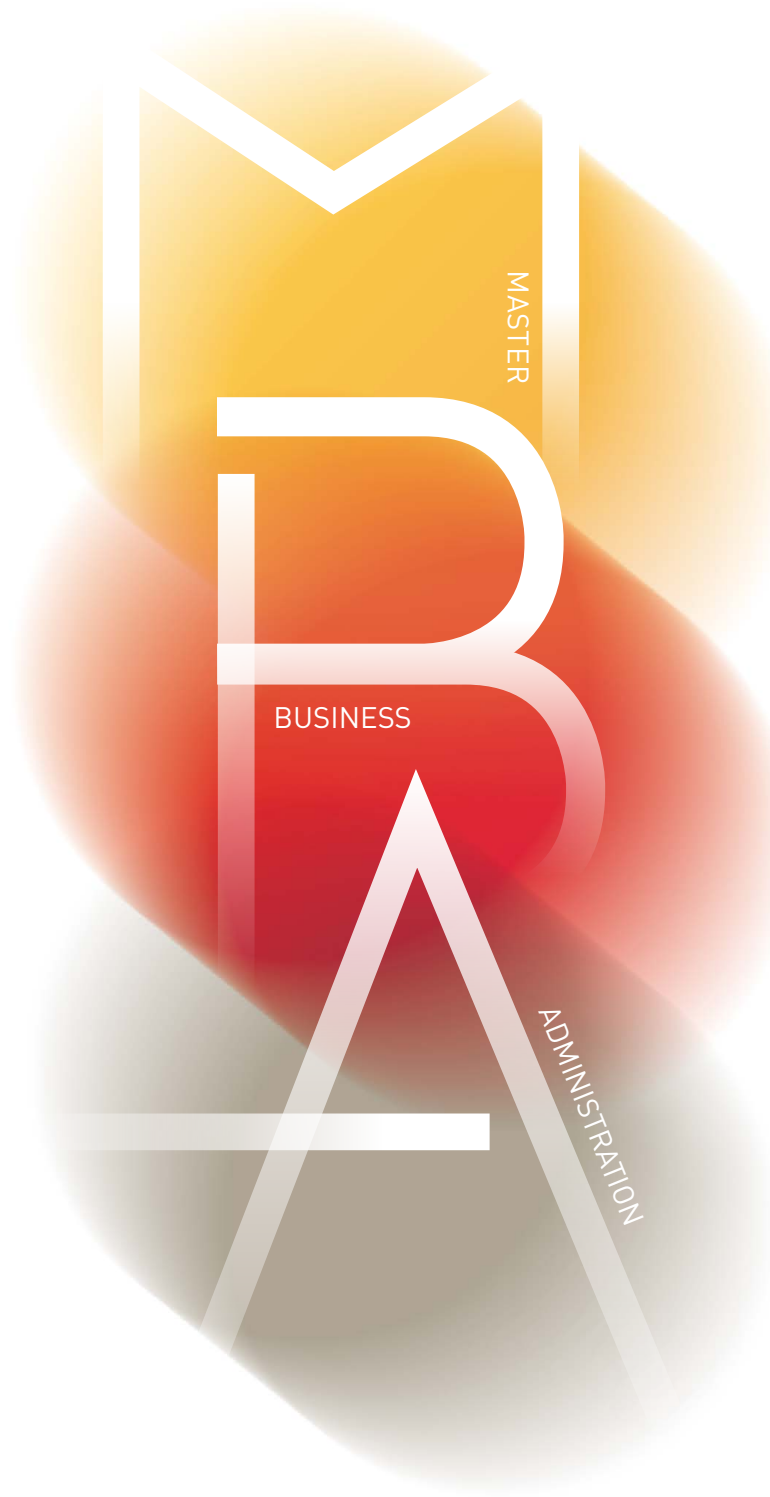


**DONGGUK  
BUSINESS  
SCHOOL**

**MBA**



## Dongguk University in Numbers

**4**  
**campuses**

in Seoul, Goyang, Gyeongju,  
and Los Angeles

**292**

Overseas sister universities

**1,045**

The number of full-time professors

**33,979**

Total students enrollment

**1906**  
**Year founded**

60 Year history behind it's Business  
School

**300,000**

Alumni

Founded in 1906 by Korea's ecumenically minded Jogye Order, Dongguk remains one of the few Buddhist affiliated universities in the world. Yet its doors have always been open to students and teachers of all faiths and philosophies.

