korean management.

• Global Partnerships (BEST Alliance, GNAM)

We have extended partnerships with top-tier business schools in order to offer students abundant global experience. BEST Alliance is an agreement for academics, research and collaboration with Peking University in China and Hitotsubashi University in Japan. GNAM (Global Network for Advanced Management) is the network established by Yale University in collaboration with top business schools around the world.

• Alumni Network as Leaders of Korea's Business Society

Since its founding in 1946, Seoul National University's alumni have been the leaders of Korean society. According to study conducted by a public media association, the CEO's of the nation's top 100 corporations are alumni of SNU's management program. Moreover, 23% of the faculty at Korea's top 30 business administration institutions and 17% of government officials are alumni of Seoul National University College of Business Administration.



PROGRAM PORTFOLIO

Program	Degree	Eligibility	Number of Students
Undergraduate	B.B.A.	Top-level High School Graduates	803
Graduate	M.S.	Bachelor's Degree	196
	Ph.D.	Master's Degree	25
MBA	Full-time MBA	Mid-level Managers	143
	Executive MBA	Executives/Senior Managers	188

* As of January 2022

MAJOR

• Management Information Systems

Various business processes, problem solving, and decision-making in a company require information in common. We live in the era of information, and the amount of information that companies can utilize for business activities is rapidly increasing. In today's rapidly changing business environment, information activities such as efficient and effective information collection, management and utilization are essential to achieve business rationalization and competitive advantage. The Department of Management Information Systems conducts research to lay the theoretical foundation for corporate information activities to achieve competitive advantage.

• Marketing

In the Marketing major, you will focus on either consumer behavior field or quantitative marketing field. The field of consumer behavior examines the classic literature and recent trends in research and methodologies related to consumer behavior and psychology. In the field of quantitative marketing, students learn the methodology and contents of empirical analysis to understand marketing-related behaviors of consumers and companies using various marketing big data and theoretical analysis to identify marketing phenomena through mathematical models.

• Operations Management

Operations Management is a major area that learns various contents related to a company's operations with the aim of establishing various operational strategies to maximize its value by integrating its technological innovation and production capabilities based on its systematic approach to solving various problems. It studies the systematic decision-making process for efficient management of production service systems, the process of designing, operating, and controlling inputs into outputs such as goods and services, developing operational strategies recognized as competitive edge of the enterprise, and methodology of approaching Operations Management from strategic point of view.

• Organizational Behavior & Human Resource Management

Organizational Behavior and Human Resource Management conducts systematic research through scientific methodology on the efficient and effective management of the organization itself and its members. Through this, academic development and practical implications are promoted at the same time. In this major, in-depth lectures and research are being conducted by detailed majors of organizational behavior, organizational theory, personnel management, and labor relations. You will be able to select a detailed major according to your interests and get a chance to research, create new knowledge, and lead with professors representing each field.

