연세대학교 상남경영원
SANGNAM INSTITUTE OF MANAGEMENT
YONSEI UNIVERSITY

Sangnam Institute of Management
Yonsei University School of Business

Incubator of Creative & Innovative Leaders



About Sangnam

The Sangnam Institute of Management is an executive education institute founded within Yonsei University with the goal of providing corporations and executives with business-related education. Sangnam was founded in March 1999 with the financial support of the Honorary Chairman of LG Group, Cha-kyung Koo (pen name: "Sangnam"), and represents the excellence of South Korea's executive education.

unicon
CONSORTIUM FOR UNIVERSITY-BASED EXECUTIVE EDUCATION

The only institution in Korea to be registered as a regular member of the University Consortium (UNICON), a global consortium of over 120 business-school-based executive education organizations worldwide

AACSB ACCREDITED

Received accreditation from the AACSB (Association to Advance Collegiate Schools of Business)

EFMD EQUIS ACCREDITED

Received accreditation from the EQUIS (EFMD Quality Improvement System)

ASSOCIATION OF MBAS AMBA ACCREDITED

Associations of MBA Accredited

Internationally accredited executive education institute

Sangnam provides world-class executive education through the lectures delivered by professors of the Yonsei School of Business (YSB) as well as industry professionals.

Pursuit of excellence by dedicated faculty and staff

Our commitment to excellence and continuous improvement consistently earns the trust of our domestic and global partners, resulting in a high rate of returning clients year after year.

Global programs developed and operated by Sangnam

Sangnam provides a wide variety of domestic and global programs (inbound and outbound) to nurture successful business leaders around the world. The education services provided by Sangnam encompass various regions across the globe including Asia, Europe and the Middle East.

Individual learning facility within Yonsei University's Seoul campus

Sangnam is located in an independent building within Yonsei University, which provides a wide variety of learning and resting facilities, including 36 guest rooms that offer accommodation for group workshops and training sessions.





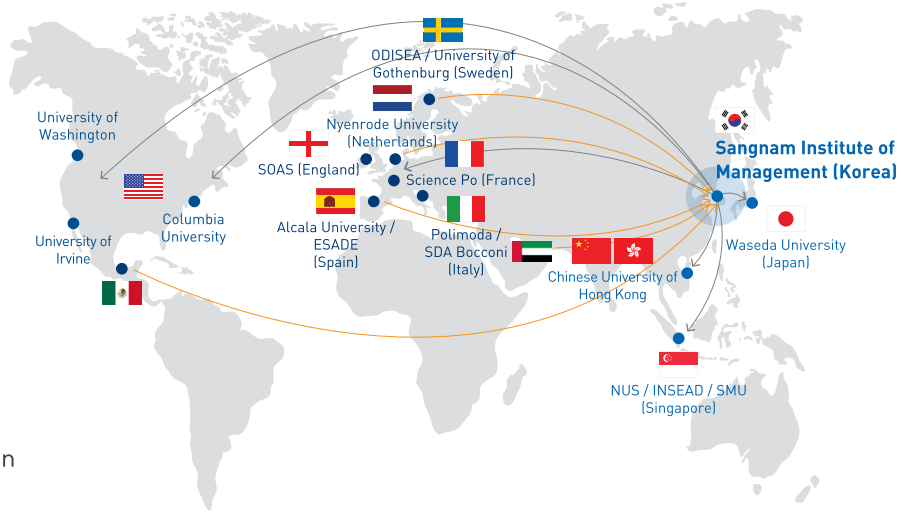
Global Programs

Sangnam provides customized international programs through a tightly-woven network with many prestigious universities and institutions worldwide. We provide customized, K-management-focused programs at the request of our international clients. Sangnam also provides overseas exploration activities for local students and companies.

Inbound

We offer flexible program durations, including:

- **Short-term study trips**: Ranging from two days to one week.
- **Mid-term immersion programs**: Lasting three to five weeks, with optional group project components.



Outbound

- Short-term study trips for students in Sangnam's open programs

Open Programs

Sangnam provides and delivers various long-term and short-term programs on a wide range of topics. We strive to nurture business experts through cutting-edge theories of internationally acclaimed professors of Yonsei University as well as the case studies provided by experts in various fields.

Young Owners CEO Program	AI for transformational Leaders
Advanced Analyst Program(AAP)	Franchise CEO Program(FCP)
Yonsei Pre-MBA	Yonsei Strategic Marketing Leadership Program

Customized Programs for Companies

Sangnam provides customized programs to nurture core professionals who can best achieve the vision and the strategies of each organization.

Our clients include

BNK Kyongnam Bank · Koiswire · KYOWON · KB Kookmin Bank · KUMHO ASIANA · Industrial Bank of Korea · Nestlé · DAESANG · DAUM · Dongwon · DONGKUK STEEL · DAEWOO E&C · MIRAE ASSET · MIRAE ASSET Daewoo · BGF · SAMSUNG C&T · SAMSUNG LIFE SERVICE · SAMSUNG ELECTRONICS · SAMSUNG SECURITIES · SAMSUNG FIRE & MARINE INSURANCE · SEAH · THE SHILLA · SHINSEGAE · ShinhanLife · Shinhan Bank · CJ CHEILJEDANG · CJ ENM · CJ FRESHWAY · AMOREPACIFIC CORPORATION · AGC · ABL · LG Display · SBS · SK E&C · SK hynix · SK telink · stx Corporation · LF · YONSEI UNIVERSITY HEALTH SYSTEM · OCI · WOORI BANK · WOORI FINANCIAL GROUP · woongjin · EUGENE · emart · ILJIN · 전문건설공제조합 Korea Specialty Contractor Financial Cooperative · GS · GS Retail · Hana Bank · Hanwha · HYUNDAI ENGINEERING & CONSTRUCTION · HYUNDAI ENGINEERING CO. LTD. · HD HYUNDAI · HD HYUNDAI HEAVY INDUSTRIES · kt · TCC STEEL · POSCO · KEPCO · HF KOREA HOUSING FINANCE CORPORATION

Feel the Depth and Breadth of Korea: Lecture/Discussion, Visits, and K-food.

