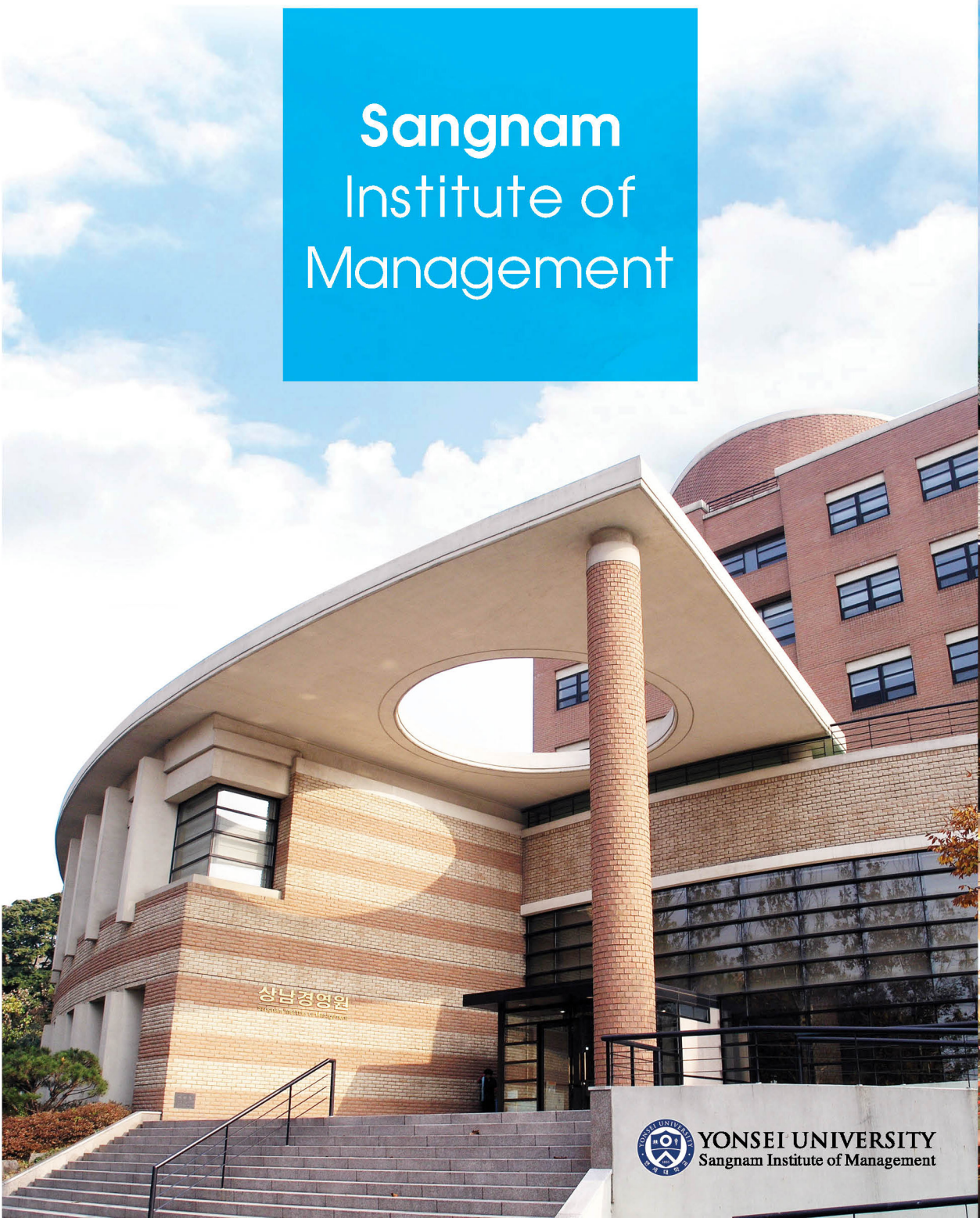