• Finance / Insurance

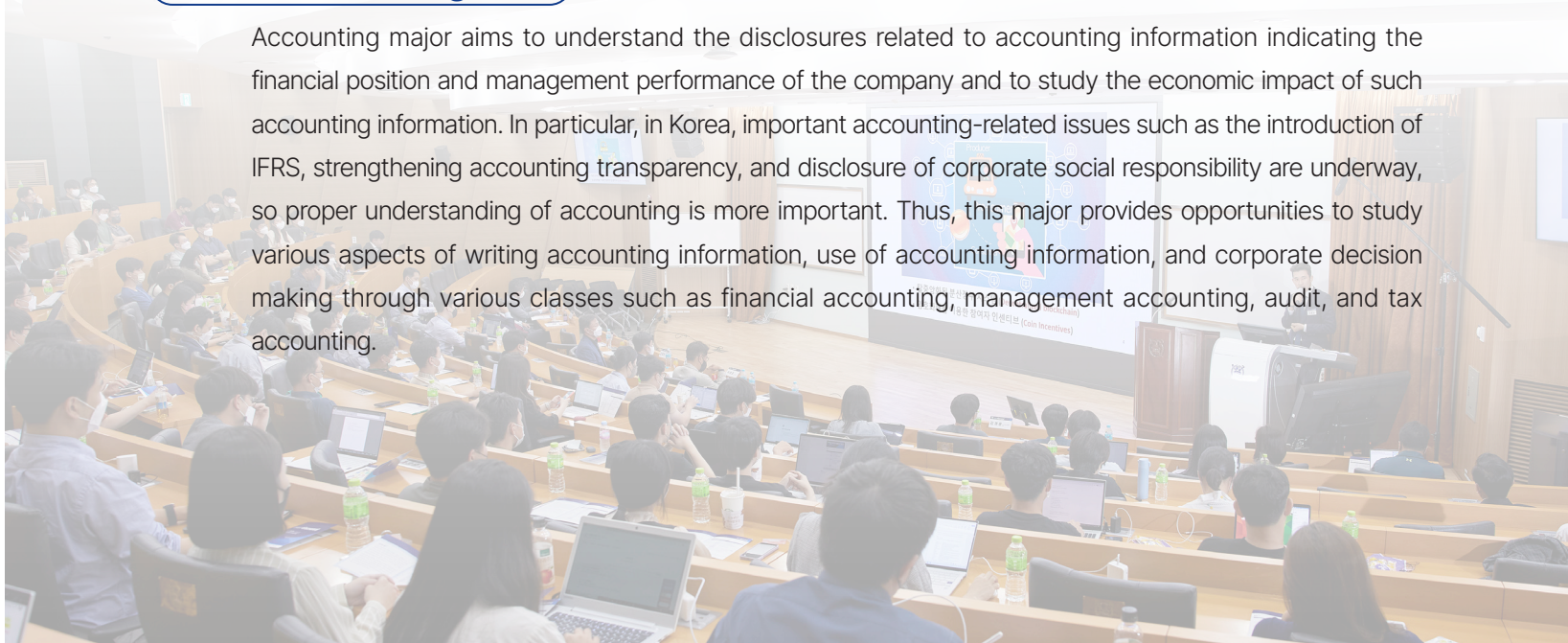
Finance major is conducting research and lectures on financial markets and corporate financial management. In particular, we will learn about the attributes of financial assets, investment and management techniques, empirical analysis of investment theory, corporate investment and financing decisions, the economic role of financial intermediaries, and the theory of management techniques unique to financial institutions. A number of other subjects provide professional knowledge about financial risk management, mergers and acquisitions, and case studies in financial management. Additionally, in the PhD program, you can select an insurance major to conduct insurance-related research on risk and its contract.

• Strategy and International Management

Strategy and International Management majors conduct in-depth discussions based on fundamental theories related to corporate strategy and international activities with the basic purpose of exploring corporate response strategies in the global environment. International management theory research, international corporate strategy research, international management seminar, strategy and international management research seminar are required for majors, and various courses are being offered such as multinational business management theory and corporate strategy seminar in the field of international management and strategy.

• Accounting

Accounting major aims to understand the disclosures related to accounting information indicating the financial position and management performance of the company and to study the economic impact of such accounting information. In particular, in Korea, important accounting-related issues such as the introduction of IFRS, strengthening accounting transparency, and disclosure of corporate social responsibility are underway, so proper understanding of accounting is more important. Thus, this major provides opportunities to study various aspects of writing accounting information, use of accounting information, and corporate decision making through various classes such as financial accounting, management accounting, audit, and tax accounting.



FACULTY

World-class faculty of leading business thinkers and innovators

SNU Business School members are renowned for their years of experience in teaching and reputation in high quality research. 56 high-caliber professors have teaching experiences in top-class MBA programs such as those at Harvard, Stanford, Michigan, NYU, Carnegie Mellon, and the London Business School. Moreover, SNU offers practice-oriented education as faculty members teach practical business skills and knowledge gained from real life business and experience from active participation in various consulting and research projects involving various enterprise and the government.