Students and professors from around the globe enhance the quality of education on each of Dongguk's four campuses by bringing together dramatically diverse life experiences and cultures in a common educational mission.

For thousands of new students each year, Dongguk continues to serve a great first step on a lifelong journey of self-discovery, service to others, and spiritual enlightenment.

## Dean's Message



Prof. Chan-Kyoo Park  
Dongguk Business School

Dongguk MBA programs are accredited by Association to Advance Collegiate Schools of Business International (AACSB) in 2012, together with its undergraduate programs. AACSB has accredited only top 5% of the whole MBA programs in the world and around 15 institutions in Korea. Dongguk MBA is worldly recognized in terms of its educational quality, successfully and actively running dual-degree program and student exchange programs with University of Texas at Dallas in USA.

Full-time students in Dongguk Global MBA will have 2-year intensive courses with international students which are all taught in English. Currently international students consist of 40% of the total registered students in MBA and are all receiving university scholarship amounting to 30% of the tuition fees.

Two international professors are in MBA and regularly consult with students to enhance student's understanding of classes and help easier adaptation to campus life.

The newly-built on-campus dormitory is gaining high satisfaction from students with its convenient location and modern facilities. International students and domestic students from local province will be given opportunity to stay in this on-campus dormitory.

Dongguk Business School is succeeding the tradition and heritage of the past Graduate School of Business Management. Our 3,000 alumni are enhancing Dongguk's fame in each Korean community and newly-organized MBA alumni are gearing up for raising up Dongguk University's pride in succession to their senior alumni. We believe that Karma lasts for life-time.

I am sure that Dongguk Business School, initiating innovation and changes with long tradition, has a solid mission to produce talented human resources for the future of businesses and organizations in Korea.



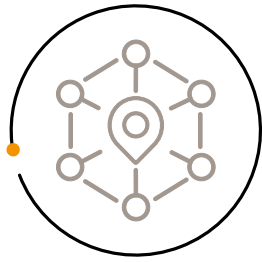


## Why Dongguk MBA



### AACSB Accreditation

Dongguk MBA program was accredited by the Association to Advance Collegiate Schools of Business International (AACSB) in 2012, together with Dongguk Business School's undergraduate, masters and doctoral programs. Over its 100-year history, the AACSB has been recognized as the world's largest global business education network. It is renowned for its strict accreditation standards, with only the top 5% of worldwide MBA programs achieving AACSB accreditation.



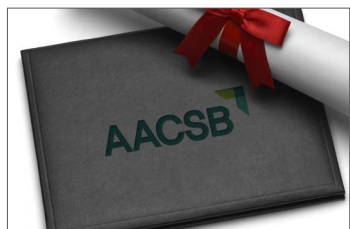
### Convenient Accessibility

Located in the heart of Seoul and easily accessible via public transportation, Dongguk University benefits from an enviable location in a vibrant, modern global city. The Seoul campus itself is a neighbor to cultural centers such as the National Theater Complex and world-famous Dongdaemun and Jangchoong Stadium. Also, Dongguk University is near to Myeong-dong, Itaewon, Gwanghwamun, and Insadong, which are considered as key tourist attractions in Seoul.



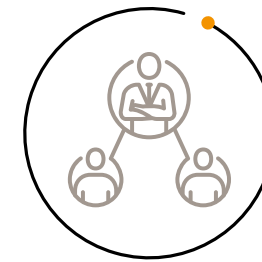
### Scholarship Opportunities

Dongguk MBA programs offer a range of different scholarships to assist with the cost of tuition. For international students, 30% tuition waiver scholarship will be awarded and the most outstanding student with superior academic performance each year will receive a 100% tuition waiver.



### Global Programs

Dongguk has student exchange programs with more than 200 partner universities. Exchange students from various universities across the world take classes within Dongguk MBA programs. In addition, the Dongguk Global MBA program has its own Dual Degree program with Naveen Jindal School of Management, University of Texas at Dallas in the United States.



### Alumni Network System

Dongguk Business School's alumni occupy leading positions in many sectors of business in Korea. Together with students, they are building alumni network to assist in job placement and training for MBA graduates.



### Environment-friendly Campus in Nature

Located on the footsteps of beautiful Mt. Namsan, Dongguk's Seoul Campus is stepped in nature. Thanks to a green rooftop project, each building is crowned with beautiful resting green spaces. A further scheme to efficiently utilize the Namsan site's resources is focused on developing a car-less clean campus and efficient, cooling underground study environments.



