

Dongguk **MBA**

Master of **B**usiness **A**dministration



Dongguk University MBA History

March 1973

Graduate School of Business Administration established.

March 2007

Approved by the Ministry of Education and Science Technology to establish the Graduate School of Business (MBA).

December 2007

Dual degree agreement signed with The University of Texas at Dallas, USA.

October 2008

Acquired Korean Business Education Accreditation (KABEA).

August 2012

Acquired international accreditation from AACSB (Association to Advance Collegiate Schools of Business).

August 2018 / June 2020

Successfully renewed AACSB international accreditation.

September 2021

Launched new MBA programs: Business Data Analytics MBA, Medical Device Innovation MBA, Pharm MBA

January 2025

Successfully renewed AACSB international accreditation.

October 2025

Launched new MBA programs: Global Healthcare MBA, Global Hallyu Business MBA, Start-Up Accelerator MBA

March 2026

Launched new MBA program: Global Sports Business MBA

Degree Overview

Program: **Master's Degree (MBA)**

Eligibility: **Applicants must hold a bachelor's degree or higher (no restriction on undergraduate major)**

Duration: **3 semesters (including seasonal term) or 4 semesters (Dongguk Global MBA (English Program) requires 4 semesters)**

Credits Required: **45 credits**

Degree Awarded: **Master of Business Administration (MBA)**

Graduation Requirement: **Completion of required credits with a minimum GPA of 3.0 (no thesis required)**



Key Strengths of Dongguk MBA Programs

AACSB-Recognized, Korean-Contextualized MBA Program



Dongguk MBA programs are accredited by AACSB, a mark of excellence held by the top 5% of business schools worldwide. Since 2012, the programs have maintained this global standard through successive renewals. Designed for professionals aiming to advance in Korea's dynamic business landscape, the programs combine advanced business education with data analytics training, offering a curriculum aligned with international best practices.

Prime Location in the Heart of Seoul



Located at the foot of Namsan in central Seoul, Dongguk MBA programs offer excellent accessibility and a pleasant learning environment. The campus is easily reachable via subway (Line 3, Dongguk Univ. Station) and numerous bus routes, and is surrounded by city parks (Namsan, Jangchungdan Park), cultural hubs (Dongdaemun, Myeong-dong), and top-tier educational facilities.

Extensive Scholarship Opportunities



Dongguk MBA programs offer a wide range of scholarships, including those for new students, academic excellence, industry partnerships, and student leadership. Over 90% of enrolled students receive financial support, allowing them to focus on their studies with reduced financial burden.

Work-Friendly Academic Structure



Dongguk MBA programs are designed with working professionals in mind. The programs can be completed in just 1.5 years (3 semesters including a seasonal term), with a flexible schedule combining online evening classes, in-person week-end sessions, intensive modules, and exclusive MBA lounge access.

Specialized Programs for Future-Ready Talent



Dongguk MBA programs offer specialized curricula that reflect rapid societal changes and evolving industry needs. The five tracks—Dongguk MBA, Business Data Analytics MBA, Medical Healthcare MBA, Pharm MBA, and Global MBA—provide industry-recognized, differentiated curricula designed to cultivate integrative and future-ready business professionals.



Business Core MBA

Business Core MBA is an intensive program focused on the fundamental principles and strategic foundations of management, providing students with the expertise essential for success in today's dynamic business environment. The curriculum bridges theory and practice across key areas such as organizational behavior, financial strategy, and operations management, allowing students to master the art of optimizing processes and developing long-term corporate visions. Specially designed for middle managers and C-level executives, the program enhances strategic leadership and decision-making capabilities while leveraging data-driven Business Intelligence to identify emerging trends. This comprehensive executive education ensures a powerful competitive edge, preparing leaders to effectively execute corporate goals and achieve sustainable business success.



Curriculum (Key Courses)

Principles of Marketing / Consumer psychology and behavior / Brand Management / Organizational Behavior / Human Resource Management / Leadership / Principles of Finance / Corporate Finance Theory / Investment and Securities / Principles of Operations Management / Decision Analytics / Business Simulation / Principles of Accounting / Management Accounting / Financial Statements Analysis / Principles of Management Information System / Business Analytics & Innovation Management / Current Issues in Business Data Analytics

Business AI Analytics MBA

Business AI Analytics MBA is designed to cultivate business leaders with the ability to make AI data-driven decisions. This specialized program integrates core business knowledge with analytical techniques, providing a balanced and systematic curriculum. Students explore both foundational and advanced topics and apply their learning through field-based projects. Classes are offered online on weekday evenings and offline on weekends, making it suitable for working professionals. Graduates will be well-prepared to apply advanced analytics and integrated business insights to real-world decision-making.



