

# KEYSTONE MBA



KYUNG HEE  
UNIVERSITY

## TABLE OF CONTENTS

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<b>04</b>	Your next chapter begins here with us	<b>10</b>	The first-term Integrative Core
<b>05</b>	Why Kyung Hee Graduate School of Business	<b>11</b>	Elective seminars
<b>06</b>	Our history	<b>12</b>	Keystone Labs
<b>08</b>	Birth of Keystone MBA : a whole new approach to management education	<b>13</b>	Keystone Colloquium
<b>09</b>	Keystone MBA program components	<b>14</b>	Optional non-degree programs
		<b>15</b>	Keystone MBA fast facts
		<b>16</b>	Keystone MBA degree requirements
		<b>18</b>	Faculty of dual excellence
		<b>20</b>	Our campus and the power of access
		<b>21</b>	Orbis Hall: home of Kyung Hee's management education
		<b>22</b>	Qualities we search for in our prospective students
		<b>23</b>	What you need to apply



*Towards Global Eminence . . .*

*Guiding You to be the Keystone of Our Society*

**KEYSTONE MBA**





## YOUR NEXT CHAPTER BEGINS HERE WITH US

Kyung Hee Graduate School of Business opened its doors in 1966 as the first graduate-level school to install the Advanced Management Program in Korea.

Ever since, the School has been consistently recognized as a leading institution in terms of its scale, diversity, and faculty competency. Kyung Hee MBA upholds the importance of industry-based and specialized management education, and offers pioneering MBA programs in the areas of consulting service, international business, brand, tax affairs, culture & arts, healthcare, China, big data, and general management.

We celebrated our 50th anniversary in 2016, and we are now eager to take a bigger leap forward as a unique force in business education with a whole new program called Keystone MBA. This new program is the fruit of the School's adaptation to the demands of globalization and to a world in which organizations must increasingly be attentive to their impact on society. You are here because you want to do incredible things, and we are here because we prepare students like you for an extraordinary future. Towards global eminence... We look forward to guiding you to be the keystone of our society.



**Jae-Kyeong Kim**

*Dean of Kyung Hee Graduate School of Business  
Professor of Management Information Systems*

# WHY

## KYUNG HEE GRADUATE SCHOOL OF BUSINESS



Some people may be born with an entrepreneurial spirit; however, many are still interested in learning how to be successful through professional development. Today's entrepreneurs need to have vision, passion, insight, and the ability to innovate. They persevere, they are resilient, and they have an unquenchable thirst for knowledge. Rapidly changing business environments demand business professionals to learn how to become better entrepreneurs by identifying and handling complex issues, but this cannot be learned by experience alone. This is why Kyung Hee Graduate School of Business exists.

Our school has established itself as a global leader in management education through industry-based pragmatic MBA programs that focus particularly on new trends in future management, insights into global business, and on-site problem solving. Kyung Hee Graduate School of Business fosters future-oriented, innovative entrepreneurs through user-centered customized education.

We at Kyung Hee Graduate School of Business will consistently endeavor to remain at the forefront of MBA education.

“

**The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn**

”

**Alvin Toffler**

# OUR HISTORY

Kyung Hee Graduate School of Business takes great pride in offering segmented, pragmatic industry-based MBA education ever since its establishment in 1966.



Establishment of the Graduate School of Industry and Business is approved by the University, and the Department of Management is newly installed.

1966

Official name of the school is changed from the Graduate School of Industry and Business to the Graduate School of Public Administration and Business.

1971

Official name of the Department of Chinese Business Management is changed to the Department of China Management.

2008

The Department of Brand Management is newly established.

2005



The School is now reorganized into having three departments of General Management, Health Services Management, and Culture and Arts Management.

2011

Military contract is signed for offering Military Executive-MBA.

2012

The Department of Distribution Management is newly established. Kyung Hee – SBC Creative Management MBA is newly established.

