

---

# CONTENTS

---

<b>COLLEGE OF BUSINESS ADMINISTRATION .....</b>	<b>1</b>
<b>SCHOOL OF BUSINESS ADMINISTRATION .....</b>	<b>1</b>
Basic Courses .....	2
Business Administration Major .....	2
Courses .....	3
e-Business Major .....	15
Courses .....	15
<b>FACULTY MEMBERS .....</b>	<b>20</b>

## **COLLEGE OF BUSINESS ADMINISTRATION**

The employer's idea of an ideal employee has changed as the economy has developed and been integrated into the world economy. The society is now looking for an individual equipped with expertise, passion and spirit of challenge suitable for international management. The university education, along with its curriculum, lecture, and student support, should respond to this demand of the time. Transforming the subject-oriented education system, which many universities still maintain, into a student-centered one, the College of Business Administration launched in 2006.

To make our vision realize, the early stage of our education focuses on confidence. Self-confidence changes the students' attitudes toward learning as well as life in a positive way. We have reformed the curriculum in the major field of study, so that our students can develop competence based on the confidence acquired in the earlier stage. The College is also investing all our resources in the international exchange program through which our students can utilize their specialized knowledge and familiarize themselves with the international setting.

It is the goal that we continue to achieve to produce managers of the 21st century by means of institutional adaptability and flexibility.

## **SCHOOL OF BUSINESS ADMINISTRATION**

Undergraduate in Business Administration provides students with a progressive vision of education in order to become a professional business education institute that leads 21st century's eastern Asian digital economy. Our school develops GED (Globalization, Entrepreneurship, Digitalization) model as a new vision of education and 3C (Confidence, Competence, and Challenge) as a vision for undergraduate students. Our undergraduate education covers both Business Administration and e-Business majors.

## Basic Courses

- **Principles of Economics (3)**

The main objective of this course is to study the fundamental ideas that economics has to offer about the consumer, the firm, the market and the government.

- **Principles of Management (3)**

This course covers new management paradigms as well as traditional management ideas that are interesting and valuable to students.

- **Principles of Accounting (3)**

Accounting is an introduction to financial and managerial accounting. The course will focus on the content, interpretation, and uses of accounting information from financial statements as well as other accounting information used for planning and control by a business entity.

- **Business Statistics and Mathematics (3)**

This course covers mathematics and statistics relevant to management. The topics may include linear algebra, descriptive statistics, etc.

- **Computer & Internet (P/N)**

It has been essential to apply the computer and Internet to works in businesses as well as computer science areas in today's society. Therefore, this course educates students about how to prepare assignment, reports, presentation, data analysis, and web-page required for the entire courses in business school through various exercises and helps them develop the capability to apply the knowledge to real works after graduation.

## Business Administration Major

Business Administration major provides undergraduate students with broad knowledge about business and prepares a progressive curriculum as followings.

First, students who major in Business Administration need to take only five

undergraduate requirements (12 credits) and seven major requirements (21 credits), and can liberally choose other major courses.

Second, students can choose one of tracks that are prepared to provide the specialized business knowledge required by the society. A student who majors in Business Administration has a choice to take general business major courses until graduation or chooses the track system if he or she wishes to involve in rather specialized areas of business. After successfully passing the track system, the student receives a certificate from the school of management.

Third, our school runs 3C seminars and class-based system in yearly basis, and one professor and one assistant are assigned to each class and work together with students. Freshmen take Confidence Seminar during spring semester and Competence Seminar during fall semester. Sophomores take Challenge Seminar during spring semester. At 3C seminar, students learn how to improve self-confidence, passion, capability, and frontier spirit, and involve in specialized activities such as business plan competition, homepage design competition, global etiquette competition, professional presentation competition, cyber trading competition, and TOEIC practice.

Fourth, our school runs specialized programs that support students who wish to receive global certificates. In these programs, specialized instruction and education are provided to students who prepare for tests of Certified Public Accountant (CPA), Certified Financial Analyst (CFA), Chartered Property Casualty Underwriter (CPCU), SAP/ERP specialist, etc.