Accounting

NAME	PH.D
BAIK, Bokhyeon	University of California, Berkeley
CHOI, Jong Hag	University of Illinois at Urbana-Champaign
CHOI, Sunhwa	Seoul National University
HWANG, Iny	University of Texas at Dallas
HWANG, Leeseok	New York University
LEE, Woo-Jong	Seoul National University
LEE, Yong Gyu	Columbia University
SHIN, Jae Yong	University of Wisconsin
KIM, Chong ho	University of Pennsylvania

Finance

NAME	PH.D
CHAE, Joon	Massachusetts Institute of Technology
CHOI, Dong Beom	Princeton University
HAN, Jungsuk	London Business School
JOH, Sung Wook	Harvard University
KIM, Jung-Wook	Harvard University
KIM, Woojin	University of Illinois at Urbana-Champaign
KHO, Bong-Chan	Ohio State University
LEE, Jongsub	New York University
LEE, Kuan-Hui	Ohio State University
PARK, Sojung	University of Pennsylvania
SEOG, S. Hun	University of Pennsylvania
SEO, Kyoungwon	University of Rochester
SHOENHERR, David	London Business School

Management Information Systems

NAME	PH.D
CHO, Wooje	University of Illinois at Urbana-Champaign
JAHNG, Jungjoo	University of Wisconsin – Milwaukee
PARK, Jinsoo	University of Arizona
RHO, Sangkyu	University of Minnesota
YOO, Byungjoon	Carnegie Mellon University

Marketing

NAME	PH.D
CHU, Wujin	University of Pennsylvania
KIM, Sang-Hoon	Stanford University
KIM, Jun Beom	University of California, Los Angeles
Lee, Kyoungmi	University of Illinois at Urbana-Champaign
PARK, Kiwan	University of Michigan
PARK, Sungho	Cornell University
SONG, Inseong	University of Chicago
YI, Youjae	Stanford University

Operations Management

NAME	PH.D
KIM, Song-Hee	Columbia University
LIM, Michael K.	Northwestern University
NAM, Ickhyun	Stanford University
OH, Jungsuk	Stanford University
PARK, Sangwook	Purdue University
YANG, Hongsuk	University of Chicago

Organizational Behavior & Human Resource Management

NAME	PH.D
BAE, Jonghoon	INSEAD
CHOI, Jin Nam	University of Michigan
KANG, Sungchoon	Cornell University
KIM, Seongsu	University of California, Los Angeles
LEE, Jeong-Yeon	Indiana University
LEE, Kyungmook	University of Pennsylvania
PARK, Hee-Joon	University of Wisconsin
PARK, Won-Woo	University of Pittsburgh
YUN, Seokhwa	University of Maryland

Strategy and International Management

NAME	PH.D
CHO, Theresa Seung Ah	Columbia University
LEE, Jeho	University of Pennsylvania
PARK, Namgyoo K.	New York University
PARK, Sun Hyun	University of Michigan
LEE, Joon Mahn	University of Pennsylvania
SONG, Jaeyong	University of Pennsylvania

INTERNATIONAL COLLABORATION

Global Minds, Shared Visions

AMERICA 14

Boston University
Temple University
University of Hawaii at Manoa
University of Southern California
University of Texas, Austin
Queen's University
McGill University
University of British Columbia

EUROPE 27

Emlyon Business School
ESSEC Business School
HEC Paris
Hamburg Business School
University of Mannheim
Maastricht University
City University of London

ASIA 14

Peking University
Tsinghua University
Hosei University
The University of Hong Kong
National University of Singapore

OCEANIA 4

Griffith University
University of New Southern Wales
University of Queensland
University of Auckland

BEST Alliance

Beijing, Seoul, Tokyo Alliance :
A consortium of Korea, Japan and China



GNAM

Global Network for Advanced Management



EXCHANGE PROGRAM

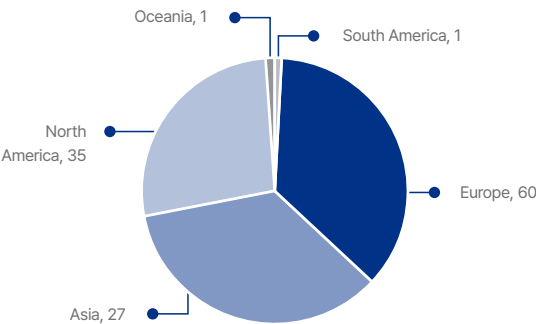
• Partnership

SNU Business School runs its own distinguished exchange program, in the purpose of cultivating global leaders. Through this program, students may transfer credits earned at our partner universities as they study for one semester, experiencing overseas culture and language. Exchange students from partner universities are entitled to attend SNU courses as enrolled students and vice versa. SNU Business School proudly present the fact that our school is the number one in both the number of universities with direct partnerships and the quality of those partnerships we maintain. SNU Business School has partnerships with 59 universities in 25 countries, and provides its own departmental exchange student program. Students can apply this exchange program for each semester(Spring/Fall) and do a 1 semester exchange.

