



SUNGSHIN  
WOMEN'S UNIVERSITY

# Department of Business Administration



# Department of Business Administration

## **Department Introduction**

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We are living in a rapidly evolving and ever-changing society. In this era of artificial intelligence and technological innovation, interdisciplinary convergence has become more critical than ever before.

The Department of Business Administration is committed to advancing alongside these changes, offering a solid academic and professional foundation for students preparing for the future.

As a core field within the social sciences, Business Administration covers a wide range of topics including corporate strategy, organizational management, and the dynamic business environment. Our program equips students with the ability to understand and analyze various challenges and opportunities of modern society from a managerial perspective.

We emphasize interdisciplinary integration, creating an environment where students can develop innovative and creative ideas through the fusion of business with artificial intelligence, data analytics, and design thinking.

At the Department of Business Administration, we strive to provide both academic knowledge and practical skills to help you grow into successful future leaders. Our program is designed to support you in realizing your dreams and achieving your career goals.

# Educational Goals of Departments

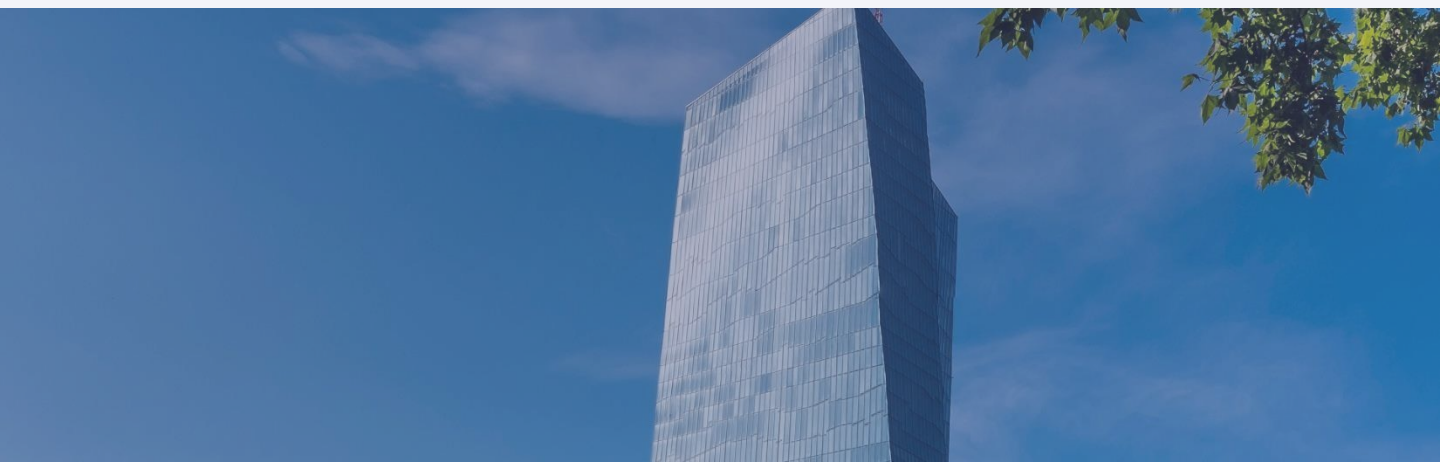
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- To nurture competent business professionals equipped with both theoretical knowledge and practical skills in core business functions such as Accounting, Finance, Marketing, Human Resources & Organization, International Business & Strategy, and MIS/OM.
- To cultivate talents capable of solving complex problems creatively and innovatively in a fast-changing business environment.
- To foster leadership skills that empower students to embrace new challenges and lead organizations to success.
- To develop the capacity to generate innovative and creative ideas by integrating business administration with AI, data analytics, and design thinking.
- To build global-minded professionals who can thrive in the international business landscape.
- To produce ethical leaders who value social responsibility and contribute positively to both organizations and society.

## Ideal Student Profile

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- **Creative Talents:** Individuals who can propose innovative business ideas and solve problems through creative and forward-thinking approaches.
- **Challenging Talents:** Individuals who possess a proactive and ambitious mindset, capable of embracing new opportunities and leading change with confidence.
- **Scientific Talents:** Individuals who apply data analysis and scientific methodologies to systematically understand and solve managerial issues.