## **Courses**

- **Confidence Seminar (2)**

As the foundation of 3C courses based on the vision of business undergraduate students, Confidence seminar is to improve student's confidence through firm identity and status. This course mainly contains lectures about global business etiquette.

- **Competence Seminar (2)**

As the intermediate of 3C courses based on the vision of business undergraduate students, Competence seminar is to help students actively involve in education and

works with competence.

- **Challenge Seminar (2)**

As the third 3C course based on the vision of business undergraduate students, Challenge seminar is to provide students with the capability to develop creative and challenging goals, challenge them endlessly, and achieve the success.

- **Individuals in Organizations (3)**

Contemporary theories along with various cases are discussed to enhance the understanding of the concepts and the paradigm of personnel management.

- **Principles of Marketing (3)**

The objective of this course is to introduce students to the concepts, analyses, and activities that comprise marketing management, and to provide examples in assessing and solving marketing problems. Topics include marketing strategy, customer behavior, segmentation, market research, product management, pricing, promotion, channels of distribution, sales force management and competitive analysis.

- **Financial Management (3)**

Financial Management is a basic course to understand the goal and concept of investment and financing. In this course, students study time value of money, valuation theories for equity and fixed income securities, and capital budgeting theories. They also learn many theories on financial management such as portfolio theory, capital asset pricing theories, the cost of capitals, capital structure theory and dividend theory.

- **Production Management (3)**

This course is designed to address key operational and logistical issues in service and manufacturing organizations that have strategic as well as tactical implications. The specific topics include 1) Role of operations management, 2) Interdependence with other key functional areas, 3) Design of effective operating systems, 4) Analytical tools appropriate for operating systems, and 5) Operations management policies and techniques.

- **Financial Accounting (3)**

This course provides students with a thorough understanding of the theoretical foundations underlying financial reporting revenue recognition, and the matching of expenses financial statement presentation and accounting for assets.

- **Management Information Systems (3)**

This course examines the significance and evolution of the MIS field as an academic discipline. Students also learn various subjects regarding MIS such as the concepts and structures, planning, development, operation, evaluation, and control of information systems.

- **Capital Market Theory (3)**

In this course, students, in the perspective of finance, learn about structure and characteristics of direct and indirect financing markets related to financing and understand about theory and practices related to sources and methods to finance various funds.

- **Studies of Management Decision-Making (3)**

Systematic analysis, conceptualization, and judgment are essential for successful business decisions. This course provides students with the capability to make decisions about businesses through case studies, analyses on industry/company data, and simulation. Simulation and statistical analyses are major tools used for this course.

- **Analysis of Statistic Data (3)**

In this course, students learn about how to collect samples, analyze them statistically, and interpret the results.

- **Marketing Management (3)**

In this course, students learn about marketing environments, marketing strategy, and other marketing issues related to organizations.

- **Introduction to ERP (3)**

In this course, students learn about status of 1st generation of ERP, extension

and advance of ERP, definition and analysis related to business problems, BPR application strategy, method for introducing the system through lecture and case studies.

- **Management of Technology (3)**

In this course, students learn about various issues for technology development including problems, organization, development process, budget, performance evaluation, etc.

- **Organization and Environment (3)**

In this course, students learn about various organization structures and their functions through systematic analyses on environmental, strategic, cultural, psychological, behavioral factors around the organization.

- **Intermediate Accounting (3)**

In this course, students learn about how to express economic actions with accounting information based on principles of accounting and financial accounting, and systematically study about various accounting processes.

- **Cost Accounting (3)**

In this course, students learn about basics of cost accounting such as cost estimation in the financial statement, cost allocation, pricing, etc.

- **International Management (3)**

This course provides students with knowledge about theories of international business, in particular, related to issues including characteristics and scope of international business, political risk analysis, global business strategy, etc.

- **Financial Institution (3)**

In this course, students learn about roles and functions of financial institutes, pricing and economic function of financial markets.

- **Investments (3)**

In this course, students learn about theoretical and practical contents about

investment such as general organizations for capital market and their functions, investors' psychological behaviors, and companies' investment policies.

- **Value Evaluation (3)**

In this course, students learn about value-based management, which is popular as a solution to the agency problem. This course teaches methods for evaluating the value of firm (such as EVA).