2014

*The World is a Global Village and the Peoples of the World are One Human Family. May We Strive for Peace and Humanity with the Spirit of Global Cooperation Society.*



1972

The Department of Taxation is newly established.

1980

Official name of the school is changed from the Graduate School of Public Administration and Business to the Graduate School of Business. The school is now completely separated from the Public Administration sector.



1997

The Department of Health Services Management is newly established.

2002

The Department of Chinese Business Management is newly established.

2001

Official name of the Department of Trade Management is changed to the Department of International Business.



2000

The Department of e-Business, currently big data management, is newly established.

1999

The Department of Business Consulting and the Department of Culture and Arts are newly established.

2015

The Department of Innovative Management and the Department of Strategic Management are newly established.



2016

The School celebrates its 50th anniversary and proclaims new vision. The School welcomes the grand opening of the Icheon Off-Campus.

2017

The School welcomes the grand opening of the Yongin Off-Campus. The Marine Corps Executive-MBA is newly established.





# BIRTH OF KEYSTONE MBA

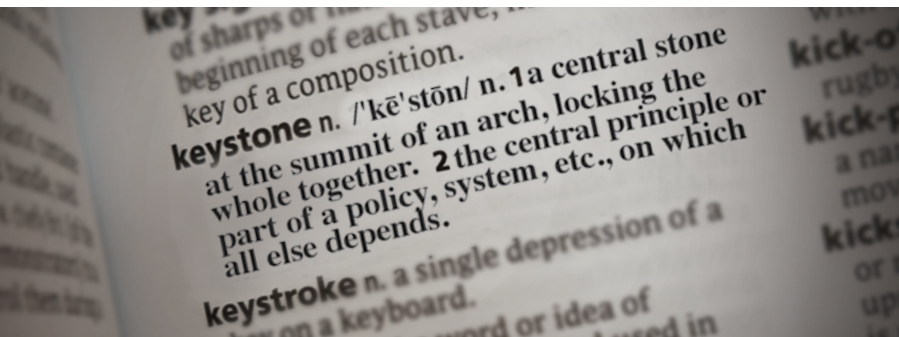
A whole new approach  
to management education

Kyung Hee Graduate School of Business offers a completely new approach to management education with Keystone MBA. It is highly selective, comprehensive, and unique with autonomy for design, organization, and implementation of the program within the School.

Keystone MBA is a truly global three-term, full-time program that complies with the central goals of management education at Kyung Hee Graduate School of Business under the organizational vision newly proclaimed in 2016 :



All courses, activities, and events offered through Keystone MBA are conducted in English. The Keystone MBA experience comprises six building blocks :







# KEYSTONE MBA PROGRAM COMPONENTS



## Collaborative learning

An integral part of the Keystone MBA experience is collaborative learning. You will begin collaborating with other students as soon as you arrive at Kyung Hee. Based on your diverse backgrounds, interests, and experiences, we will carefully assign you into student cohorts and smaller learning teams during orientation sessions before the start of classes. By collaborating closely with your peers on group assignments and projects, you develop close bonds, exercise leadership, and address issues from multiple perspectives. Your team will ultimately help you identify your strengths and weaknesses, and manage the amount of work on your own.



## The evolution of learning

Your Keystone MBA coursework will be rigorous, relevant, pragmatic, and, most importantly, fun! As a one-and-a-half-year, full-time program built on a rock-solid foundation, our rigorous curriculum builds a comprehensive general management foundation and has a wide spectrum of learning opportunities for you to explore and find out your own area of achievement :

The first-term Integrative Core

Keystone Colloquium

Elective seminars

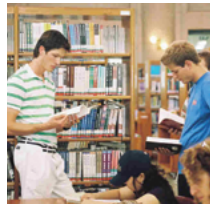
Non-degree programs (optional)

Keystone Labs

This comprehensive portfolio of learning opportunities will lead you to substantial growth in academic, personal, and professional aspects.