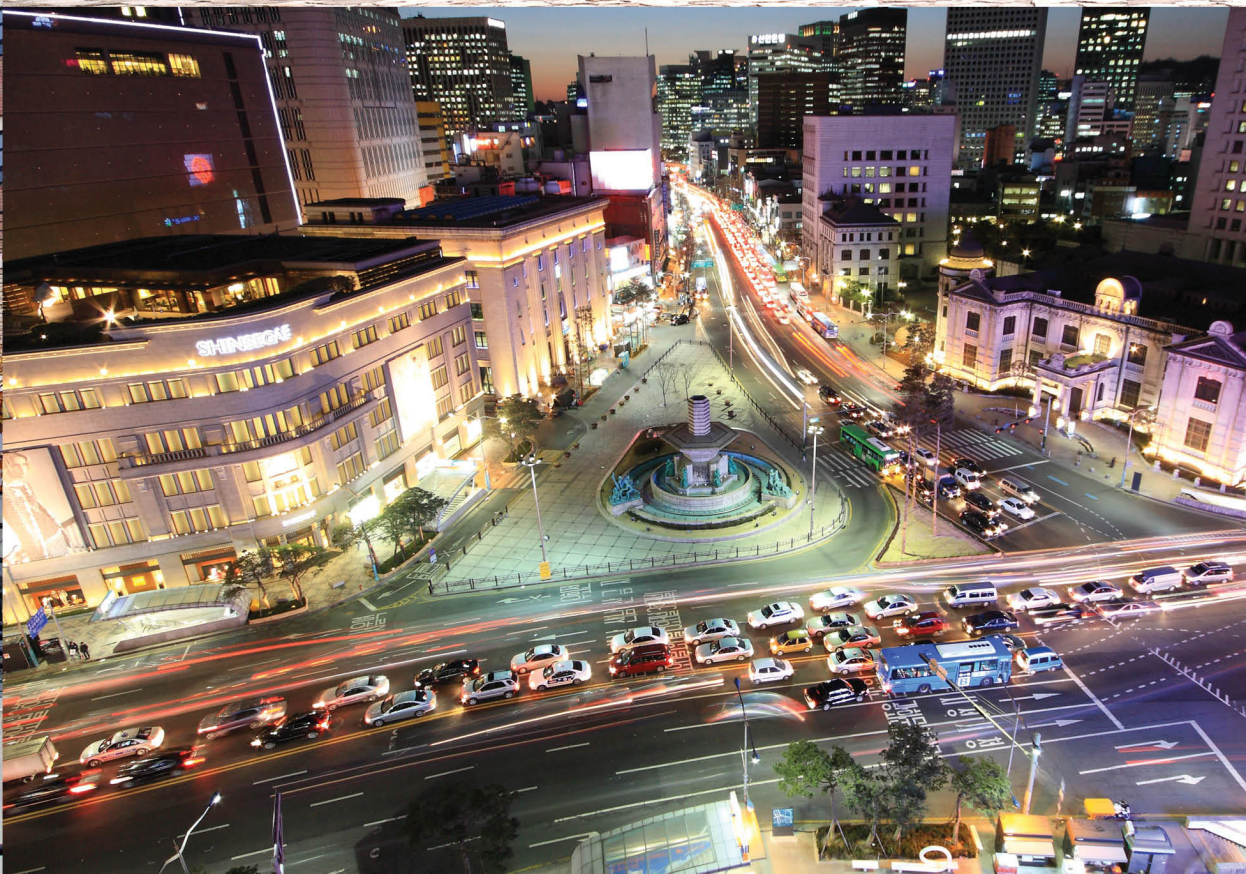
# Sangnam Institute of Management