- **Tax Accounting (3)**

This course focuses on the structure of tax law and principles of tax accounting. Through this course, students can understand general tax accounting and develop the capability to compute detailed tax items.

- **Management Accounting (3)**

In this course, students learn about theoretical and practical issues related to accounting information for planning, budgeting, standard costing, performance evaluation, etc.

- **Advanced Accounting (3)**

This course focuses on theories and functions of accounting for M & A, interrelationship among affiliated companies, and association.

- **Comparative Management (3)**

In this course, students learn about commonalities and differences between different nations regarding management, policies, human resource management, and organization through theories and case studies.

- **Personnel Management (3)**

This course provides students with general knowledge about human resource management through theories and case studies.

- **Commodity Theory (3)**

In this course, students learn about commodity, its advent, classification, trades, and valuation.

- **Consumer Behavior & Promotion (3)**

In this course, students learn about theoretical and practical contents about consumer behaviors. This course also applies consumer behaviorism to promotion and provides knowledge about goals of promotion, its concept, message strategy, media strategy, and performance measurement.

- **Marketing Research (3)**

In this course, students learn about how to scientifically collect, modify, process, store, and distribute marketing information.

- **Logistics Information System (3)**

In this course, students learn about how to design and operate the information system that supports operations and logistics based on ERP.

- **Business Law (3)**

In this course, students learn about fundamental laws required for managers, including civil law, business law, security act, and tax law.

- **Futures & Option (3)**

This course provides students with knowledge about the basic concepts of option and future, investment strategy, and price determination model, and students learn about how to make a portfolio with option and future through computer simulation games.

- **Analysis of Management (3)**

In this course, students learn about how to analyze accounting information for supporting decision-making on management and investment. In particular, this course focuses on theories and practices for evaluating financial liquidity, profitability, productivity.

- **Principles of Insurance (3)**

In this course, students learn about theoretical and practical issues about insurances, including types of insurances, contract analysis, insurance accounting, insurance marketing, and insurance financial investment.

- **Advanced Tax Accounting (3)**

In this course, students learn about theories and practices about taxation business including corporate tax, income tax, value-added tax, and local tax.

- **Labor Relation Theory (3)**

This course focuses on developing a new labor relation that fits with our environment based on evaluation with foreign country's labor relation regarding working conditions, labor agreement, wage agreement, and collective bargaining.

- **Company & Global network (3)**

This course covers case studies on strategic affiliation, take over, and M & A in a global competitive market, and suggests strategies that companies require to survive in a chaotic business world.

- **Marketing Channels (3)**

In this course, students learn about new techniques to analyze functions of marketing channels and to design channels.

- **SCM & Logistics (3)**

In this course, students learn about various issues regarding supply chain management, including customer service level, strategic production, production planning, facility utilization, production/inventory costs, design of logistic channels, delivery scheduling, etc.

- **Seminar in Business (3)**

This seminar is prepared to educate new trends and techniques of management and to complete the track program that aims at training professional managers.

- **Business Ethics of Managers (3)**

In this course, students learn about theories about business ethics and relevant accounting theories and techniques.

- **Auditing (3)**

This course covers the basic concept and procedure of auditing for establishing

credibility of accounting information.

- **International Financial Management (3)**

This course aims at educating students about theories and application techniques of international financial activities.

- **Insurance Company Management (3)**

In this course, students learn about theories and practices about insurance company management, including insurance marketing, actuarial process, risk management, and reinsurance.

- **Strategic Management (3)**

This course educates students about strategies for anticipating and analyzing various opportunities and risks that today's company faces.

- **Marketing Strategy (3)**

In this course, students learn about market-focused marketing strategy that is established based on management strategy.

- **ERP Internship I (9.0)**

In this course, students participate in the installation of the ERP system and learn about key functions of each department, ERP's functions required by related departments, and detailed ERP modules.

- **Finance & Accounting Internship I (9.0)**

In this course, students participate in the installation of the ERP system and learn about key functions of financing and accounting departments, ERP's functions required by financing and accounting departments, and detailed ERP modules related to financing and accounting.