# Professors



## Park, Rho Yun

Research field	Management
Subjects in charge	Organization Theory and Design, Organizational Behavior, Business and Society, Understanding of Social Enterprises
E-mail	rypark@sungshin.ac.kr



## Lee, Hyon Sok

Research field	Financial Management
Subjects in charge	Business Mathematics, Investment, Understanding derivatives, Financial Institutional Management, Corporate Finance, Financial Management, Introduction to Financial Markets
E-mail	lhs8283@sungshin.ac.kr



## Yi, Seong Keun

Research field	Marketing
Subjects in charge	Channel Management, Consumer Behavior, Services Marketing
E-mail	yisk@sungshin.ac.kr



## Kim, Jong Bae

Research field	Marketing
Subjects in charge	Principles of Marketing, Integrated Marketing Communication, New Product Development Management, Marketing Research
E-mail	jbkim@sungshin.ac.kr



## Shim, Seon Young

Research field	MIS, eBiz-Strategy, IT Governance, AI & Big Data
Subjects in charge	Data Science, Big Data Based Business Analytics, Management and Accounting Information System
E-mail	syshim@sungshin.ac.kr

# Professors



**Chun, Hong Min**

Research field	Accounting
Subjects in charge	Financial Accounting, Intermediate Accounting, Auditing, Advanced Accounting
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**Gu, Ja Won**

Research field	Global Market, Global Sales
Subjects in charge	Global Business and Sales Strategy, Project Management, Global Marketing, Understanding of Global Business.
E-mail	jawon@sungshin.ac.kr



**Hwang, Seong Wook**

Research field	Service and Transportation Operations Management, Combinatorial Optimization, Machine Learning
Subjects in charge	Business Statistics, Operations Management, Management Science
E-mail	swhwang@sungshin.ac.kr

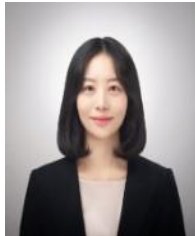


**Lee, Yoon Kyung**

Research field	International Finance Policy
Subjects in charge	Economics for Global Business, Global Market Analysis and Management, Exchange Rate and Open Economy, International Finance and FX Management, Global Communication
E-mail	yk_lee@sungshin.ac.kr



# Professors



**Sim, Jae Yeon**

Research field	Accounting
Subjects in charge	Accounting Principles, Cost Accounting
E-mail	drsim@sungshin.ac.kr



**Yoon, Sung Wook**

Research field	Marketing Analytics, Public Policy
Subjects in charge	A Case Analysis of Marketing Communication, Service Marketing, and PBL-based Marketing, Marketing Research, Marketing Analytics
E-mail	yoonsw@sungshin.ac.kr



**Jo, Ye Seul**

Research field	Management
Subjects in charge	Business and Society, Leadership Development, Employment Relations, Human Resource Management, and HR Analytics
E-mail	yeseuljo@sungshin.ac.kr



**Kim, Dong Wook**

Research field	Production and Operations Management
Subjects in charge	Business Statistics, Management Information Analysis, Research Methodology
E-mail	blizzard@sungshin.ac.kr