## Dongguk MBA Curriculum

### Dongguk Global MBA Program

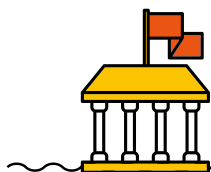
The Dongguk Global MBA is a full-time, AACSB-accredited master's program that aims to produce creative and resourceful leaders with expert knowledge of international management theory and a grounding in practical management experience.

From applied theory specialist courses to practical program, our Global MBA program caters to the needs of today's managers : managerial confidence to drive innovation and change, with resourcefulness and practicality establish steady leadership.

Expand your horizons with the Dongguk Global MBA. It's a worthwhile investment in developing your career.

### Curriculum

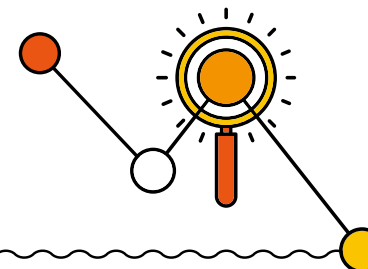
Dongguk Global MBA is two-years(4 semesters, minimum 45 credits) weekly full-time, day-time program that allows students to take up to 13 credits each semester. Dongguk Global MBA provides intensive courses tailored to changing business environments and societal needs, as well as core courses on business management for current or future managers. In particular, Dongguk MBA invites field-experienced lecturers each semester to deliver a balanced learning perspective between the theoretical and up-to-date practice. Lectures focus on discussions and case studies, and regular teaching reviews and student feedback ensure we are always improving curriculum and teaching methods.



### Course scheduling that offers flexibility

Due to the arrangement of courses three days per week during the daytime(Typically Monday, Wednesday, Friday), many Global MBA students choose to arrange part time within the legally permissible range alongside their study or care for family members concurrently.

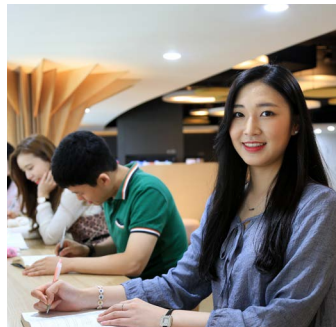
Core Courses	
Spring Semester	<ul style="list-style-type: none"> <li>- Econometrics · Ethics</li> <li>- Analysis of organizational behavior</li> <li>- Financial accounting</li> <li>- Emerging topic on business information technologies</li> </ul>
Fall Semester	<ul style="list-style-type: none"> <li>- Marketing</li> <li>- Financial management</li> <li>- Operations management</li> <li>- Principles of management</li> </ul>
Elective Courses	
Spring Semester	<ul style="list-style-type: none"> <li>- Consumer psychology and behavior</li> <li>- Investment and securities</li> <li>- Decision making with business data analysis</li> <li>- Entrepreneurship and new venture creation</li> <li>- Business persuasion and negotiation</li> </ul>
Fall Semester	<ul style="list-style-type: none"> <li>- Strategic human resource management</li> <li>- Managerial accounting</li> <li>- CRM/SCM</li> <li>- Strategic management</li> <li>- Practical leadership and management</li> </ul>



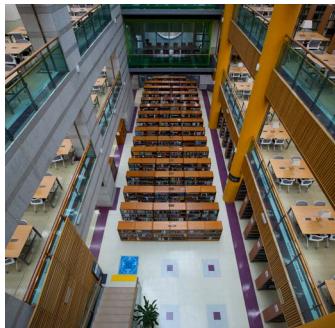


## Reinvigorated Campus

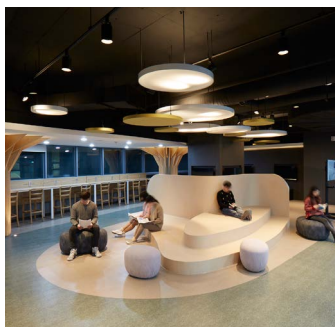
Dongguk University strives to create an inclusive campus with inspiring architecture for study-life balance. The redeveloped main library complex in particular has become a popular place for students to enjoy leisure, cultural gathering or study. Furthermore, a 'IF(Information Forest) Zone' was recently established to encourage students' healing and creativity, and is expected to be another popular space for students to relax in and to interact around.