- **Production & Marketing Internship I (9.0)**

In this course, students participate in the installation of the ERP system and learn about key functions of production and operation departments, ERP's functions required by production and operation departments, and detailed ERP modules

related to production and operation.

- **Human Resource Management Internship I (9.0)**

In this course, students participate in the installation of the ERP system and learn about key functions of human resource departments, ERP's functions required by human resource departments, and detailed ERP modules related to human resource and job performance evaluation.

- **Corporate Financial Strategy (3)**

This course covers company's finance-related strategies such as financing strategy, investment strategy, and strategy to fit with international money markets, M & A strategy, and LBO strategy.

- **International Marketing (3)**

In this course, students understand the trend of globalized business and learn about how to plan marketing activities, build marketing strategy, and collect data.

- **Image Marketing (3)**

In this course, students understand that the image of company or product in the eyes of consumers is critical for the competitive advantage for the short term period and learn about the image marketing that covers image making and image management.

- **ERP Internship II (9.0)**

In this course, students have opportunities to participate in the process for introducing the ERP system to the company. The contents include how to minimize the difference between requirements from operations and ERP system's functions, how to apply ERP system's functions, and how to prepare the ERP system and train workers before ERP installation.

- **Finance & Accounting Internship II (9.0)**

In this course, students have opportunities to participate in the process for introducing the ERP system to the company. The contents include how to minimize the difference

between requirements from finance and accounting departments and ERP system's functions, how to apply ERP system's functions to financing and accounting processes, and how to prepare the ERP system and train workers before ERP installation.

- **Production & Marketing Internship II (9.0)**

In this course, students have opportunities to participate in the process for introducing the ERP system to the company. The contents include how to minimize the difference between requirements from production operations and ERP system's functions, how to apply ERP system's functions to production process, and how to prepare the ERP system and train workers before ERP installation.

- **Human Resource Management Internship II (9.0)**

In this course, students have opportunities to participate in the process for introducing the ERP system to the company. The contents include how to minimize the difference between requirements from the human resource department and ERP system's functions, how to apply ERP system's functions to human resource operations, and how to prepare the ERP system and train workers before ERP installation.

- **Business Job Placement and Career Development (3)**

In this course, students learn about models for efficient job placement. This course help students develop efficient strategy for taking jobs through career development plan and train them to implement it.

- **Design Management (3)**

Design management includes various activates including identifying customers' needs and economical value of technologies, applying design factors to product development, production, and marketing. In this course, students learn about the basic concept of design management and its key factors and understand the importance of design management fore the entire business through case studies.

- **Design Project Management (3)**

In this course, students learn about how to efficiently manage the entire process of design project including idea development, design, production, and marketing.

- **Human Resource Management (3)**

This course covers various theoretical and practical issues related to management of human resource. This course is taught in English.

- **Managerial Accounting (3)**

In this course, students learn about decision-making process based on accounting information and other economic data. This course is taught in English.

- **Capital Market & Financial Institutes (3)**

In this course, students learn about roles and functions of capital market. This course is taught in English.

- **Business Analysis (3)**

In this course, students learn about theoretical and practical issues related to investment decision-making and company's current and future performance evaluation. This course is taught in English.

- **Entrepreneurship & Venture Business (3)**

This course covers theoretical and practical issue related to entrepreneurship and venture companies. This course is taught in English.

- **Theories of Management Innovation (3)**

In this course, students learn about advanced business process reengineering techniques that are used for innovative change of businesses through case studies.

- **Venture Business Management (3)**

In this course, students learn about theories and practical knowledge about venture capital management, and have an opportunity to build the business plan.

- **Design Marketing (3)**

In this course, students learn about how to apply design factors to marketing activities such as STP (Segmentation, Targeting, Positioning), 4P (Product, Price, Place, Promotion), new product development, and branding.

- **Intermediate Financial Accounting (3)**

This course covers general contents about preparing accounting information for outsiders of the company. This course is taught in English.

- **Supply Chain Management (3)**

In this course, students learn about theories and tools related to supply chain management. This course is taught in English.

- **Current Issues in Marketing (3)**

This course covers main topics related to marketing such as market research, consumer behaviorism, advertisement, distribution, and special marketing. This course is taught in English.