# Curriculum roadmap

Career Fields	Major Abilities	Recommended course names by grade level			
		First Year	Second Year	Third Year	Fourth Year
Business Planning and Information Analysis Specialist	Decision-making skills / Data Analysis Technical Expertise	•Business Statistics •Operations Management	•Management and Accounting •Information Analysis •Management Science	•Data Science1 •Data Science2	•Big data analytics labs
Banking & Finance Specialist	Financial Analysis and Financial Management Specialization	•Business Mathematics •Introduction to Financial Markets	•Business Economics •Financial Management	•Investment Theory •Corporate Finance •Derivatives •Risk Management and Insurance	•Financial Institutions •International Finance
Marketing Specialist	Troubleshooting and Communication Specialization	•Business Statistics •Business School Theory	•Marketing Principles •Marketing Communications	•Marketing Research •New Product Development •Consumer Behavior Analysis	•Channel Management •Services Marketing
International Management Specialist	Communication and International Trade Expertise	•Principles of Business Administration	•Entrepreneurship and E-Business Strategy	•International Business •Global Strategic Management	•Strategic Management •New Paradigm Management
Accounting & Tax Specialist	Accounting and Tax Analysis Expertise	•Accounting principles •Financial Accounting	•Intermediate Accounting •Financial Accounting •Managerial Accounting	•Advanced Accounting •Cost Accounting	•Auditing •Tax Accounting
Management Specialist	management expertise, leadership, interpersonal skill	•Principles of Business Administration •Business and Society	•Organizational Behavior •Organization Theory and Design	•Human Resource Management •Industrial Relations	•Understanding of Social Enterprises
Trade Customs Specialist	Global Product Expertise	•Understanding of Global Business •Principles of Accounting	•Global Market Analysis and Management •Global Understanding of Supply Chain Management	•International Finance Policy & FX Market •International Business Law and Practice •Theory and Practice of International Trade	•International Finance System and FX Management
International Organizations and NGOs Specialist	Global Integration Expertise	•Understanding of Global Business •Global Culture and Citizenship	•Global Market Analysis and Management •Global Communication II	•International Business Negotiation •Theory and Practice of International Trade •International Business Law and Practice	•International Finance System and FX Management
Global multinational workers	Global Corporate Expertise	•Understanding of Global Business •Global Culture and Citizenship •Principles of Accounting •Business Statistics	•Global Market Analysis and Management •Global Communication II	•Global Business •Best practice examples	•Global Trend and Innovative Management

Career Fields	Major Abilities	Recommend other majors/ Liberal Arts	Extracurricular program Recommendation	Six core competencies	Related Occupations
Business Planning and Information Analysis Specialist	Decision-making skills / Data Analysis Technical Expertise	<ul style="list-style-type: none"> <li>• Industry 4.0 and Business Transformation</li> <li>• Artificial Intelligence for Business</li> </ul>	<ul style="list-style-type: none"> <li>• R Statistical Analysis (Special Lectures at college of social sciences)</li> <li>• Other Statistics and Programming Special Topics</li> </ul>	<ul style="list-style-type: none"> <li>• Creative convergence competencies</li> <li>• Self-Practice Competencies</li> <li>• Knowledge Exploration Competencies</li> </ul>	<ul style="list-style-type: none"> <li>• Data Scientist</li> <li>• Business Planners</li> </ul>
Banking & Finance Specialist	Financial Analysis and Financial Management Specialization			<ul style="list-style-type: none"> <li>• Self-Practice Competencies</li> <li>• Knowledge Exploration Competencies</li> <li>• Creative convergence competencies</li> </ul>	<ul style="list-style-type: none"> <li>• Banking &amp; Finance Professionals</li> </ul>
Marketing Specialist	Troubleshooting and Communication Specialization			<ul style="list-style-type: none"> <li>• Creative convergence competencies</li> <li>• Knowledge Exploration Competencies</li> </ul>	<ul style="list-style-type: none"> <li>• Research Associate</li> <li>• Advertising staff</li> <li>• Marketing professionals in new product development teams</li> </ul>
International Management Specialist	Communication and International Trade Expertise	<ul style="list-style-type: none"> <li>• International Finance</li> <li>• Industrial Economics</li> </ul>	<ul style="list-style-type: none"> <li>• Community Service</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge Exploration Competencies</li> <li>• Global Citizenship</li> </ul>	<ul style="list-style-type: none"> <li>• Businesses in your industryCompaniesEmployment and negotiation specialists</li> </ul>
Accounting & Tax Specialist	Accounting and Tax Analysis Expertise	<ul style="list-style-type: none"> <li>• Introduction to Business Administration</li> <li>• Understanding Basic Accounting</li> </ul>	<ul style="list-style-type: none"> <li>• Special Lectures</li> <li>• Small Gatherings by Major</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge Exploration Competencies</li> <li>• Creative convergence competencies</li> </ul>	<ul style="list-style-type: none"> <li>• Certified Public Accountants</li> <li>• Tax Accountants</li> <li>• Accounting and tax professionals</li> </ul>
Management Specialist	management expertise, leadership, interpersonal skill	<ul style="list-style-type: none"> <li>• Labor Laws</li> </ul>		<ul style="list-style-type: none"> <li>• Knowledge Exploration Competencies</li> <li>• Creative convergence competencies</li> </ul>	<ul style="list-style-type: none"> <li>• Certified Public Labor Attorney</li> <li>• Human Resources Manager</li> <li>• Management Consultant</li> </ul>
Trade Customs Specialist	Global Product Expertise			<ul style="list-style-type: none"> <li>• Global Citizenship</li> <li>• Communication Collaboration Competency</li> <li>• Knowledge Exploration Competencies</li> </ul>	<ul style="list-style-type: none"> <li>• customs-officer</li> <li>• Trade Organization Worker</li> </ul>
International Organizations and NGOs Specialist	Global Integration Expertise			<ul style="list-style-type: none"> <li>• Global Citizenship</li> <li>• Communication Collaboration Competency</li> <li>• Knowledge Exploration Competencies</li> <li>• Creative convergence competencies</li> <li>• Self-Practice Competencies</li> </ul>	<ul style="list-style-type: none"> <li>• international-organization-workerNGO startups and NGO workers</li> </ul>
Global multinational workers	Global Corporate Expertise			<ul style="list-style-type: none"> <li>• Global Citizenship</li> <li>• Communication Collaboration Competency</li> <li>• Knowledge Exploration Competencies</li> <li>• Creative convergence competencies</li> <li>• Self-Practice Competencies</li> </ul>	<ul style="list-style-type: none"> <li>• MultinationalsEmployees of domestic and international organizations</li> </ul>