### Main Library Complex



### IF(Information Forest) Zone



## A Dormitory Snuggled into Nature

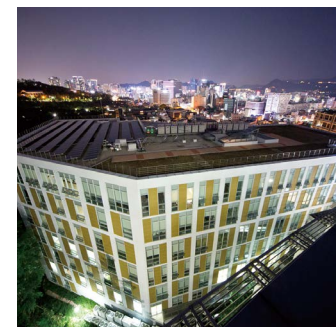
### Namsan Residence Hall



The beautiful Namsan Residence Hall, which opened in 2012, is available as a student residence year round. The modern, 9-floor dormitory complex includes a fitness center, space for seminars, and leading-edge multimedia centers. The dormitory is completely separate from the men's and women's rooms and is operating a 24-hour security system. In addition, about 70 CCTVs are installed inside and outside the dormitory to support students' safe and comfortable dormitory life.



### 24-hour security system



## Interview with Students

### Zorana Manić



My name is Zorana Manić from Serbia, and this is my final semester in Global MBA Program at Dongguk Business School.

The business world is increasingly interconnected and international. Traditional MBA programs prepare students for many variances in potential career paths; however, some MBA students aspire to careers that are defined by their international or global perspective. This is where Global MBA at Dongguk Business School stands out.

Dongguk Global MBA gives students hands-on experience working within an international setting and allowing students to explore soft-skills like cultural sensitivity, intercultural communication, multicultural team management and leadership, business persuasion and negotiation, decision-making and problem-solving. The two-year program boasts an international cohort and gives students a chance to work and learn in a diverse peer groups. An international business curriculum and course material allow students to specialize their knowledge and transfer it into practice.

People who hold Global MBAs often aspire to positions as managers or leaders in multinational companies covering diverse industries from Marketing to Finance, international organizations, NGOs, or going to the other direction – brave entrepreneurship that leads to starting a company. Dongguk Global MBA program gives us freedom and opportunity to take on any career path, bringing us to our objectives, professional aspirations and achievements.

The key to determining whether or not a program is truly global is to look at the diversity of the student population, the content of the curriculum, the opportunities for experiential learning and future career prospects, excellent professors, and multinational alumni network. Dongguk Global MBA at Dongguk has it all!

### Asmaa Aalbachi



Hello, my name is Asmaa from Morocco and I'm in my 4th and last semester in Dongguk Global MBA program. My adventure here was very exciting and enriching, and there is a plethora of reasons as to why I would recommend Dongguk Global MBA program to any one interested in taking this path.

First of all, this program has a variety of well-structured classes, from the very operational level until the strategic one, and every student has the chance to shape their curriculum based on their preferential classes.

The other positive point that characterizes Dongguk Global MBA program is its multiculturalism. Both the regular students and the ones that come for an exchange program all come from various cultures and backgrounds, and have varying personalities, perspectives, religions, values, etc. which is very beneficial for the students to initiate them to the professional world where everyone has to work harmoniously together despite their differences, and teaches them to go beyond those disparities and focus on the strengths and the positives aspects in each person instead.

And finally, it is impossible to omit the beauty of the campus of Dongguk University, since as a student, that's where you end up spending the most time at. The campus holds different colors all year long as the four seasons go by, and it provides students with spaces to catch a breathe, chill and restore concentration. Plus, the MBA department has a lounge exclusively for the MBA students to hold meetings, study, rest, or network with other students, etc.



## Faculty

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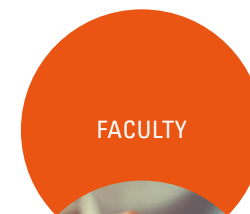
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+ **Karin McDonald**

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## Admission Guide

### 01 Requirements

All applicants are required to have bachelor's degree or equivalent.