- **Service Marketing (3)**

This course covers topics and strategies related to service industry. This course is taught in English.

- **Global Business & Strategic Management (3)**

In this course, students learn about the scope and characteristics of management for international businesses. This course is taught in English.

- **Organizational Development & Change (3)**

In this course, students learn about current trends of organizational movements and how to change the organization to fit with those trends.

- **Seminar in Special Topics (1.0)**

This course has the objective to induce student's intellectual curiosity and activate their relationship through the face to face study method. It will also help to prepare the students for graduate courses. Different topics of social

studies and different methods such as seminar, research, workshop, field study will be used as announced by the professor.

## **e-Business Major**

Due to the extensive application of Internet and corresponding advent of digital economic world, any organizations including companies need to be serious about how to build an efficient e-Management system and use it to achieve global competitive advantages. e-Business major aims at training potential businessmen who will contribute to the company's competitive advantage under the digital economic system, and prepares curriculum that applies IT techniques based on business theories. e-Business major has the following specific goals of education.

Training prime e-Business workers: Through 1) education of e-Business IT technique, 2) understanding the management process, and 3) experiment of e-Business planning, implementation, and control, e-Business major is intent to train potential businessmen who will be leaders in the area of e-Business. In particular, the education focuses on practical skills required by real companies through cooperation with E-Business leading companies.

Training globalized e-Business workers: e-Business has a goal to train e-Business workers who will work for the globalized society. In order to provide the global competitive power, selective courses are taught in English, and juniors and seniors may have a chance to learn e-Business IT technology through the internship at the foreign country.

## **Courses**

- **Confidence Seminar (2)**

As the foundation of 3C courses based on the vision of business undergraduate students, Confidence seminar is to improve student's confidence through firmed identity and status. This course mainly contains lectures about global business etiquett.

- **Competence Seminar (2)**

As the intermediate of 3C courses based on the vision of business under-

graduate students, Competence seminar is to help students actively involve in education and works with competence.

- **Challenge Seminar (2)**

As the third 3C course based on the vision of business undergraduate students, Challenge seminar is to provide students with the capability to develop creative and challenging goals, challenge them endlessly, and achieve the success.

- **Introduction to Management Information Systems (3)**

This course examines the significance and evolution of the MIS field as an academic discipline. Students also learn various subjects regarding MIS such as the concepts and structures, planning, development, operation, evaluation, and control of information systems.

- **Introduction to e-Business (3)**

Regarding the current and future e-business environments, this course covers how and why various e-business models survive or perish. Its goals are to: 1) provide the basic understanding of value proposition underlying the business model, 2) understand management issues such as key logistics, organizational and financial aspects, and 3) understand technology enablers such as IT technology.

- **Introduction to Programming (3)**

This course fully covers the basic elements of a programming language including operators, flow of controls, input/output, functions, arrays and strings.

- **Analysis of Statistic Data (3)**

In this course, students learn about fundamental research approach to analyze data by using statistical techniques, including basic theories, application of statistical analysis software, data collection, and interpretation of results.

- **Advanced Programming (3)**

In this course, students learn about object-oriented programming based on Java programming language and understand about types of data, difference between

function and method, and recursive function.

- **Introduction to Data Communication (3)**

This course focuses on studying the theory and technology of data communications. Major topics are system development, the management of networks, transmission technology, telephone-related technology, as well as wired and wireless network systems, LAN/MAN/WAN, and etc.

- **Database Management System (3)**

This course introduces the basic concepts of database design and data management based on the relational data model. Topics include normalization, relational query language, the Entity-Relationship model, and implementing a database using a personal DBMS such as MS Access.

- **Internet Marketing (3)**

This course provides abroad overview of Internet marketing. Due to the advent of e-Business, changes in the marketing paradigm will be discussed. Students learn about strategies and tactics for marketers in the e-Business environment.

- **Web Programming (3)**

This course introduces the overview of web programming. The basic concepts of web programming like web server/client, scripting, and DB interface will be covered. Students will also practice programming of web systems: HTML, CGI, and ASP.

