연세대학교 상남경영원
SANGNAM INSTITUTE OF MANAGEMENT
YONSEI UNIVERSITY

Sangnam Institute of Management
Yonsei University School of Business

Incubator of Creative & Innovative Leaders



Facilities at Sangnam

Yonsei University is the only institution of higher education in Korea with an executive education building, which hosts the Sangnam Institute of Management. The building has guest rooms 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

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.

FT FINANCIAL TIMES — Ranked #1 in Korea and #57 in the world by Financial Times Ranking in Custom Programs (as of 2020)

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 115 business-school-based executive education organizations from 30 countries

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 is the only executive education institute in Korea to be ranked on the Financial Times Executive Education Ranking (ranked # 1 in Korea and #57 in the world). Sangnam provides world-class executive education through the lectures delivered by professors of the Yonsei School of Business (YSB) as well as industry professionals.

A variety of customized education programs for business professionals

Sangnam provides approximately 40 to 50 unique and customized education programs for business professionals on an annual basis, based on Sangnam's expertise of more than 25 years since 1999.

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 Southeast Asia, North America, and Europe.

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.

Systematic curriculum management by dedicated faculty and staff

Not only does Sangnam thoroughly manage students' attendance and evaluation through its dedicated faculty members, but it also provides learning materials and education reports while supporting networking among its students.





Global Programs

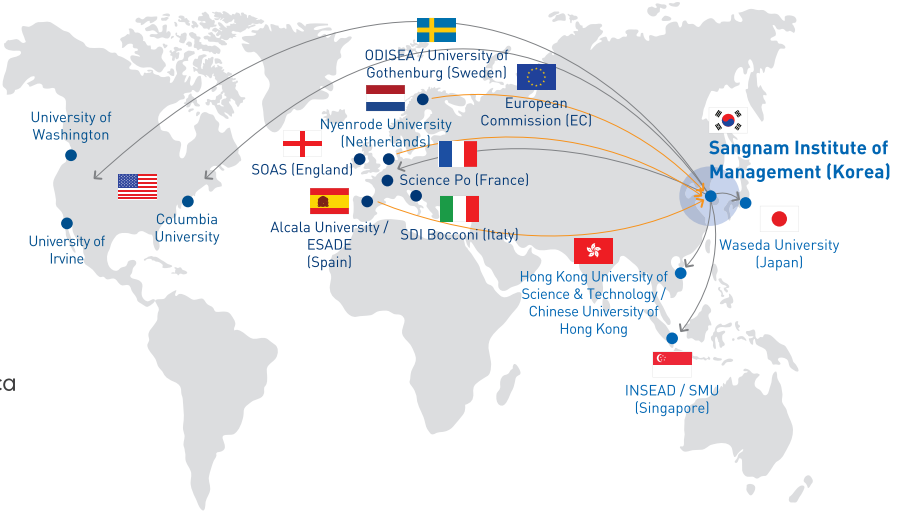
Sangnam provides customized international programs through a tightly-woven network with many prestigious universities and institutions in areas including the USA, Europe, and Asia. At the request of our international clients, we offer Asia-focused customized programs. Sangnam also provides overseas exploration activities for local students and companies.

Inbound

- Three-to-five-day programs with themes customized for overseas partners

Outbound

- Short-term study trips for students in Sangnam's open programs
- Study trips in Europe and North America for students in Sangnam's customized 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	ChatGPT-enhanced AI Business Strategy Program
Advanced Analyst Program(AAP)	Franchise CEO Program(FCP)
Yonsei Leaders Core MBA	Advanced Marketing Strategy Program(AMSP)

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 · Kbiswire · KYOWON · KB Kookmin Bank · KUMHO ASIANA · Industrial Bank of Korea · Nestlé · DAESANG · Daum · Dongwon · DONGKUK STEEL · DAEWOO E&C · MIRAE ASSET Building on principles · 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.

Sangnam has delivered various short programs for executives from other countries on diverse topics, including the following:

Management

- Korean Management: Historical Development of Korean Companies
- Managing Talent in Korea
- K-Management: Human Resource and Business Innovation
- Korean Conglomerates' Governance

Marketing

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

IT/Digitalization

- Digital Transformation in Korea
- Start-ups in Korea
- ICT Industry in Korea

Innovation & Strategy

- Innovation in Korea: Reverse Evolution of Technology
- Innovation Strategies
- Global Companies' Strategies and Leadership

Geopolitics & Economy

- Regional Geopolitics in Northeast Asia
- US-China Trade War and Prospects for the Future
- Competitive Dynamics of the Global Economy

Culture & More

- Korean Business Culture and Impact on Business
- Korean Wave
- Korean Culture and Society













Come, learn, and enjoy Seoul at Yonsei University:
a choice your students will appreciate.

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 culture is an intriguing mixture of modern and traditional elements. As such, it is a particularly advantageous position from which to study the changing economies, business environments, and politics of the region and beyond.

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. As a leader of the IT Revolution, Seoul is one of the most wired cities in the world. 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-term programs to executives from around the world. These short 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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