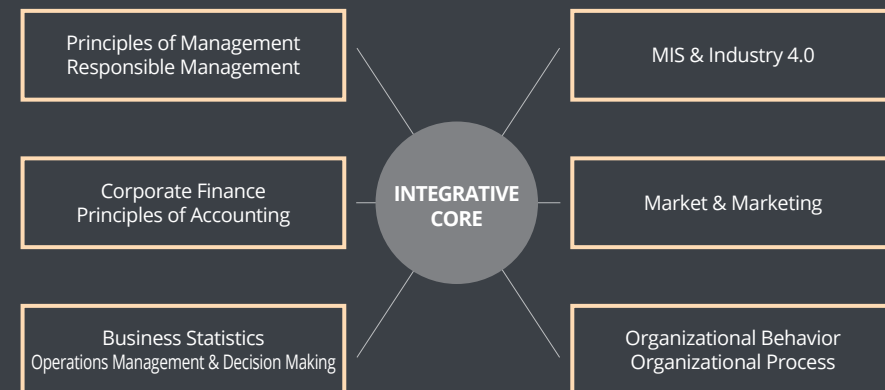


# THE FIRST-TERM INTEGRATIVE CORE



During the first term, each student cohort works together throughout the entire Integrative Core term on team assignments and projects and study for exams, etc. These student cohorts and teams provide invaluable opportunities for you to learn new skills and test leadership capabilities.

In terms of its curriculum, you will begin with general management perspectives and build the foundation of your Keystone MBA education through the powerful team-based learning. You will be introduced to complex managerial issues and given insight into the mindset of a senior manager and leader. The first term is a carefully designed integrative program with six courses that will be indispensable throughout your future career as essential competencies:





# ELECTIVE SEMINARS



Kyung Hee's Keystone MBA offers a dynamic curriculum in order to prepare students in all aspects for the real management challenges that lie ahead. After completing the first-term Integrative Core, you will take courses in elective seminars that will broaden your perspective and extend your knowledge in and across specific areas. You will also participate in these seminars using our unique online learning portal, KLAS, as a means of flipped learning to help with critical and analytical thinking and experience a wide range of hands-on learning opportunities.

Our elective seminar courses are industrial case-oriented, and we design and heavily modify the courses strategically in order to respond to changes in the business world and student interests. Our recent focus has been placed on exploring topics that transcend any single function of management discipline :

- Industry 4.0
- Convergence
- Contents management
- The Third World and emerging markets
- International commerce

Specific course names and descriptions are subject to change. For the most up-to-date information, please visit our website at <http://khmba.khu.ac.kr>.

# KEYSTONE Labs

## Convergence of teaching

Another unique feature of the Keystone MBA program is manifested through the Keystone Labs. Keystone Labs is highly rigorous and thought-provoking, and it is where innovative delivery of learning takes place. Kyung Hee MBA prides itself as having profound expertise particularly in the areas of culture & arts, healthcare, techno, and, of course, general management. Throughout the Keystone Labs courses, you focus on specific social phenomena and seek to develop solutions to problems from a management perspective, while having multiple instructors from those different management disciplines taking turns to present their own views in one course.

## Our community is our laboratory

Our community is what we live and learn. Seoul is our community and our community is our laboratory. With countless business leaders based in or traveling to Seoul, you learn as much outside the classroom as in, sometimes even by just exploring the city. You can design your own paths of exploration in Keystone Labs courses, and get a chance to really demonstrate your leadership and insight. For example, you can dress yourself up in Hanbok and visit the narrow streets of Bukchon Hanok Village followed by a visit to Garosu-gils for a taste of artistic sensibility decorated by designers and artists. Indeed. Subsequently, you will be challenged with the social issues of gentrification and to develop possible solutions from a management perspective. After all, management is about maximizing all stakeholders' value, and we would like you as future business leaders to think about making our society a better place to live.