Curriculum (Key Courses)

Programming for Business Data Analytics (R/Python) / Statistical Data Analytics / Text Mining / Business Applications of Deep Learning / Social Media Data Analytics / Business Analytics & Innovation Management / Current Issues in Business Data Analytics / Introduction to HR Analytics / Big Data and New Product Development / Supply Chain Analytics / Financial Modeling / Capstone Project / Business Data Analytics Practicum

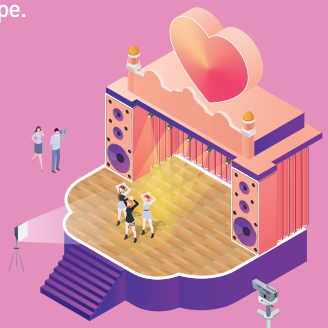
Global Healthcare MBA

Global Healthcare MBA is a specialized program focused on the bio-health industry, systematically designed to guide students through the entire business lifecycle from startup creation to global expansion. The curriculum is centered on problem-solving strategies, enabling leaders to navigate the rapidly evolving healthcare ecosystem and the ongoing digital transformation within the sector. By integrating practical methodologies—such as biodesign and action learning—with a strong network of industry, academia, and medical institutions, the program enhances field-ready expertise and provides strategic coaching. This comprehensive approach prepares graduates to lead the paradigm shift in healthcare and establish future-oriented corporate strategies in the global market.



Global Hallyu Business MBA

Global Hallyu Business MBA is designed to cultivate creative, practice-oriented leaders who will drive the global expansion of Korean cultural content through the integration of arts and management. The program combines core business disciplines with specialized training in cultural industries, enabling students to develop strategic insight into content planning, production, and global market positioning. With a strong emphasis on real-world application and supported by a prestigious cultural infrastructure, the curriculum prepares graduates to lead the sustainable growth of Hallyu and innovate across the global media and entertainment landscape.



Start-Up Accelerator MBA

Start-Up Accelerator MBA is Korea's first specialized MBA program designed to develop professionals with expertise across the full startup lifecycle, from venture creation and investment to incubation and scale-up. The curriculum combines core business education with hands-on training in venture investment and acceleration, including AI-driven investment analysis, startup valuation, business model innovation, and portfolio management, while internships, investment simulations, and global case studies provide practical, industry-ready experience with a global perspective. Graduates are prepared for high-impact roles in venture capital, accelerators, and technology holding companies, driving growth across the global startup ecosystem.



Global Sports Business MBA

Global Sports Business MBA is designed to cultivate world-class leaders by balancing core business expertise with specialized sports industry training. The curriculum covers essential topics such as brand strategy, fan engagement, and revenue model optimization, empowering students to maximize the operational efficiency of diverse sports organizations. Beyond traditional management, the program explores international sports governance and digital transformation to equip students with the strategic insight needed to innovate in the global market. This comprehensive approach ensures that graduates are prepared to lead the future of the sports industry with a sophisticated, data-driven perspective.



Dongguk Global MBA (English Program)

Dongguk Global MBA (English Program) is a full-time program designed to develop creative, solution-oriented leaders with a solid foundation in international business theory and practical management skills. From advanced theoretical studies to hands-on learning, the program empowers students with the confidence and leadership capabilities needed to drive innovation and navigate change in today's global business environment.



Curriculum (Key Courses)

Business Persuasion and Negotiation / Investment and Securities / Consumer Psychology and Behavior / Decision Making with Business Data Analysis / Financial Accounting / Analysis of Organizational Behavior / Emerging Topic on Business Information Technologies / Operation Management / Managerial Accounting / Principles of Marketing / Strategic Human Resource Management / Practical Leadership and Management / Business Analysis and Valuation / Financial Management / Business Statistic / Economics (Mandatory Course) / Ethics (Mandatory Course)

Dongguk Global MBA (Chinese Program)

Dongguk Global MBA (Chinese Program) is a specialized program designed to cultivate business professionals targeting Chinese-speaking markets. Conducted in Chinese, the program provides students with both theoretical foundations in business and practical skills relevant to the global economy. Through in-depth courses on Chinese and international business, market trend analysis, and corporate collaboration strategies, students are prepared to thrive in today's rapidly changing business landscape.