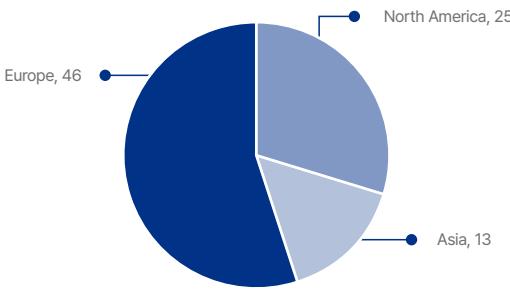
• Current Status of Exchange

	Spring 2021	Fall 2021	Spring 2022	Fall 2022	Spring 2023	Fall 2023
#	63	64	40	44	51	72
TOTAL	124		84		123	

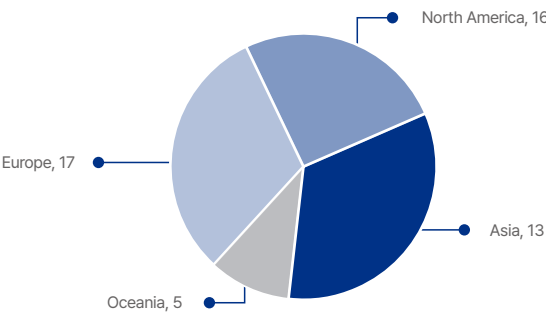
Incoming Student in 2021



Incoming Student in 2022



Incoming Students in Spring 2023



• Student's Testimonial

Name	Maria Camino Diaz
Nationality	Spanish
Home university location	London, UK
Semester	Spring 2022

If you google SNU and SNU CBA, the most popular thing you will read about it would most probably be that it is the top university, number 1, best choice, hardest-to-get-in university in Korea and so on. And you might wonder, why is that? This is where my turn comes, to tell you a bit about my experience in the university and to explain why this university is the top aspiration.

To start with, SNU is located in a not-so-central area called Gwanak. This area of the city is no only student-centred, but it is also surrounded by nature. To be able to explore nature after getting out of the class and watching the best sunrises and sunsets from university cannot compare to anything.

Secondly, the professors here are not only insightful and from different backgrounds, but they also teach materials you would not normally learn in your home university. I guess this is one of the advantages of being on exchange, the ability to learn new things from new perspectives, right?

Third, students. And I am not talking about a couple hundred students, I am talking about thousands of students. The best part of it? Everyone studies something different, but then we are all able to meet each other due to the activities that take place in-and-out of the campus. For instance, the university festivals, different clubs and societies, and my favourite one: SNU Buddy program. This program is a group of volunteering SNU students who get "in charge" of 5-6 exchange students. Then, these smaller groups get together and do fun things together like going to restaurants, doing traditional Korean activities or partying!

And now you might think "yeah, everything sounds fun, but what if I ever have a problem?" well, the Office of international relations will always support you with any issue you might encounter. Believe me, they have received many emails from me and my struggles :)

Finally, not only SNU, but South Korea as a whole is a country of new opportunities, new places to discover, new foods to try and a new culture to adapt to. You will not only love your time here, but you will not want to ever leave.

SNUbiz CAMPUS FACILITIES

| SNUbiz Library



Located on 1st floor, Bldg 58
Inquiry: buslib@snu.ac.kr

Danam SNUbiz library was established in March 1991, with the fund and donation by Danam Pilseok LEE. Danam SNUbiz Library was named after Danam Pilseok LEE, granting his effort in scholarship work and academic research at his alma mater, by establishing Danam Scholarship Foundation.