# KEYSTONE Colloquium

## Sharpen your competitive edge

Keystone MBA recognizes the significance of entrepreneurialism. The Keystone Colloquium is a mandatory part of the Keystone MBA program as an ongoing process from the beginning to the end of your Keystone MBA journey. In this business plan competition and research festival, you, as a student entrepreneur, learn invaluable lessons from the experience and feedback. The Keystone Colloquium allows you to receive feedback from our faculty and industry experts, and examine your innovative ideas early and often. For this program, you are given full discretionary power as to how you design and undertake your project. You can participate in the event individually or by forming a team of up to three persons. Depending on the theme and scope of your research, you may also get a chance to collaborate with community leaders or have an internship at a local organization. What should you choose to do? Launching a startup, growing an enterprise, designing a corporate innovation initiative, improving a business process, analyzing significant business cases... It is your call!

## Notable milestones

**Upon entering  
Keystone MBA  
&  
orientation sessions**

Submit first draft of  
research proposal

**End of first-term**

Meet with the head  
of Keystone MBA  
and submit revised  
research proposal

**End of second-term**

Submit interim  
report

**Final week of  
third-term**

Keystone  
Colloquium final  
presentation





## OPTIONAL NON-DEGREE PROGRAMS

Throughout the Keystone MBA experience, you have a wide range of options available to you to make it a richer one. You may be attracted to the Korean language simply because it is so different from your native language, so you choose to register in the Korean language class. If you want to dive deep in your area of interest and are committed to future career in your field, you may want to pursue acquiring specialized certificates.

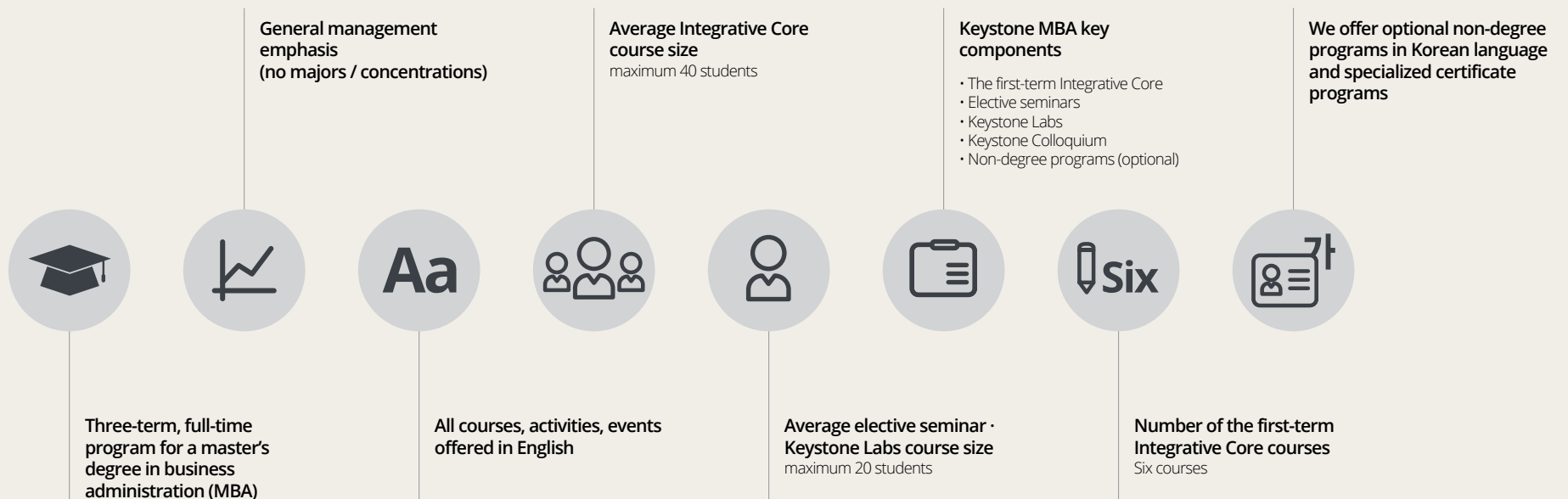
Mind you, these programs are all optional non-degree programs and are NOT stand-alone. If you are pursuing a certificate, you must acquire it in conjunction with a Keystone MBA degree. In addition, all incurring costs from the non-degree programs are NOT included in the Keystone MBA tuition and must be covered separately.