### 02 Selection Method

Document examination and Interview

### 03 How to apply

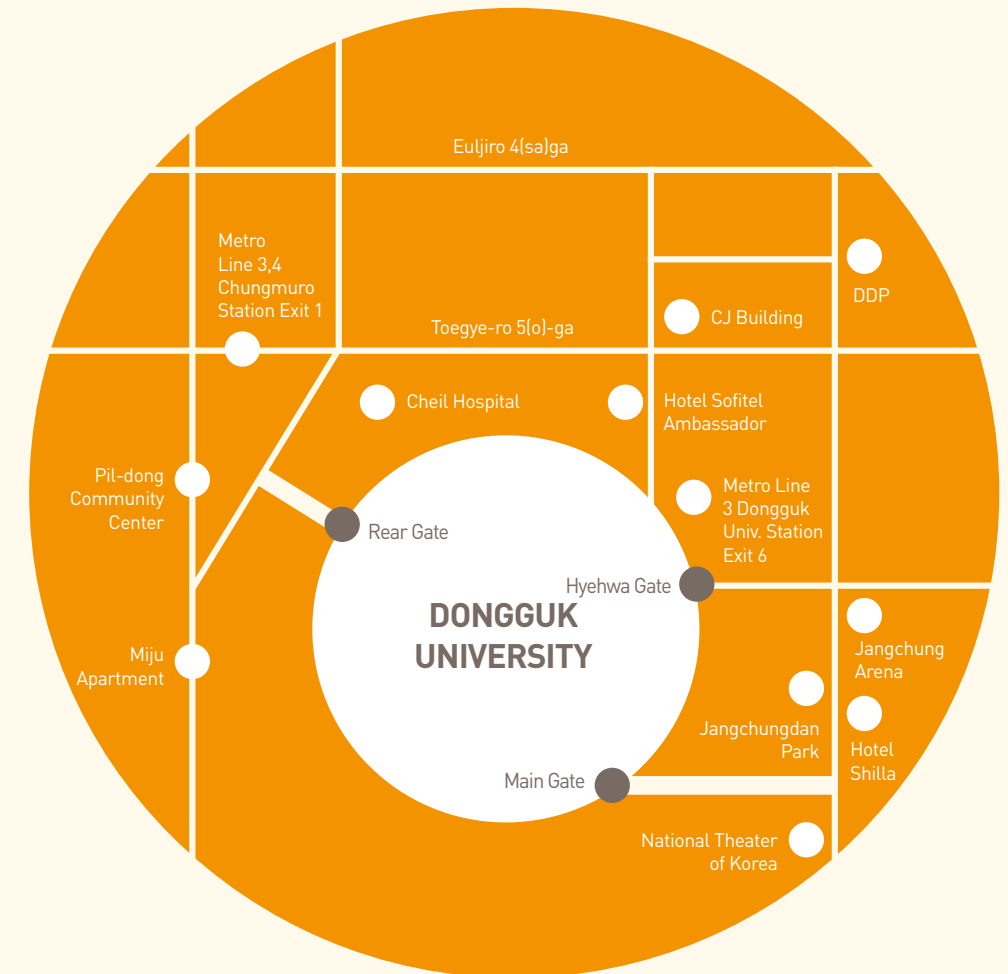
1. Complete the online application form
2. Pay a ₩80,000 application fee (international applicants: please email, [mba@dongguk.edu](mailto:mba@dongguk.edu), for details on international fee remittance)
3. Submit the following printed documents to: MBA Admissions, Dongguk University Business School, 30, Pildong-ro 1 Gil, Jung-gu, Seoul, 04620, Korea:

- ① Application Form (print it out after fill in the form by online)
- ② Letter of self-introduction (free form)
- ③ Official (academic) transcripts and graduation certificates (or expectant graduation) from all colleges and universities attended
  - Copy of passport (all foreigners)
  - Those who graduated from universities in China :
    - Academic verification certificate for Chinese degrees (学位认证报告书 : Credentials report)  
: 学位认证申请网站 <http://www.cdgc.edu.cn>
    - following 3 notarized documents (公证书)  
Certificate of bachelor's degree (学士学位 公证书)  
Certificate of graduation (毕业 公证书)  
Academic transcripts (成绩证明 公证书)
  - Those who graduated from universities in the USA :
    - Degree Certification (issue from the National Student Clearinghouse: <http://www.studentclearinghouse.org/>)
  - Those who graduated from overseas other than China and the USA :
    - Graduation certificate(or Diploma) confirmed by a consulate from the Korean Embassy in the applicant's home country or Apostille(must include the institution's perfect score standard)
    - Transcripts and graduation certificates(or diploma) must be originals and in English, or notarized translations in English or Korean
- ④ Letter of recommendation (1 or more)
- ⑤ Certificates of work experience (if applicable)
- ⑥ Two 3cm×4cm photos (color)

**For more  
information**

Tel +82-2-2260-8882,8885 Fax +82-2-2260-3684  
Website <http://mba.dongguk.edu>

## How to Get to Dongguk University



### **Transportation**

#### Subway line

Take Subway Line 3(Orange Line) to Dongdaepgu(Dongguk University) Station Come out through 'Exit No. 6' at the station and walk along for 5 minutes.

### **City Bus**

#### City Bus

Take 'Blue Bus' No. 144, 407, 301 to Jangchung Arena Bus Stop.

#### Taxi

It takes about an hour from the airport to the University (Taxi fare: approx. KRW 75,000)

#### KAL Limousine Bus

It takes about 90 minutes from the airport to the University. (Bus Fare: KRW 16,000)



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