SNUbiz Library aims to enhance business research and encourage the educational atmosphere by providing various services such as book rentals and reading rooms.

Operating Hours: Mon-Fri 09:00-18:00

| SNUbiz Computer Lab



Located on 1st floor, Bldg 58 (Rm 109)
Inquiry: tkdbwl@snu.ac.kr

Computer lab is located on the first floor of Bldg.58, which is equipped with more than 100 computers. Students also have access to copying/printing machine which is available using the S-Card.

Operating Hours:

- During semester: Mon-Fri 08:00-22:00
- During summer/winter break: Mon-Fri 09:00-18:00

| SNUbiz Laptop Zone



Located on 4th floor, Bldg 58 (Rm 437)

Newly established laptop/study zone is located on the fourth floor of Bldg.58. This convenient and private space is exclusively made for SNUbiz students to work individually.

| SNUbiz Female Student Lounge



Located on 2nd floor, Bldg 58 (Rm 241)

This area is designated only for female students at business school, allowing students to take a rest during the break times between classes. Students can access by using the S-card.

| SNUbiz Male Student Lounge



Located on 3rd floor, Bldg 58 (Rm 340)

This area is designated only for male students at business school, allowing students to take a rest during the break times between classes. Students can access by using the S-card.

| SNUbiz Seminar Rooms



Located on 2nd floors, Bldg 58

For students' social and study spaces, plenty of seminar rooms are available in Bldg.58. In order to use seminar rooms, reservation must be completed on CBA intranet. Each group is allowed to use up to 2 hours for each room and at least 5 students' intranet ID (including the one reserving the room) is required.

Operating Hours: Everyday 09:00-23:00

| SNUbiz Lobby



Located on 1st floor, Bldg 58

SNUbiz main lobby is located on the main entrance of Bldg.58. Renovated in 2021, this comfortable area is open to business school members for simple tasks and casual gatherings.

| SNUbiz The Roaster 59



Located on 2nd floor, Bldg 59-1

Roaster 59 is a spacious networking lounge located in Bldg. 59-1 of SNU Business School, which is a popular spot for individual and group studies or coffee breaks. It is especially crowded during the lunch hours and exam periods.

Operating Hours:

- Mon-Fri 08:00-20:00, Sat 09:00-17:00
- Closed every Sunday

| SNUbiz 1st floor outdoor area



Located on 1st floor

The outdoor area at the backyard is available through the back door of Bldg. 58. This area is made for students' gathering and eating takeout food, which also hosts student events such as Fall Festival.

| SNUbiz Office of Academic Affairs



Located on 1st floor, Bldg 58

At the office of academic affairs, there are each personnel in designated area to give you advice for curriculum, credit, records, graduation, scholarship, and/or student support services.

Working hours:

- Mon-Fri 09:00-18:00, Lunch time 12:00-13:00
- Closed during weekends and holidays

| SNUbiz Office of International Relations



Located on 6th floor, Bldg 58

If you wish to extend/shorten your exchange period, or questions regarding SNUbiz exchange program, this is where you have to contact!

Working hours:

- Mon-Fri 09:00-18:00, Lunch time 12:00-13:00
- Closed during weekends and holidays

| 7-Eleven Convenience Store



Located on 1st floor of Dong Won Gwan

The closest convenience store to SNU Business School, which is perfect for a quick snack or convenient pick-me-up.

CAMPUS MAP



HOW TO USE

SNU Gwanak campus has more than 200 buildings, all of which have their own numbers.

The map is divided into 11 zones, using area codes A-J.

If you have a building number, find its area code under 'Buildings', and locate the place. If you only have a name of the place, find the number under 'Category'.

Note that some buildings are not shown on the map.

