



● Dean's Message

Welcome to Sogang Business School!



Prof. Min, Jae Hyung
Dean
Sogang Business School

Sogang Business School (SBS), being recognized as one of the top business schools in Korea, has been providing top-quality management education for the last 50 years. Excellence of the school's management education and faculty-led research has been proven at several fronts. The SBS degree programs earned the accreditation several years ago from the AACSB International, a hallmark of excellence in its globalized education.

In Korea, the school has been solidifying its position as one of the best business schools. SBS is one of the four business school in the country that earned multi-million dollars of the government grant (BK21) for the development of its MBA degree programs. The school is also the recipient of another government grant named World Class University (WCU). SBS is the only business school among about 200 in the country that won the two megascale government grants at the same time.

The school's 50-year-long academic prestige remains solid and will be so in the years ahead. SBS will continue pursuing excellence in education, fostering the students' awareness of global perspectives and leadership, and living up to the business ethics based on the Jesuit educational spirit. The academic prestige and future vision is embodied in the school's four strategic values: **Globalization, Leadership, Excellence, and Ethics (GLEE)**.

As the SBS dean, I will adhere to the fundamentals set forth in the **GLEE**, along with resilient and innovative ways of thinking. The school will also aim at providing management education that will incorporate thoughts of other academic disciplines, such as humanities and engineering, so that graduates of this school could be armed with functional knowledge as well as diverse perspectives of academia.

By exerting our very best efforts, SBS will emerge as an excellent educational and research hub and will ultimately become a leading business school in Asia and the world.

Thank you.

*" Be as proud of Sogang
As Sogang is proud of you "*



Sogang Business School

● Points of Excellence

- One of Top Five Business Schools in Korea
- Undergraduate Freshman Intake: Top 0.5% of Scores of High School Graduation Exams
- Whole-person Education in Catholic Spirit
- Top on Students Satisfaction Survey in Korea
- Top-rated Faculty Body in Research
- Highest Job-Landing Ratio for Undergraduates
- Optimal Configuration of Degree and Non-degree Programs



● Vision, Mission, & Values

• Vision: A Leading Business School in Asia

• Mission Statement

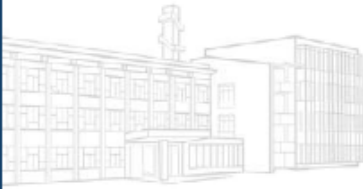
The mission of Sogang Business School is, first, to provide an outstanding education grounded in Jesuit tradition that cultivates students to become responsible leaders of the global business through a devoted contribution to mankind and, second, to create new knowledge necessary for advancement of the academic world by emphasizing top-quality scholarship and research.



Statue of Theodor Geppert, S.J., the founder of Sogang U.

• SBS Strategic Values: GLEE

- **Globalization:**
The school expands its global student and faculty network.
- **Leadership:**
The school fosters the spirit of leadership in its stakeholders.
- **Excellence:**
The school commits itself to the pursuit of excellence in education and research.
- **Ethics:**
The school enhances ethics as its mode of integrity and credibility.



Sogang Business School

● Programs

(as of Nov. 2011)

Degree/ non-degree	Programs	Target Segments	Average Period
Degrees	▪ Undergraduate Degree (BBA)	Top-level High School Graduate	4 years
	▪ Full-time MBA	Pre-job BBAs, Mid-level business manager	2 years
	▪ Evening MBA	Mid-level business managers	2.5 years
	▪ Executive MBA	Mid-, Senior-level managers, CEOs	2 years
	▪ SSME (Service Systems Management & Engineering)	Mid-level business managers	2~4 years
	▪ Ph.D.	Researchers, Academic Career Pursuers	About 4 years after master's degree
Non-degrees	▪ SEP, STEP, SCAMP and Company-tailored Programs		

● SBS Development Time-Line

(as of Nov. 2011)

▪ Apr. 1960:	Sogang Univ. founded
▪ Mar. 1963:	Dept. of Business Administration opened
▪ Mar. 1968:	College of Business Administration set up
▪ Mar. 1974:	SU Graduate School opened Master of Business Administration Degree Program
▪ Mar. 1980:	Evening MBA Program started
▪ Mar. 2007:	Full-time MBA Program launched
▪ Jan. 2009:	SBS won BK21 and WCU Research Grants, both totaling US\$20 million
▪ Sept. 2009:	SBS won AACSB business accreditation
▪ Oct. 2009:	Service Systems Management & Engineering (SSME) program launched
▪ Feb. 2010:	2 nd Business School Building (Kumho Asiana Paulus Hall) dedicated
▪ Jun. 2011:	SBS became participant in PRME



● Faculty and Research

▪ List of Faculty by Areas

(as of Nov. 2011)