- **Introduction to ERP (3)**

In this course, students learn about status of 1st generation of ERP, extension and advance of ERP, definition and analysis related to business problems, BPR application strategy, method for introducing the system through lecture and case studies.

- **System Analysis and Design (3)**

This course emphasizes the importance of development methodology. The students will learn about the Waterfall model, Jacobson, and Booch models that

are based on the recent object-oriented design concepts.

- **Customer Relationship Management (3)**

This course examines topics and issues of CRM. Students learn about how customer management functions and processes have changed under the Internet-enabled business environment. Strategy making, process building, implementation of CRM, and CRM solutions and functions are major topics of this course.

- **Advanced Web Programming (3)**

This course's goals are to practice advanced web programming: 1) java component programming, 2) ASP programming under MS .NET environment, and 3) XML application programming for e-business.

- **SCM & Logistics (3)**

In this course, students learn about various issues related to the supply chain system that is composed of customer, supplier, and manufacturer, such as customer service level, itemized inventory level, manufacturing strategy and plan, facility planning, production and inventory costs, design of logistic channels, location of distribution centers, and delivery schedule and implementation.

- **Venture Management (3)**

This course focuses on the application of entrepreneurship and business management in the venture business area. Its goals are to: 1) provide a conceptual framework in entrepreneurship and business planning, 2) introduce a particular environment and the characteristics of the venture business, and 3) provide a guideline in order to apply general management theory into the venture business area.

- **Mobile Business (3)**

In this course, students learn about various theoretical and practical contents of mobile business application, including the concept of Internet, current mobile businesses, wireless network technology, mobile content/service, mobile web service, m-CRM, etc.

- **Venture Management Project (3)**

This course provides students with indirect opportunities to experience the full course of venture management.

- **Web Service Development (3)**

In this course, students participate in the web service development project for developing e-business ideas, web-planning, system analysis, system design, design implementation, and system maintaining.

- **IT Project Management and Auditing (3)**

In this course, students learn about theories and practices of information system project management. The contents include scope management, scheduling, cost management, quality control, human resource management, communication management, and risk management.

- **IT Trends of e-Business (3)**

In this course, students learn about current trend and advance of key e-business technologies.

- **e-strategy (3)**

This course focuses on SEM (Strategic Enterprise Management). Main processes and rationale of SEM will be discussed. We will also have some practice using the SEM system by using the Business Cockpit and SAP/ SEM packages.

- **Information System Auditing (3)**

In this course, students learn about detailed system diagnosis and auditing, information infrastructure diagnosis, information system evaluation, information system design auditing, information system quality, information system security, etc.

- **e-Business Study (3)**

In this course, students learn about major factors of E-business success through case studies of past e-business successes and various E-business types.

- **Business Job Placement and Career Development (3)**

In this course, students learn about models for efficient job placement. This course helps students develop efficient strategy for taking jobs through career development plan and train them to implement it.

- **Seminar in Special Topics (1.0)**

This course has the objective to induce student's intellectual curiosity and activate their relationship through the face to face study method. It will also help to prepare the students for graduate courses. Different topics of social studies and different methods such as seminar, research, workshop, field study will be used as announced by the professor.

## FACULTY MEMBERS

Kwon, Suhneom  
Seoul National Univ., B.B.A.  
Korea Advanced Institute of Science and Technology, M.S.  
Korea Advanced Institute of Science and Technology, Ph.D.  
Management Information Systems  
sbkwon@kookmin.ac.kr

Kim, Donghoon  
Yonsei Univ., B.B.A.  
Univ. of Wisconsin, Milwaukee, M.B.A.  
Univ. of Texas at Austin, Ph.D.  
Insurance & Finance  
insure@kookmin.ac.kr

Kim, Byoungho  
Hankuk Univ. Of Foreign Studies, B.A.  
Univ. of Michigan., M.B.A.  
Northwestern Univ., Ph.D.  
Financial Accounting  
bkim@kookmin.ac.kr

Kim, Eunhong  
Seoul National Univ., B.B.A.  
Korea Advanced Institute of Science and Technology, M.E.  
Korea Advanced Institute of Science and Technology, Ph.D.  
Management Information Systems  
ehkim@kookmin.ac.kr