For more information on the non-degree programs, please visit our website at <http://khmba.khu.ac.kr>.





# KEYSTONE MBA FAST FACTS





# KEYSTONE MBA DEGREE REQUIREMENTS

In order for you to successfully complete the Keystone MBA program and receive a legitimate degree, you must meet the following requirements.

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## 1. Credits required for an MBA degree

minimum 36 credits earned total

\* No. of credits per course : two credits

1) Integrative Core : minimum 12 credits required

2) Elective seminar / Keystone Labs : minimum 18 credits required

3) Keystone Colloquium : six credits

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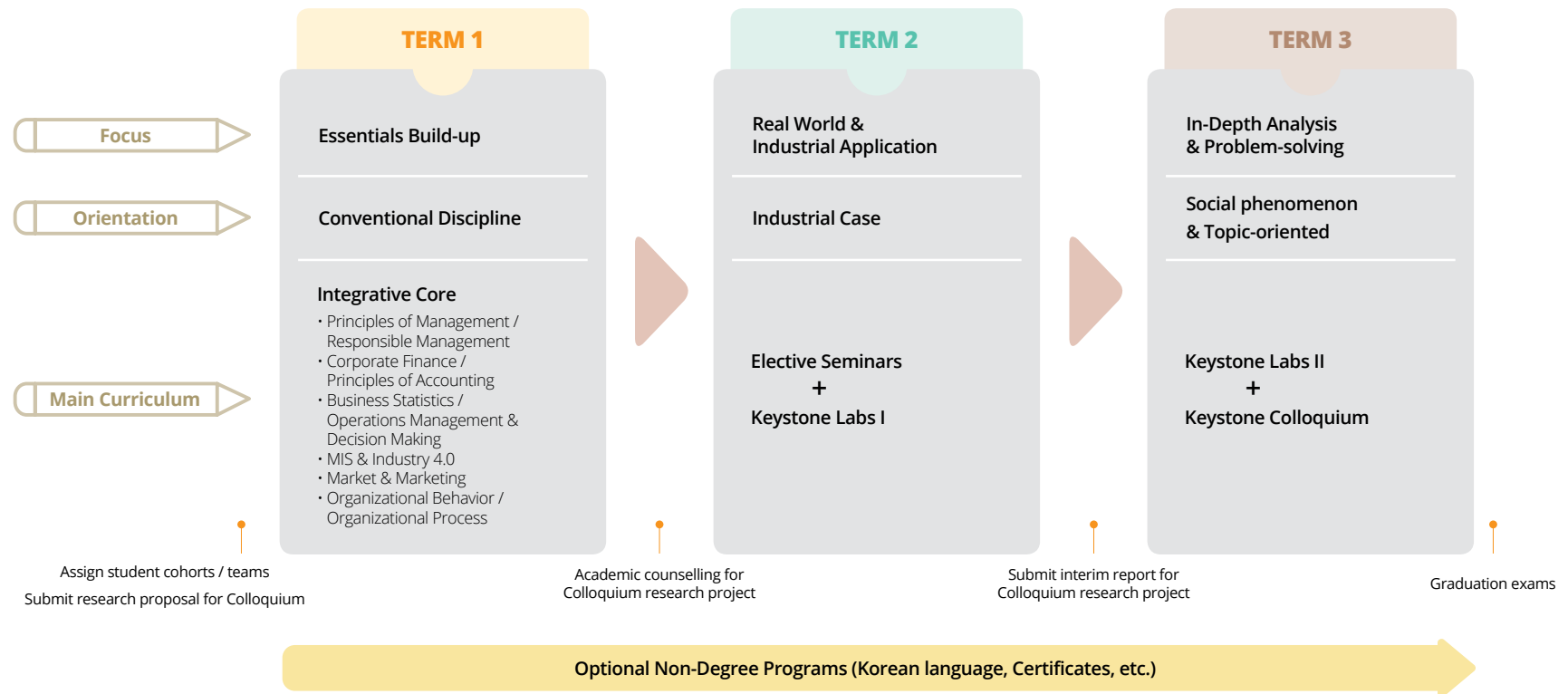
## 2. Graduation exams

