



COLLEGE OF BUSINESS ADMINISTRATION CHONNAM NATIONAL UNIVERSITY



Dreams, Passions, and Challenges
Education for Creative Global Leaders



**COLLEGE OF BUSINESS ADMINISTRATION
CHONNAM NATIONAL UNIVERSITY**



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Beyond Korea, Toward the World

Dreams, Passions, and Challenges
Education for Creative Global Leaders



The College of Business Administration at Chonnam National University is proud of 72 years of history and tradition. Our aim is to nurture and educate creative global leaders. Our faculty constantly strive to develop our students intellectually, foster their practical business acumen and hone their communication skills. We also encourage them to focus on important values such as strong work ethic and commitment to community enrichment.

More than 2,300 dedicated students are currently enrolled at the college, and 52 esteemed faculty members are committed to teaching and research. Our students will become creative business leaders with a global perspective and contribute to Korea's future economic growth. More than 19,000 students have graduated from the college and are now playing a key role in various areas of Korean society.

The CBA is proud to offer internationalized education programs that bring students from all over the world. There are more than 260 international students enrolled at the college while many Korean students participate in overseas exchange programs every year. In particular, in July 2012, we have achieved AACSB accreditation and in June 2018, the accreditation was extended successfully. This means that our program is world-class. Our faculty and staff are committed to excellence in education and research with the aim of fostering future leaders. We are confident that our students will be the global leaders who will go beyond Korea to the world stage.

Dean, College of Business Administration

HISTORY OF THE COLLEGE OF BUSINESS ADMINISTRATION

- **1970** Management Research Institute was established.
- 1975** Department of Regional Development was established.
- 1976** Department of Accounting was established.
- 1981** The College of Commerce was renamed as the College of Business Administration.
- 1985** A new wing was built.
- 1996** Departments of Business Administration, International Trade, and Accounting were consolidated into the faculty of Business Administration and Departments of Economics and Regional Development into the Faculty of Economics.
- 1999** The original building was remodeled.

1950

1970

- **1950** Mokpo College of Commerce was established.
- 1952** Mokpo College of Commerce was merged into Chonnam National University as one of five founding colleges. The College of Commerce initially consisted of three departments (Commerce, Economics, International Trade) with 12 faculty members and 240 students.
- 1955** The College graduates its first cohort of 45 students.
- 1958** The College was relocated from Mokpo to Gwangju. Faculty members increased 19 and students to 732.
- 1961** College of Commerce was merged to Chonbuk National University as per the decree of university restructuring by the government.
- 1963** College of Commerce was reinstated at Chonnam National University.
- 1968** Center for Korean Society Development (later renamed as the Center for Regional Development) was established.
- 1969** Graduate School of Business Administration was established with 100 night-time special MBA students.
- 1969** Department of Commerce was renamed as the Department of Business Administration.



- **2010** 60th Anniversary of the college was celebrated. Monument of Hope was constructed.
Exchange programs were established with the University of Alberta (Canada).
- 2011** Students lounge was opened
Exchange programs were established with Chiba University of Commerce (Japan)
- 2012** AACSB accreditation was obtained.
Exchange programs were established with the University of Christ (India).
Exchange programs were established with the University of Life Sciences Prague (Czech).
Double degree programs were established with the University of Northumbria (England).
Double degree programs were established with the University of Ljubljana (Slovenia).
Double degree programs were established with the University of Warsaw (Poland).
- 2013** Double degree programs were established with Rutgers University (USA).
- 2014** KEUDOS programs started.
- 2018** AACSB accreditation was extended for five additional years.

2000

2010

2020

- **2000** 50th Anniversary of the college was celebrated.
- 2004** Double Degree Program was developed with Bloomfield College (USA).
- 2005** Double Degree Program was developed with the University of Texas at Dallas (USA). Exchange programs were established with Fudan University (China) and the University of Sao Paulo (Brazil).
- 2006** Exchange programs were established with Institute of Management Technology (India), Unity Bank (USA), Jilin University (China) and Osaka City University (Japan).
- 2007** Exchange programs were established with Delaware State University (USA), Nanjing University (China), the University of Economics – Ho Chi Minh City (Vietnam).
- 2008** Exchange programs were established with Nagoya University (Japan) and Khulna University (Bangladesh); Internship program was established with Disney Theme Parks (USA).
- 2009** Exchange program was established with the University of Sao Paulo – RP (Brazil); East Asian Economic Forum (Chonnam National University, Jilin University, and Osaka City University was founded.)