Kim, Dohyeon  
Seoul National Univ., B.S.  
Seoul National Univ., M.S.  
Seoul National Univ., Ph.D.  
Aerospace Engineering  
drkim@kookmin.ac.kr

Kim, Myeongkyun  
Kookmin Univ., B.B.A.  
Univ. of Michigan, M.B.A.  
Univ. of Michigan, Ph.D.  
Finance  
mkkim@kookmin.ac.kr

Kim, Yongmin  
Seoul National Univ., B.B.A.  
Seoul National Univ., M.B.A.  
Univ. of Southern California, Ph.D.  
Organization Theory, Corporate Governance  
yongmink@kookmin.ac.kr

Kim, Jongdae  
Seoul National Univ., B.E.  
Pennsylvania State Univ., M.B.A.  
Pennsylvania State Univ., Ph.D.B.A.  
Production & Operations Management  
jdkim@kookmin.ac.kr

Kim, Haengwan  
Hankook Univ. of Foreign Studies, B.A.  
Seoul National Univ., M.B.A.  
Commodity Science  
hwkim@kookmin.ac.kr

Nam, Youngho  
Seoul National Univ., B.B.A.  
Michigan State Univ., Ph.D.  
Management Accounting  
yhnam@kookmin.ac.kr

Park, Keehwan  
Seoul National Univ., B.A.  
Seoul National Univ., M.A.  
Brown Univ., Ph.D.  
International Finance  
keepark@empal.com

Park, Junyong  
Seoul National Univ., B.A.  
Univ. of Washington, M.B.A.  
New York Univ., M.Phil., Ph.D.  
Global Business Strategy  
jpark@kookmin.ac.kr

Bang, Jounghae  
Ewha Womans Univ., B.B.A.  
Ewha Womans Univ., M.B.A.  
Univ. of Rhode Island, Ph.D.  
Marketing  
bangjh@kookmin.ac.kr

Paik, Jonghyun  
Univ. of Maryland College Park, B.S.  
Univ. of Maryland, M.B.A.  
New York Univ., M.Phil.  
Inha Univ., Ph.D.  
Strategic Management  
jhpaik@kookmin.ac.kr

Kim, Hyunsoo  
Seoul National Univ., B.E.  
Korea Institute of Science and Technology, M.S.  
Univ. of Florida, Ph.D.  
Management Information Systems  
hskim@kookmin.ac.kr

Rho, Hankyun  
Seoul National Univ., B.A.  
Univ. of Cambridge, M.Phil.  
Univ. of Cambridge, Ph.D.  
Business Ethics  
hkrho@kookmin.ac.kr

Park, Sang Joon  
Seoul National Univ., B.B.A.  
Seoul National Univ., M.B.A.  
Univ. of Michigan, Ph.D.  
Marketing  
parksj@kookmin.ac.kr

Park, Changgil  
Seoul National Univ., B.B.A.  
Seoul National Univ., M.B.A.  
Seoul National Univ., Ph.D.  
Accounting  
cgpark@kookmin.ac.kr

Baik, Kibok  
Jeju National Univ., B.E.  
The State Univ. of New York, M.B.A.  
The Univ. of Houston, Ph.D.  
Organization Behavior/Leadership  
baik@kookmin.ac.kr

Suh, Chungwoo  
Seoul National Univ., B.S.  
Seoul National Univ., M.B.A.  
Univ. of Illinois at Urbana - Champaign, Ph.D.  
International Accounting  
cwsuh@kookmin.ac.kr

Ahn, Sungmahn  
Seoul National Univ., B.B.A.  
Korea Institute of Science and Technology, M.E.  
George Mason Univ., Ph.D.  
Information Technology  
sahn@kookmin.ac.kr

Yu, Jisoo  
Seoul National Univ., B.S.  
Illinois State Univ., M.B.A.  
Univ. of Illinois at Urbana-Champaign, Ph.D.  
SCM in Automotive Industry  
jisoo@kookmin.ac.kr

Lee, Sudong  
Korea Univ., B.B.A.  
Seoul National Univ., M.B.A.  
Korea Univ., Ph.D.  
Marketing  
kulsd@kookmin.ac.kr