Lecture topics offered to international participants include the following:

Management

- Managing Talent in Korea
- Introduction to the Korean Economy and Business
- Korean Conglomerates' Governance

Marketing

- Understanding the Korean Consumer Market and Trends
- K-Marketing Moves
- Korean Marketing in the Beauty & K-pop Industries

AI(Artificial Intelligence)

- AI as a Strategic Enabler: Lessons from South Korea
- Business Analytics and Digital Innovation
- Strategic Foresight with Generative AI: A Case of Samsung Electronics

Innovation & Strategy

- Innovation in Korea: Reverse Evolution of Technology
- Management Strategies in an Era of Extreme Uncertainty
- Business Strategies in K-Management

Geopolitics & Economy

- Regional Geopolitics in Northeast Asia
- US-China Competition and Global Uncertainties
- North Korea(n) Matters

Culture & More

- Unpacking K-Culture: Insights from Strategic Management
- Contemporary Korean Culture & Korean Wave









[Testimonials]

We got to learn a lot from Korean practices; We now have a whole new prospective.

– Middle Eastern trainee

Putting Korea on the map of understanding. A country of contradictions and speed.

– European trainee

I was able to closely observe the Korean working environment in combination with theory.

– Asian trainee

Facilities at Sangnam

Yonsei University is the only higher education institution in Korea to feature a dedicated executive education building, home to the Sangnam Institute of Management. This premier facility offers both guest accommodations and lecture halls available for rent.

[For space rental inquiries: +82 2-2123-4268 / sangnam@yonsei.ac.kr]

Lecture Rooms



Large-sized lecture rooms
(4 rooms; 60 to 70 seats/room)



Medium-sized lecture rooms
(5 rooms; 20 to 50 seats/room)

Conference and Banquet Halls



Conference rooms
(10 rooms; 6 to 13 seats/room)



Lotus Hall
(100 seats)



Blue Room
(50 seats)

Guest Rooms



Double room
(for 2 guests)



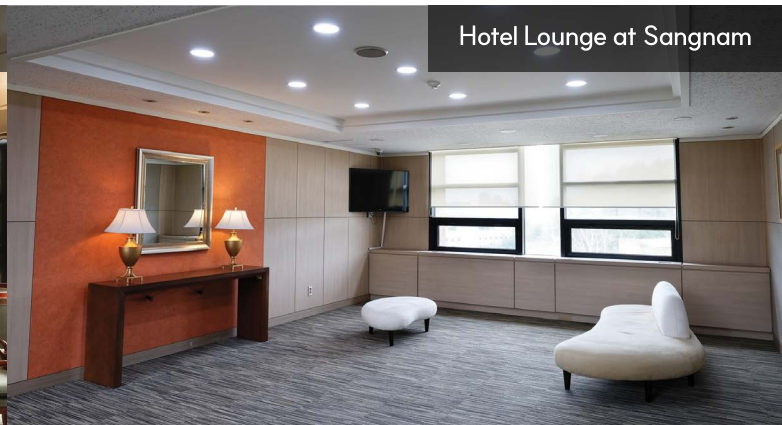
Deluxe twin room
(for 3 guests)



Suite room
(bedroom and living room)



Main Lobby at Sangnam



Hotel Lounge at Sangnam

Experience Dynamic Korea at Yonsei, Korea's Best Private University

South Korea's dynamism springs from a variety of factors: appreciation of education, dedication to hard work, and belief in progress and a better future. We invite you to experience this exciting part of the world firsthand. South Korea's unique business culture is an intriguing blend of modern and traditional elements, deeply shaped by the nation's history. As such, it is a particularly advantageous position from which to study the changing economies, business trends, and management innovations.

Downtown Seoul is Korea's center of politics, culture, and economy. Government ministries, museums, palaces, theaters, and financial markets are all a short distance from Yonsei University. Seoul is also the home to industry giants such as Samsung, LG, and Hyundai. More recently, South Korean entertainment culture, known in Korean as hallyu and in English as the Korean wave, has gained great global popularity through famous TV dramas and films. South Korea is also known for its food, such as kimchi, which is spicy fermented cabbage, bulgogi, which is roasted meat, and bibimbap, which is vegetables mixed with rice, that is both delicious and nutritious.

The Sangnam Institute of Management, Yonsei University's School of Business's executive education institute, provides customized Short-to mid-term immersion programs to executives and managers from around the world. These programs include lectures, case studies, exchanges with business and government leaders, company visits, a tour of Yonsei's picturesque campus, city tours, and more. Program participants can also enjoy the culinary delights of K-food and shop for K-beauty products.











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