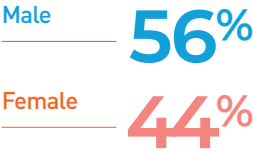


Curriculum (Key Courses)

Quality Management / Corporate Finance / Analysis of Organizational Behavior / Financial Accounting / Emerging Topic on Business Information Technologies / Financial Management / Principles of Marketing / K-Culture & Business / Current Issues in Global Business / Business Innovation & Artificial Intelligence / Consumer Psychology and Behavior / Investment Theory / Decision Making with Business Data Analysis / Human Resource Management / Business Statistic / Managerial Accounting / New Venture Creation / CRM/SCM

MBA Student Profile

Gender



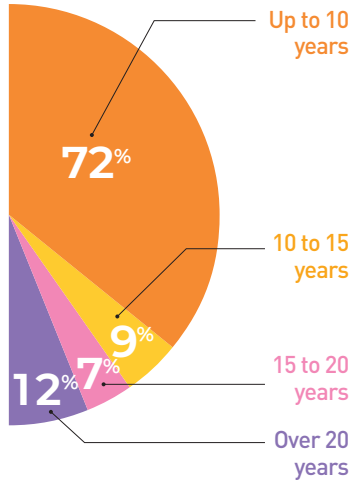
Average Age

33

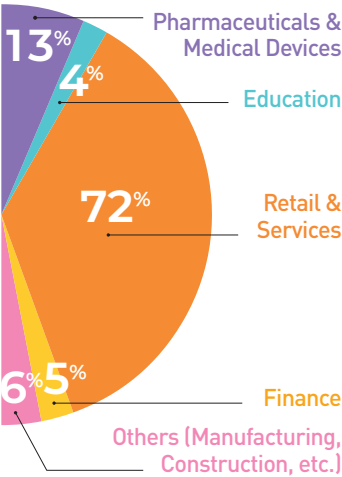
International Students

60%

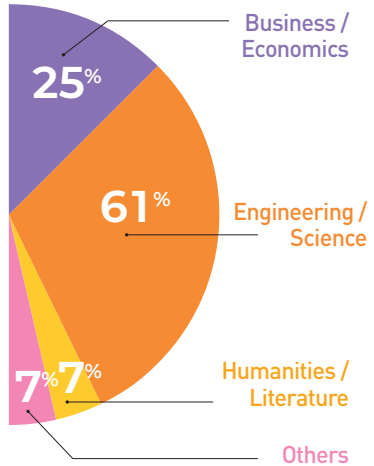
Work Experience



Industry Background



Academic Background



Where Our Students and Alumni Work

SK bioscience / CJ CheilJedang / Korea Medical Institute (KMI) / POSCO E&C / Samjin Pharmaceutical / Samsung Securities / Woori Bank / Korea Easy Payment Foundation / CHA Biotech / Emart / LG Innotek / Hanwha Life / Seoul National University Hospital / Dong Wha Pharm / Oracle Korea / Maeil Business TV / Chong Kun Dang / Ahn-Gook Pharmaceutical / Lotte Card / Kakao / Abbott Korea / Korea Medical Devices Industry Association / Yonhap Infomax / Yuhan Corporation

MBA Scholarships

Scholarship Type	Eligibility Criteria	Scholarship Amount
International Student Scholarship	<ul style="list-style-type: none"> International students admitted through the international admission track with either TOPIK 4+ or TOEFL PBT 530 / CBT 197 / iBT 71, IELTS 5.5, CEFR B2, TEPS 600+ To maintain the scholarship from the second semester, a minimum GPA of 3.5 is required 	50% of tuition fee
	<ul style="list-style-type: none"> International students admitted through the international admission track 	30% of tuition fee
Dongguk Family Scholarship	<ul style="list-style-type: none"> Graduates of Dongguk University (undergraduate or graduate programs) Holders of a bachelor's degree conferred by the Minister of Education after completing 84 or more credits at Dongguk University's DUICA or Future Convergence Education Center Holders of a bachelor's degree conferred by the President of Dongguk University through the Academic Credit Bank System 	100% of admission fee
		50% of tuition fee for the first 2 semesters
	<ul style="list-style-type: none"> Holders of a bachelor's degree conferred by the Minister of Education after completing 63 or more credits at Dongguk University's DUICA or Future Convergence Education Center 	100% of admission fee 30% of tuition fee for the first semester
Special Contribution Scholarship	<ul style="list-style-type: none"> Outstanding new students and individuals who have contributed to the development of the Graduate School of Business 	20% to 30% of tuition fee
Industry-Academia Cooperation Scholarship	<ul style="list-style-type: none"> Employees of partner institutions under official agreement (MOU) 	30% of tuition fee
Academic Excellence Scholarship	<ul style="list-style-type: none"> Awarded to the single top academic achiever in the DONGGUK Global MBA program 	100% of tuition fee
	<ul style="list-style-type: none"> Awarded to the single top academic performer in each MBA program with 10 or more enrolled students, excluding the DONGGUK Global MBA program 	50% of tuition fee
Student Council Service Scholarship	<ul style="list-style-type: none"> Student council officers 	20% to 50% of tuition fee
New Student Recommendation Scholarship	<ul style="list-style-type: none"> Current student who recommends a new applicant * A Recommendation Form must be submitted along with the application documents at the time of application 	10% of tuition fee



Dongguk University

Master of
Business
Administration

Just DU it!



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