- **2020** The 70th Anniversary of CBA was celebrated.
- 2021** Joint Double Degree Program was established with University of South Carolina (USA).
- 2022** Joint Double Degree Program was established with University of Warsaw (Poland).
Joint Double Degree Program was established with Northumbria University (UK), La Rochelle Business School (France).
- 2023** Joint Double Degree Program was established with University of Ljubljana (Slovenia).

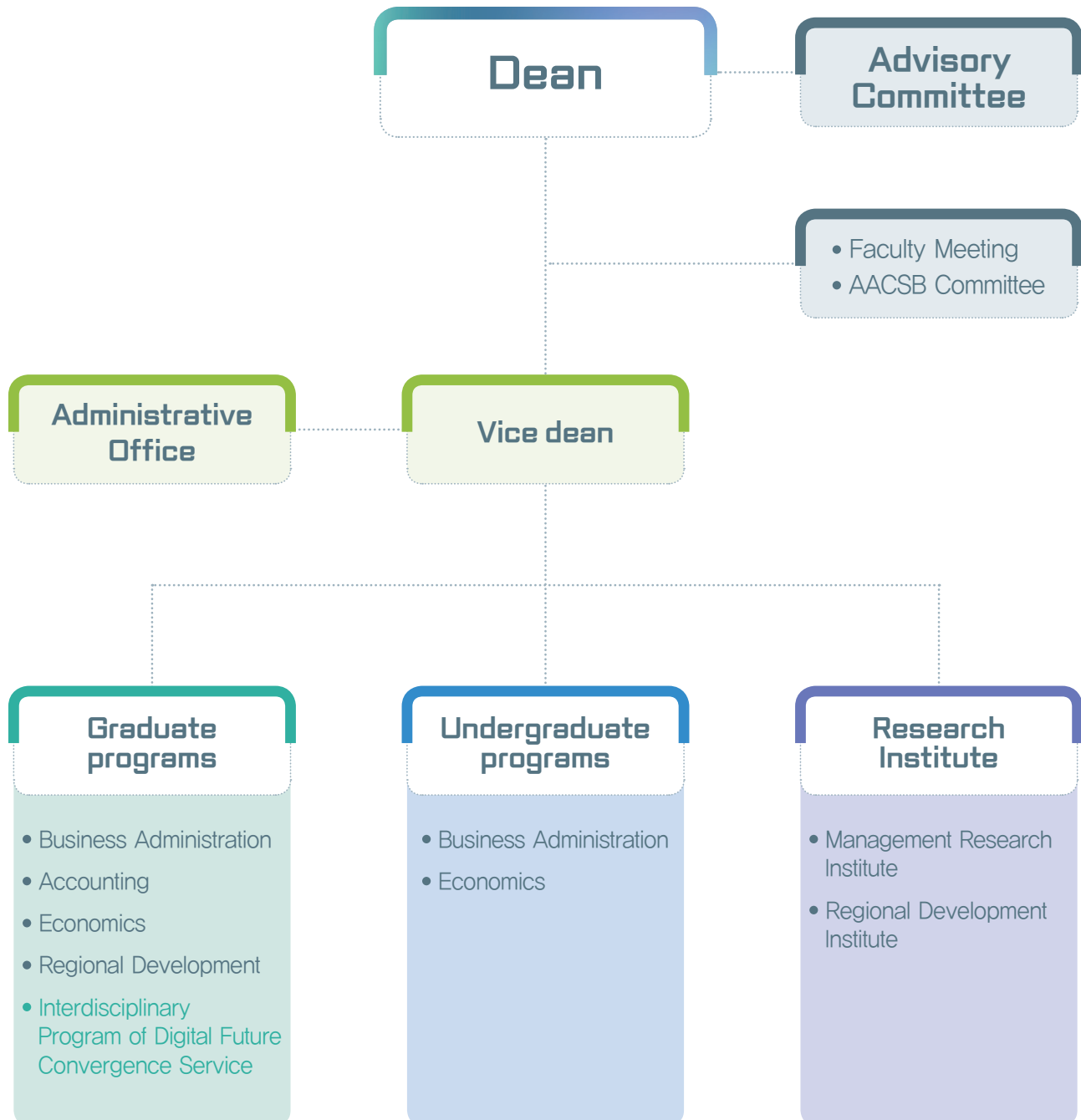
PROFILE OF THE COLLEGE AND ORGANIZATIONAL STRUCTURE



Our college was established in 1952 as one of the five founding colleges of Chonnam National University (CNU). Over 19,000 highly talented and qualified business professionals has graduated since 1955. The College consists of the Departments of Business Administration and the Departments of Economics. It offers master's and doctoral programs in 4 major areas of study and one Interdisciplinary Program.

The College currently employs 35 faculty members in the Faculty of Business Administration and 17 faculty members in the Faculty of Economics. In total, the College enrolls over 2,300 undergraduate students and 240 graduate students. To facilitate research, the College oversees two related research institutes: the Management Research Institute and Regional Development Institute.

The College's management group consists of the Dean, Vice Dean, Chair of Business Administration, Chair of Economics, and Advisory Committee and Administrative office. The Dean assumes the responsibility of important policy decisions affecting the College and is advised by administrative staffs, university headquarters, faculty council, faculty congress, the Dean's advisory committee, ad hoc and permanent committees.



VISION, MISSION, AND EDUCATIONAL GOALS

Chonnam National University Business School establishes and promotes goals and strategies to achieve its vision, and seeks to realize the ideal talent it seeks based on five core values.



| Vision and Goals |

Vision	<ul style="list-style-type: none"> Useful and Impactful Business School for Glocal Society [지역과 세계를 향한 유용하고 영향력 있는 경영대학]
