



SEJONG UNIVERSITY

Sejong Global Business Program

Explore Global Business Practices



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AACSB-accredited Sejong Business School offers: **Bachelor's Degree in Business Administration (BBA)**

The Sejong Global Business Program provides rigorous and practical education via lectures, seminars, and team-based student projects in order to equip the graduates with strong skills that the global marketplace is demanding. We will prepare our students to become the next generation business leaders in the global markets who will possess specialized insight into the Asian and Korean business systems.

The Sejong Global Business Program:

- The program offers a competitive curriculum with a strong international focus that is designed to cover all the important facets of international business.
- The program focuses on the best innovative practices that are used by Asian and Korean firms.
- The program is taught entirely in English by distinguished faculty.
- The program is an AACSB¹⁾-accredited program.
- The program offers attractive scholarships (see the next page for details).
- The program provides students with internship opportunities with leading Korean companies.
- The program offers the opportunity to participate the International Accelerated Degree Program with Arizona State University (3+1+1) in order to pursue an additional 1 year of a bachelor's degree and 1 year of a Master's degree at ASU School of Business, which no GMAT score is required, after completing first three years in Sejong.

¹⁾ *The Association to Advance Collegiate Schools of Business was founded in 1916. AACSB is an internationally acknowledged benchmark for business school quality worldwide, and it is the most recognized form of specialized professional accreditation that an institution and its business programs can obtain.*





CAREER



POTENTIAL



EDUCATION



LEADERSHIP



ACHIEVEMENT



DEGREE



MANAGEMENT

Program Requirements & Courses

Students are required to complete a total of 130 credit hours toward the fulfillment of Bachelor's Degree in Business Management.

Business Core Courses

- Principles of Business
- Principles of Economics
- Principles of Accounting
- Mathematics for Business
- Business Statistics
- Organizational Behavior
- Marketing Management
- Financial Management
- Managerial Accounting
- Management Information Systems

Asian Business Courses

- Marketing in Asian Markets
- Asian Business Culture
- Economic Integration in Asia
- Strategies for Asian Emerging Markets
- Comparative Management

Free Electives

- Business Ethics and Corporate Social Responsibility
- Marketing Strategy
- Advertising & Publicity
- Futures & Option Markets
- Financial Risk Management
- Accounting Seminar
- Basic Business Computing
- Enterprise Resource Planning
- Information Resource Management
- IT Management
- IT Consulting Methodology
- Business English

Korean Management Courses

- Korean Financial Markets & Institutions
- Leadership & Entrepreneurship in Korea
- Korean Business Organization & Corporate Strategy
- Korean Business Practice
- IT Industry in Korea

General & Liberal Art Courses include the Korean Language courses.

➔ How to Apply

- Apply online on Sejong University website <http://eng.sejong.ac.kr>

➔ Eligibility and Qualifications

- A person who has completed or is expected to have completed at least 12 years of formal education before enrollment, or a person who has completed the entire course secondary education at the time of application.
- A non-Korean national whose parents are both non-Korean nationals.
- A person who meets at least one of the following language proficiency requirements (TOEFL, IELTS, and New-TEPS)

TOEFL	IELTS	New-TEPS
IBT	5.5	326
80		

.. Students who are from countries where English is the official language are exempted from the language proficiency requirements. However, students need to submit the appropriate language score in order to apply for scholarships.

➔ Tuition fees (provisional)

(Unit: KRW)

Global Business Administration	Admission Fee	Tuition	Preliminary Deposit	Total
	198,000	4,164,000	200,000	4,562,000

.. 1,200 KRW is approximately 1 US Dollar.

➔ Scholarship

Category	Eligibility	Details
First semester Scholarship	Students who satisfy the minimum language test score	Qualified students receive a 30% - 80% tuition reduction for the 1st semester. It is a 30% reduction if the student is from a country whose mother tongue is in the English language.
GPA Based Scholarship	Students whose GPA of the previous semester is 3.5 or higher and had successfully taken at least 15 course credits	Qualified students receive a 20% - 50% tuition reduction for the next semesters.

Contact Us

General Information	Admission Information
<p>Sejong One Stop Center Tel: 82-2-3408-2620 Fax: 82-2-3408-3813 E-mail: sos@sejong.ac.kr Website: http://eng.sejong.ac.kr Address: (05006) One Stop Center, 2nd Floor, Student Center, Sejong University, 209 Neungdong-ro, Gwangjin-gu, Seoul, Korea</p>	<p>The office of International Admissions Tel: 82-2-3408-3973 Fax: 82-2-3408-3813 E-mail: intadmission@sejong.ac.kr Website: http://eng.sejong.ac.kr Address: (05006) Office of International Admissions, Room #209, Student Center, Sejong University, 209 Neungdong-ro, Gwangjin-gu, Seoul, Korea</p>