	SBS Disciplinary Areas	Full-time Faculty
1	Accounting	7
2	Finance/Risk Management	7
3	International Business	4
4	LSOM/MSc./MIS	20
5	Marketing	7
6	OBHRM and Strategy	9
	Total	54

• SBS Faculty Configuration

- All of SBS faculty members hold Ph.D. degree and most of faculty members earned their degrees from top-tier US and European business schools; and
- Out of 53, we have 4 international faculty members

1. Accounting (7)

Name	Univ. (Degree, Year)	Appointment since
Choi, Soonjae	New York Univ. (Ph.D. 1992)	1996.3
Chun, Sungbin	Univ. of California at Berkeley (Ph.D. 1984)	1985.9
Hwang, Kookjae	Syracuse Univ. (Ph.D. 1996)	1998.3
Kim, Soonkee	Univ. of Houston (Ph.D. 1983)	1984.3
Lee, Daisun	Univ. of Nebraska-Lincoln (Ph.D. 1987)	1980.3
Song, Minsup	Syracuse Univ. (Ph.D. 2005)	2007.3
Yang, Joonsun	Temple Univ. (Ph.D. 2002)	2008.9

2. Finance/Risk Management (7)

Name	Univ. (Degree, Year)	Appointment since
Ahn, Seoungpil	Purdue Univ. (Ph.D. 2001)	2009.8
Choi, Woonyoul	Univ. of Georgia (Ph.D. 1982)	1982.9
Hong, Gwangheon	Univ. of Wisconsin-Milwaukee (Ph.D. 1998)	2004.9
Kim, Doseong	Drexel Univ. (Ph.D. 2000)	2007.3
Lee, Jung-jin	Stanford Univ. (Ph.D. 1992)	1993.3
Lee, Sangho	Michigan State Univ. (Ph.D. 2005)	2006.3
Park, Youngseog	Univ. of Pennsylvania (Ph.D. 1990)	1998.3

3. Int'l Business (4)

Name	Univ. (Degree, Year)	Appointment since
Kang, Hosang	Columbia Univ. (Ph.D. 1984)	1986.9
Kim, Changsu	Rutgers Univ. (Ph.D. 2002)	2010.8
Lee, Chol	Univ. of Texas at Austin (Ph.D. 1988)	2001.3
Lee, Khanpyo	Peking Univ. (Ph.D. 2005)	2008.3



▪ List of Faculty by Areas

4. LSOM/MSc./MIS (20)

Name	Univ. (Degree, Year)	Appointment since
Bhattacharjee, Anol	Univ. of Houston (Ph.D. 1996)	2010.3
Chin, Wynne W.	Univ. of Michigan(Ph.D. 1993)	2010.9
Cho, Sungbin	George Washington Univ. (Ph.D. 2000)	2005.3
Davis, Fred D.	MIT (Ph.D. 1986)	2010.9
Ha, Byoung-Chun	George Washington Univ. (Ph.D. 2007)	2007.9
Jon, Joonsoo	Univ. of Wales (Ph.D. 1987)	1989.3
Kim, Jinhwa	Univ. of Wisconsin-Madison (Ph.D. 2001)	2003.3
Kim, Kilsun	Univ. of Illinois at Urbana-Champaign (Ph.D. 1998)	2001.3
Kim, Minkyun	State Univ. of New York at Buffalo (Ph.D. 2010)	2011.9
Kim, Myungseok	Texas A&M Univ. (Ph.D. 2002)	2006.9
Kim, Yongjin	State Univ. of N.Y. at Buffalo (Ph.D. 2002)	2007.3
Lee, Gunhee	Univ. of Missouri (Ph.D. 1996)	1997.3
Lee, Jaebeom	New York Univ. (Ph.D. 1986)	1986.9
Lee, Yoon Dong	Iowa State University (Ph.D. 1998)	2009.3
Min, Jae Hyung	Indiana Univ. at Bloomington (Ph.D. 1989)	1992.9
Rao, Raghav	Purdue Univ. (Ph.D. 1987)	2010.9
Rho, Boocho	Virginia Polytechnic Institute & State Univ. (Ph.D. 1977)	1981.9
Song, Jaeki	Univ. of Wisconsin-Milwaukee (Ph.D. 2001)	2010.9
Sugumaran, Vijayan	George Mason Univ. (Ph.D. 1993)	2010.3
Suh, Changjuck	Univ. of Texas at Austin (Ph.D. 1988)	1991.9

5. Marketing (7)

Name	Univ. (Degree, Year)	Appointment since
Chung, Jaihak	Cornell Univ. (Ph.D. 2001)	2003.3
Ha, Youngwon	Univ. of Chicago (Ph.D. 1987)	1989.3
Jun, Sung Youl	Syracuse Univ. (Ph.D. 1994)	2001.9
Kim, Juyoung	Univ. of Michigan (Ph.D. 1993)	2007.3
Lim, Chae-Un	Univ. of Minnesota (Ph.D. 1991)	1995.3
Park, Kyungdo	Carnegie Mellon Univ. (Ph.D. 203)	2006.3
Park, Sehoon	Northwestern Univ. (Ph.D. 1988)	2006.9