- Gate to parking area
- Open parking area
- Bus stops
- Airport Limousine
- Roadway
- Health care
- Dining
- Cafés

BUILDINGS

H 1~3	College of Humanities
H 4	SHINYANG Hall II
H 5~7	College of Humanities
H 8	DOOSAN Humanities Hall
H 9~10	College of Education
H 10-1	Education Information Hall
H 11	College of Education
H 12	Teacher Training Enrichment Hall
H 13	College of Education
H 14	College of Humanities
B 15	College of Law
B 15-1	College of Law
B 16	College of Social Sciences

B 16-1	SHINYANG Hall III
B 17	College of Law
G 18~19	College of Natural Sciences
C 20~21	College of Pharmacy
C 22~28	College of Natural Sciences
G 29	College of Pharmacy
G 29-1	College of Pharmacy
E 30~32	College of Engineering
E 32-1	HAEDONG Student Center
E 33~37	College of Engineering
E 38	Global Education Center for Engineers
E 39	College of Engineering
E 43	College of Engineering
E 43-1	Multimedia Lecture Building I
G 44-1	SHINYANG Hall I
G 45~48-1	Observatories
I 49	Design Center & Concert Hall
I 50~52-2	College of Fine Arts
I 53~55	College of Music
C 56	College of Natural Sciences
I 57~57-1	Graduate School of Public Administration (GSPA)

I 58	College of Business Administration
I 59	Graduate School of Business
C 60	Administration Building
H 61	Center for Teaching and Learning & Faculty of Liberal Education
C 62	University Library
C 62-1	KWANJEONG Library
C 63	Student Center
B 64	IBK Communication Center
G 65	Faculty Club
B 67	Dure Cultural Center
G 69	Institute of Laboratory Animal Resources
I 70	University Museum
I 71, 71-1	Gymnasium
I 71-2	POSCO Sports Center
B 72	Law Library
B 73	University Cultural Center
I 74	Arts Research Center
D 75	University Newspaper
D 75-1	3rd Cafeteria
H 76	4th Cafeteria
A 80	SNU Veterinary Medical Teaching Hospital

A 80-1	Bioengineering Building
A 81	Biotechnology Center
I 82	Graduate School of Environmental Studies (GSES)
I 83	Multimedia Lecture Building II
B 84	Centennial Building, College of Law
A 85	College of Veterinary Medicine
A 86	Center for Dental Research and Clinic
A 97~98	Institute of Environmental Protection and Safety
B 101	Asia Center
C 102	Office of Information Systems and Technology
B 103	Kyujanggak Archives
G 104	Inter-University Semiconductor Research Center
G 105	Institute for Molecular Biology & Design
H 109	Cafeteria Jahayon
H 111	Café PASCUCCI
I 113	Dongwon Dining Hall
K 121	Presidential Residence
K 122	Faculty Apartments
K 125~125-2	HOAM Faculty House
K 126~127	Guest House
C 129	Sangsan Mathematical Science Building
E 130	Electrical Engineering & Science Research Institute
F 131	Research Institute of Advanced Materials
F 132	Institute of New Media and Communications
F 133	Automation and Systems Research Institute
F 135	Research Institute of Energy and Resources

A 137~137-1	Language Education Institute
A 137-2	DAELIM International House
F 138	Institute of Computer Technology
O 139, 139-1	Inter-University Center for Natural Science Research
I 140~140-2	Graduate School of International Studies (GSIS)
I 141~142	College of Pharmacy
A 150	Office of Admissions
A 151	Museum of Art (MoA)
A 152	Office of International Affairs (CJ International Center)
A 152-1	LOTTE International Hall
A 153	WOOJEONGWON
D 200	College of Agriculture and Life Sciences
D 201	National Instrumentation Center for Environmental Management
D 203	SPC Research Building
I 220	College of Liberal Studies
I 221	Graduate School of Public Health (GSPH)
I 222	College of Human Ecology
F 301~302	College of Engineering
F 310	Engineer House
F 311	Inter-Institute Chemical Processes
F 312~313	Institute of Advanced Machinery and Design
F 314	Advanced Automotive Research Center
F 316	Structure Experiment Building
D 500	College of Natural Sciences
J 900~906, 918	Gwanak-sa Graduate House
J 919	Gwanak-sa Undergraduate House
J 920	Gwanak-sa Student Center
J 921~926	Gwanak-sa Undergraduate House
J 931~935	Gwanak-sa Family House
J 936	Staff Apartments
K 940	Main Research Center
K 941~941-1	Child Educare Center
K 942~945	R&D Centers
K 946	BK International House
K 950	International Vaccine Institute



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Web

cba.snu.ac.kr

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