SHINSEGAE



# KOREA

## Experience the Dynamic Korea!

- The **business hub** of Asia
- **15th largest economy** in the world
- Home to one of the **most advanced education systems**
- World's **highest scientific literacy**
- The **most wired nation** in the world
- The **Korean Wave** is fast sweeping the world



# SINCHON

## Yonsei Campus in Vibrant Sinchon, Seoul

**Where the streets pulse with vibrant culture**
**Asia's latest trends are born in Seoul's Sinchon District**

Yonsei's main campus is ensconced in a spacious, picturesque and natural setting located minutes away from the economic, political, and cultural centers of Seoul's metropolitan downtown.

# YONSEI, where we make history

## Welcome to Yonsei University

Being the oldest private university in Korea, Yonsei University was first established in 1885 by Christian missionaries. Our mission is to educate leaders who will contribute to humanity in the spirit of "truth and freedom."

**676 / 70**
676 PARTNER INSTITUTIONS
IN 70 COUNTRIES



**5,000+**
5,000+ INTERNATIONAL
STUDENTS EVERY YEAR



**4,945**
4,945 FACULTY



**21**
21 GRADUATE SCHOOLS



**23**
23 COLLEGES



**124**
124 SUBSIDIARY INSTITUTIONS



# The Yonsei School of Business, Where Insights into Asia's Booming Economies Unveil the Future of Global Development

## Yonsei School of Business (YSB)

**| YSB offers four major degree programs |**

- a bachelor of science in business administration (BBA)
- a master of business administration (MBA)
- a master of science in business administration (MS)
- a PhD in business administration (PhD)

**| Accreditations |**

AACSB / EQUIS / KABEA

# To get the inside track on Asia, **Think SIM**

## Sangnam Institute of Management (SIM)

The Sangnam Institute of Management (SIM) was founded in 1999 with the financial support of the Honorary Chairman of LG Group, Cha-Kyung Koo. SIM is affiliated with Yonsei School of Business, which is one of the leading business schools in Korea.

**| Executive Education Programs at SIM |**

**Open Programs**
For Individuals

**Custom Programs**
For Organization

**Global Programs**
For Internationals

## Why SIM?

- A Premier University with Global Perspectives
- The Hub for Korean Business Management Education
- Close Networking with Leading Korean Companies
- Practical and Relevant Content
- A Renowned Faculty
- Strategic Location in East Asia
- Cutting-edge Facilities

**Share Knowledge**
**Inspire People**
**Make an Impact**

**1위** 2017 FT 선정 국내 1위, 세계 72위

**73** 프로그램 수

**424** 교육과정 개설 수

**61** 상남경영원 파트너십

**3** 연세대학교 경영대학 AACSB, EQUIS, KABEA 경영교육인증 동시획득

수강생 수 **18,750명**



# Programs tailored for tomorrow's business leaders

## Global Programs

In order to stay ahead of the rapidly evolving global economy and business trends, it is imperative that business leaders of the future understand the importance of Asian markets. A countless number of successful business leaders from Asia, Europe, and North America have taken part in our Global Programs. Our programs represent the sheer product of our efforts to deliver up-to-date business knowledge and innovative management practices.

### Executive Training Programme in Korea **(ETPK)**

One of our representative global programs is the Executive Training Programme in Korea (ETPK). It is a unique intensive professional development program designed to provide EU companies with the latest, most insightful and advanced knowledge of the Korean economy, language and business culture. ETPK provides a 45-week training courses in Korea and all the training courses are fully financed by the European Commission.

### Contemporary Korean Marketing Program **(CKMP)**

The program is presented by two Marketing faculty members from Yonsei School of Business who combine proven theory with real world experience and examples, providing the latest Korean management information. Some topics of the program include Marketing strategy, New product development and Integrated marketing communication.

### SIM can develop a short program for overseas executives with various topics including the following

- Korean Business Culture
- Investment climate in Korea and Asia
- Global Strategies of Korean companies
- Doing Business in Korea
- Korean Marketing Management
- Integrated Marketing Communication
- High Performance Leadership
- Energy Markets in Korea
- Effective Negotiation Strategies in Korea
- Entrepreneurship
- Korean Wave
- Company/organization visits
- Cultural activities




YONSEI UNIVERSITY
Sangnam Institute of Management


**| Contact Information |**

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