Must pass two exams of choice





## Suggested roadmap to becoming a Keystone MBA





# FACULTY OF DUAL EXCELLENCE



**Andrew Hyun-Jong OH**

Head of Keystone MBA,  
Professor of General Management

*Ph.D., Kyung Hee University*

**Expertise & Research Interests :**

operations management, business analytics

Learn from professors of two minds whose ideas are transforming industry and shaping our society. The faculty of Keystone MBA are renowned researchers as well as great classroom teachers. They give you an insider's view into their industry and suggest you the tools you'll need to apply the lessons in your chosen field and across critical business areas. Focusing on seeing the bigger picture and using building blocks of knowledge, our faculty challenge you to solve real-world complex business problems and prepare you to find opportunity in any given environment. Upon witnessing groundbreaking theory work in practice, you develop both a deeper understanding of business dynamics and the decision-making skills to shape those dynamics.

More importantly, our faculty make themselves available to you beyond the classroom - in their offices, over lunch or dinner, and at various school events. Our scale lets you experience ideal faculty-to-student ratios, small-size courses, and superb person-to-person access to professors.

You also benefit from active practitioners teaching as adjunct professors who teach classes, help students network, give individual advice, and some even stay in touch with students beyond graduation.



**Hun-Joo JUNG**  
Professor of  
International Business

*Ph.D., University of Nebraska*  
**Expertise & Research Interests :**  
international business



**Jae-Kyeong KIM**  
Dean of Kyung Hee Graduate School  
of Business, Professor of Management  
Information Systems

*Ph.D., KAIST*  
**Expertise & Research Interests :**  
big data management, E-biz



**Kun-Woo KIM**  
Professor of Finance

*Ph.D., University of Massachusetts*  
**Expertise & Research Interests :**  
financial management



**Min-Yong KIM**  
Professor of Management  
Information Systems

*Ph.D., KAIST*  
**Expertise & Research Interests :**  
E-biz modeling



**Sang-Man KIM**  
Professor of  
Operations Management

*Ph.D., University of Nebraska*  
**Expertise & Research Interests :**  
production & operations management



**Hoon-Young LEE**  
Professor of Marketing

*Ph.D., University of Pennsylvania*  
**Expertise & Research Interests :**  
marketing, E-marketing



**Jae-Ho LEE**  
Professor of International Business

*Ph.D., University of Cambridge*  
**Expertise & Research Interests :**  
cross-cultural management



**Kyoung-Jun LEE**  
Professor of Management  
Information Systems

*Ph.D., KAIST*  
**Expertise & Research Interests :**  
business modeling, digital media  
management



**Byeong-Joon MOON**  
Professor of Marketing

*Ph.D., University of Connecticut*  
**Expertise & Research Interests :**  
consumer behavior, marketing strategy,  
international marketing



**Ha-Il PARK**  
Professor of Economicst

*Ph.D., Texas A&M University*  
**Expertise & Research Interests :**  
international economics, macroeconomics,  
financial engineering



**Yong-Seung PARK**  
Professor of Human Resources &  
Organizational Management

*Ph.D., University of Minnesota*  
**Expertise & Research Interests :**  
responsible management, strategic HRM,  
industrial relations



**Joo-Ho SUNG**  
Professor of Finance

*Ph.D., City, University of London*  
**Expertise & Research Interests :**  
pension finance & valuation, insurance &  
risk management