6. OBHRM and Strategy (9)










Name	Univ. (Degree, Year)	Appointment since
Cho, Bongsoon	New York State Univ. (Ph.D. 2004)	2007.9
Choi, Jang Ho	Univ. of Wisconsin-Madison (Ph.D. 2008)	2011.3
Kim, Seungchul	Hankuk Univ. of Foreign Studies (Ph.D. 2006)	2010.9
Kim, Yangmin	Texas A&M Univ. (Ph.D. 2001)	2004.9
Lee, Insuk	Cornell Univ. (Ph.D. 1992)	1995.3
Park, Jong-Hun	Univ. of British Columbia (Ph.D. 1997)	2008.3
Park, Kyung-kyu	Univ. Mannheim (Ph.D. 1983)	1990.3
Seo, Jeongil	Univ. of Wisconsin-Madison (Ph.D. 2007)	2011.9
Yang, Donghoon	Univ. of Minnesota (Ph.D. 1997)	1999.9

▪ Research

- US\$30 million research grants (2006~2010)
- Top among Korean business schools in publications in top-tier international business journals
- In-house research institutes (Institute for Business Research, Center for Business Education, Marketing Research Institute and Service Science Institute)

● Globalization

1) Global and Regional Accreditations and Memberships

Global	
 <ul style="list-style-type: none"> The Association to Advance Collegiate Schools of Business (AACSB) AACSB business accreditation won in 2009 	 <ul style="list-style-type: none"> European Federation of Management Development (EFMD) EQUIS (European Quality Improvement System) accreditation is on application
 <ul style="list-style-type: none"> International Association of Jesuit Business Schools (IAJBS) Member since 2000 SBS to host the IAJBS Global Forum (Annual Conference) in 2014 	 <ul style="list-style-type: none"> Association of Asia-Pacific Business Schools Member since 2005
 <ul style="list-style-type: none"> Principles for Responsible Management Education (PRME) Participant since May 2011 	 <ul style="list-style-type: none"> The world's largest business school honor society (with 650,000 members globally) SBS BGS Chapter is the only active chapter in Korea
Regional	
 <ul style="list-style-type: none"> Korean Association of Business Education Accreditation SBS accredited in 2008 	 <ul style="list-style-type: none"> Brain Korea(BK) 21 The government's research grant awarded only to top 4 business schools
 <ul style="list-style-type: none"> World Class University (WCU) The government's research grant 	

2) International Business School Partners

■ Global Networking:

- Sogang Univ. is in an academic alliance with about 200 universities in 50 countries globally; and
- SBS is a member school of International Association of Jesuit Business Schools (IAJBS). About 100 business schools in about 30 countries, including Georgetown, Boston College, Loyola Marymount in the United States are members of the association.

■ Graduate-level Dual Degree Partner Schools

Business Schools	Region	Degree	Date
• Cass Business School, City University of London	London, UK	Dual Degree (MS in SCM, Finance)	Since 2006
• IE Business School	Madrid, Spain	Dual Degree	Since 2010
• College of Business, University of Illinois, Urbana-Champaign	Illinois, USA	Dual Degree (MS in Technology Mgmt)	Since 2006
• Carlson School of Management, University of Minnesota	Minnesota, USA	Dual Degree (MBA)	Since 2006
• Warrington College of Business Administration, Univ. of Florida	Florida, USA	Dual Degree in MA-International Business (MAIB)	Since 2009
• State University of New York-Buffalo	New York, USA	Dual Degree	Since 2010

3) Student Exchange

• Inbound and Outbound Exchange Students

	'07	'08	'09	'10	'11
Inbound	5	39 (7)*	89 (25)*	124(23)*	163(32)*
Outbound	12	24	40 (7)*	128(3)*	169

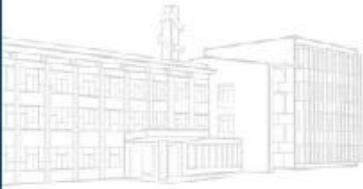
*Figures in parentheses indicate the number of graduate-level students

4) Business Courses Offered in English

	'07	'08	'09	'10	'11
Undergraduate Program	44/195 (23%)	58/200 (29%)	67/201 (33%)	60/186 (32%)	28/102 (28%)
Graduate Programs	73/178 (30%)	73/252 (29%)	49/146 (37%)	81/164 (49%)	75/160 (47%)



SBS students are engaged in various extra-curricular activities. One of them is Pungmulpae, a troupe performing Korean traditional music and dance.