# Academic Tracks

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## **Business Planning & Data Analytics Track**

Prepares students for careers as data scientists and business planning specialists with an emphasis on data-driven decision-making. Students develop creative convergence skills, autonomous implementation capabilities, and knowledge exploration abilities through a structured curriculum focused on mathematical business models and hands-on software training. Core courses include:

- Business Statistics
- Operations Management
- Business and Accounting Information Analysis
- Data Science I & II
- Big Data Analysis Practice

## **Finance & Financial Management Track**

Equips students for careers in corporate finance, investment, and the financial industry. Students cultivate practical knowledge and creative integration skills essential for financial decision-making and investment strategies. The curriculum is structured progressively and includes:

- Business Mathematics
- Introduction to Finance
- Managerial Economics
- Financial Management
- Corporate Finance
- Investment Theory
- Understanding Derivatives
- Risk Management and Insurance
- Financial Institutions
- International Financial Management

# Academic Tracks

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## Marketing Track

Prepares students for roles in marketing research firms, advertising agencies, and product development teams. To strengthen creative and knowledge exploration capabilities, students follow a systematic course plan including:

- Principles of Business Administration
- Principles of Marketing
- Marketing Communication
- Marketing Research
- New Product Development
- Consumer Behavior
- Retail Management
- Service Marketing

## International Business Track

Prepares students to become global business experts, focusing on collaboration and negotiation in international trade. To enhance global insight and global citizenship, the curriculum includes:

- Principles of Business Administration
- Entrepreneurship and E-Business Strategy
- International Business
- Global Corporations
- Strategic Management
- New Paradigm Management

# Academic Tracks

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## Accounting & Taxation Track

Trains students to become certified accountants, tax specialists, and financial experts. The program emphasizes academic depth and creative integration skills through a sequential learning path including:

- Principles of Accounting
- Financial Accounting
- Intermediate Accounting I & II
- Cost Accounting
- Managerial Accounting
- Advanced Accounting
- Tax Accounting
- Auditing

## Human Resource Management & Organizational Studies Track

Designed for students aiming to become certified labor consultants, HR officers, and management consultants. Courses develop skills in knowledge exploration, communication and collaboration, and creative integration through:

- Organizational Behavior
- Business and Society
- Organizational Theory and Design
- Human Resource Management
- Labor Relations



# Department of Business Administration