Yi, Jaekyung  
Seoul National Univ., B.B.A.  
Univ. of California, Berkeley, M.B.A.  
Univ. of Texas at Austin, Ph.D.  
Accounting  
jkyi@kookmin.ac.kr

Lee, Taehee  
Seoul National Univ., B.B.A.  
Univ. of Illinois at Urbana - Champaign, M.A.S.  
Univ. of Illinois at Urbana - Champaign, Ph.D.  
Financial Accounting  
thlee@kookmin.ac.kr

Chang, Youngjoong  
Seoul National Univ., B.F.A.  
Harvard Univ.(Graduate School of Design), MDes  
Design Project Management  
yjchang@kookmin.ac.kr

Ryu, Chung Suk  
Hanyang Univ., B.B.A.  
Ohio State Univ., M.B.A.  
State Univ. of New York at Buffalo, Ph.D.  
Business  
ryubear@kookmin.ac.kr

Lee, Sukryong  
Seoul National Univ., B.E.  
Univ. of Illinois, M.B.A.  
Northwestern Univ., Ph.D.  
Finance  
srlee777@kookmin.ac.kr

Lee, Eunhyung  
Seoul National Univ., B.K.  
KDI School of Public Policy and Management, M.B.A.  
KDI School of Public Policy and Management, Ph.D.  
Organization Behavior Strategy  
ehlee@kookmin.ac.kr

Lee, Jaechan  
Univ. of Bochum, B.A.  
Univ. of Bochum, M.S.  
Univ. of Bochum, Ph.D.  
Accounting (Corporation Analysis)  
jlee@kookmin.ac.kr

Rhee, Hyongjae  
Seoul National Univ., B.B.A.  
Seoul National Univ., M.B.A.  
Univ. of Florida, Ph.D.  
Marketing  
rheeh@kookmin.ac.kr

Jung, Mookwon  
Yonsei Univ., B.B.A.  
State Univ. of New York at Buffalo, M.B.A.  
Univ. of Houston, Ph.D.  
Finance  
mjung@kookmin.ac.kr

Cho, Yoonho  
Seoul National Univ., B.S.  
Korea Advanced Institute of Science and Technology, M.S.  
Korea Advanced Institute of Science and Technology, Ph.D.  
Management Information Systems  
www4u@kookmin.ac.kr

Choi, Jeongwook  
Yonsei Univ., B.B.A.  
Univ. of Illinois, M.B.A.  
Univ. of Illinois, Ph.D.  
Production and Supply Management  
jwchoi@kookmin.ac.kr

Hong, Chung-hun  
Seoul National Univ., B.B.A.  
Seoul National Univ., M.B.A.  
Northwestern Univ., Ph.D.  
Finance  
chhong@kookmin.ac.kr

Hwang, Gyuyoung  
Kookmin Univ., B.B.A.  
Seoul National Univ., M.S.B.A.  
Kookmin Univ., Ph.D.B.A.  
Tax Accounting  
hwanggy@kookmin.ac.kr

Ahn, Taebaik  
Seoul National Univ., B.S.  
Seoul National Univ., M.S.  
Seoul National Univ., Ph.D.  
Public Administration  
ahntb@kookmin.ac.kr

Cha, Myungjoon  
Kookmin Univ., B.A.  
Iowa State Univ., M.S.  
Iowa State Univ., Ph.D.  
Economics  
amesecon@kookmin.ac.kr

Han, Kichul  
Busan Univ., B.A.  
Indiana Univ., M.B.A.  
Finance  
kchan320@kookmin.ac.kr

Hong, Changmok  
Seoul National Univ., B.B.A.  
Korea Institute of Science and Technology, M.S.  
Univ. of Texas at Austin, Ph.D.  
Management Accounting  
cmhong@kookmin.ac.kr

Shin, Jaejung  
Yonsei Univ., B.A.  
Yonsei Univ., M.B.A.  
Yonsei Univ., Ph.D.  
Business Finance  
1252jshin@naver.com

Lee, Jongsun  
Seoul National Univ., B.A.  
Konkuk Univ., M.B.S.  
Konkuk Univ., Ph.D.  
International Economics  
jongsun@kookmin.ac.kr