Sogang Business School

● Globalization

5) Campus Residential Facilities for International Students and Guest Faculty

- Gonzaga Hall
(dedicated in Aug. 2008)



- ▶ Two 15-story buildings to accommodate about 900 students and 50 faculty members
- ▶ 3 Basement floors (restaurant, fitness center and others)

● Spring 2010 ~ Fall 2012 Academic Calendar

▪ Fall Semester 2011	
Aug. 29 Dec. 12~16	Classes Begin Final Exams
▪ Spring Semester 2012	
Mar. 2 Jun. 11~15	Classes Begin Final Exams
▪ Fall Semester 2012	
Aug. 27 Dec. 10~14	Classes Begin Final Exams
▪ Spring Semester 2013	
Mar. 4 Jun. 17~22	Classes Begin Final Exams
▪ Fall Semester 2013	
Sep. 2 Dec. 16~21	Classes Begin Final Exams



Sogang Business School

● Sogang University

Sogang University (SU), founded by the Society of Jesus in 1960, is the only Jesuit institution in Korea. In spite of its short history, the University has risen to establish its place as one of the top universities in Korea.



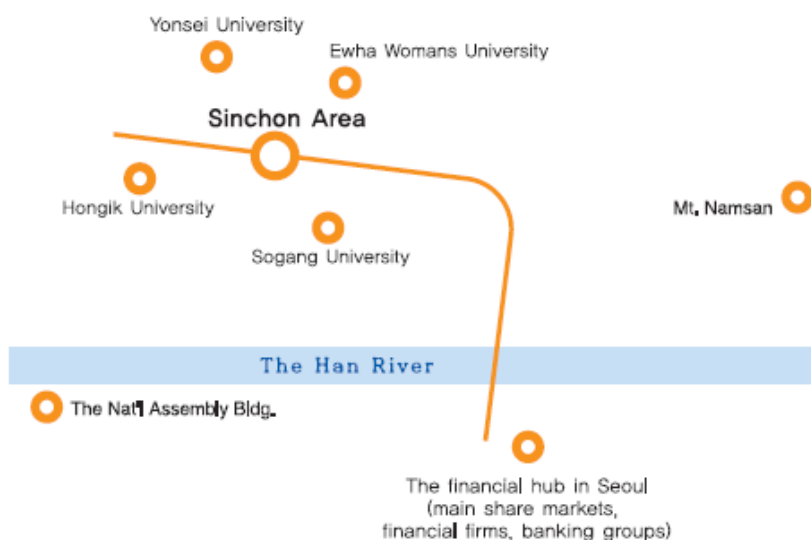
Sogang University
50th Anniversary
1960 ~ 2010

There are 24 majors and 10 interdisciplinary programs offered in the undergraduate program with 8,000 students and 350 full-time, tenure-track professors. There are 10 graduate schools including professional and special graduate schools with a student enrollment of 4,000 in the master and doctoral programs. Around 1,350 foreign students study annually at SU in various academic programs.

Sogang University, acknowledged for its quality education, has the highest employment rate of its graduates among Korean universities with over 40,000 alumni working in influential positions in various areas of society.

● Geographical Advantage of SBS

- Located in a cluster of several top-rated universities in Seoul.
- A short distance from the hub of the financial industry in Seoul.



SBS Building Infrastructure

● SBS Buildings



▶ Matthew Hall

- Built in Fall 2001
- Details: 11-Story Building with 2 in basement
- Facilities
 - Library
 - Lecture Halls
 - Group Discussion Rooms
 - Behavioral Lab
 - PC Room
 - Study Hall for CPA exams
 - Reception Hall
 - Faculty Research Offices



▶ Kumho-Asiana Paulus Hall

- Built in Spring 2010
- Details: 11-story building with one basement floor
- Facilities
 - Lecture halls
 - Study rooms
 - Group-meeting rooms,
 - Subgroup discussion rooms
 - Rest areas
 - Administrative office
 - Faculty research offices
 - Residential units

SBS Executives and Offices in Charge of Int'l Affairs

- **Associate Dean for Strategic Planning: Prof. Kim, Kilsun**
(email: kilsunkim@sogang.ac.kr/Tel: 82-2-705-8531)
- **Executive Director for Int'l Affairs: Prof. Chung, Jaihak**
(email: jaihak@sogang.ac.kr/Tel: 82-2-705-8859)
- **MBA International Office: Director Kim, Christine**
(email: christine1@sogang.ac.kr/Tel: 82-2-705-4715)
- **Undergraduate Office of Int'l Affairs: Adjunct Prof. Kim, Lee-gwon**
(email: gwonkim@sogang.ac.kr/Tel: 82-2-705-8890)



passion 50
mission 100

EARNED EXCELLENCE



THE BEST BUSINESS SCHOOLS
IN THE WORLD



Sogang Business School

<http://biz.sogang.ac.kr>



**SOGANG
UNIVERSITY**