## OUR CAMPUS AND THE POWER OF ACCESS

Imagine an open, park-like space nestled in a bustling city. Kyung Hee's campus in Seoul creates a magnificent environment for everything that happens within the University community. With 16 undergraduate schools and 11 graduate schools on one contiguous campus, Kyung Hee offers incomparable resources to the community including research centers, laboratories, libraries, and museums in order to support invaluable intellectual activities and events in nearly any field or discipline. Kyung Hee's campus as a whole is tailored to Keystone MBA's innovative curriculum and it provides an ideal environment in which to prepare tomorrow's business leaders. Get ready for your MBA experience characterized by unlimited possibilities and opportunities both inside the classroom and out.





## ORBIS HALL

Home of  
Kyung Hee's  
management  
education

Orbis Hall, situated between the College of Political Science & Economics and the School of Dance, supports our inimitable system of management education. It is where our management education's culture, unifying learning, community, teamwork, convergence, and innovation all come alive and blossom.



- Gross floor area of 23,074m<sup>2</sup> facility opened in 2008
- 14 flexible classrooms integrated with instructional technology for experiential learning, small-group leadership activities, and team-based learning
- 55 faculty research labs and offices
- Cozy study lounges and social lounges for MBA students
- Orbis Auditorium that hosts events that invite students from across campus and leaders from around the world
- Magnolia Café with the Internet access and attractive indoor/outdoor space that promote interaction and intellectual debate over coffee



# QUALITIES WE SEARCH FOR IN OUR PROSPECTIVE STUDENTS



## Thirst for knowledge

We deeply appreciate students who have a desire to learn, global mindset, insatiable curiosity, and willingness to explore new things and share personal experiences.



## Personal qualities and character

We are deeply interested in knowing who you are as a person. We want to cultivate global business leaders who are committed to responsible management and seek competitive advantage through sustainable strategies. Your character, background, interests, and values will eventually define your learning experience here with us.



## Leadership potential

Have you ever delivered results from a position of leadership? Have you demonstrated persistence and determination in the pursuit of your goals? Is there evidence of creativity and innovation in you as well as a strong desire to contribute to society? These are important leadership-related aspects we look for in our students.



# WHAT YOU NEED TO APPLY



## Nationality

You and your parent(s) must NOT be of Korean nationality

## Academic requirements

A bachelor's degree or its equivalent from an accredited domestic / international institution

## Language proficiency - English

Because we offer our Keystone MBA programs in English, TOEFL 71 (i) 197 (C) 530 (P); IELTS 5.5; TEPS 600 or higher is desirable. This is only a guideline and waived if you are from a country in which English is OFFICIALLY used.

## Documents and materials

- Kyung Hee University Graduate School of Business application form
- A letter of self-introduction
- Statement of purpose (including your study plans)
- Academic History Verification Consent Form
- Official graduation certificates from undergraduate institution (must be verified by the Korean Embassy or Apostille verified)
  - If you are from China: graduation or degree certificates of China higher-education student information
- Transcripts from each college/university you have attended as a registered student (report using your school's grading scale)
- Bank certificate of deposit balance (attach your sponsor's or your bank certificate indicating a minimum deposit of \$20,000. Certificate must be valid until your actual enrollment date)
- Copy of passport / identification card
- State or government-issued certificate of family registry, which verifies you and your family relationship
- Copy of alien registration card issued by the Korea Ministry of Justice (if applicable)

**\* Documents in languages other than Korean or English MUST accompany official notarized translations.**



**<http://khmba.khu.ac.kr>**

For any inquiries or questions regarding Keystone MBA, please contact :

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**+82-10-2144-6566 (cell)**

**[hjoh@khu.ac.kr](mailto:hjoh@khu.ac.kr)**

For any inquiries or questions regarding MBA programs in general at Kyung Hee Graduate School of Business, connect with us.

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