Goals	<ul style="list-style-type: none"> Top Business School among the Korean Flagship National Universities by 2030 [거점 국립 경영대학 1위(2030년)]
Strategy	<ul style="list-style-type: none"> Leading Hub of Useful Knowledge on Business and Economy in Our Society [교육 · 연구 · 봉사 영역의 유용성 증대를 통한 사회적 학문적 허브 구축]

| Essential Talents |

Essential Talents	Competent, Truthful, Creative Innovator [유능하고 진실한 창조적 혁신가]
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Core Values

Core Values	<ul style="list-style-type: none"> Practice-oriented knowledge (실천지향 지식) Global Perspectives (글로벌 시각) Creativity and Entrepreneurial Spirit (창의성과 기업가 정신) Ethical Understanding (윤리적 이해) Contribution for Local Society (지역사회 공헌)
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FACULTY

Currently, 52 esteemed faculty members are committed to researching relevant topics and delivering innovative education. The college encourages continuous professional development through the establishment of learning and research funds for faculty members. The college respects excellence in both teaching and research among faculty members by awarding prize annually.

| BUSINESS ADMINISTRATION |



Ko, Il-Sang

- Ph.D. in Business Administration (University of Colorado)
- Management Information Systems



Ko, Joon

- Ph.D. in management Engineering (KAIST)
- Management Information Systems



Kim, Min-Jeong

- Ph.D. in Management (Ewha Womans University)
- Organizational Behavior



Kim, Sang-Hee

- Ph.D. in Business Administration (Pusan National University)
- Marketing



Kim, Seon-Mi

- Ph.D. in Business Administration (Korea University)
- Accounting



Kim, Eun-Hee

- Ph.D. Industrial Engineering (Seoul National University)
- Management of Technology



Kim, Jae-Yun

- Ph.D. Industrial Engineering (Chonnam National University)
- OM&A



Kim, Ji-Yoon

- Ph.D. in Business Administration (Korea University)
- International Marketing



Na, Chong-Kil

- Ph.D. in Business Administration (Washington State University)
- Accounting



Park, So-Ra

- Ph.D. in Management (University of Nebraska-Lincoln)
- Management Information Systems



Park, Soo-Hoon

- Ph.D. in Business Administration (Korea University)
- OM&A



Park, Hyun-Chae

- Ph.D. in Business Administration (Sungkyunkwan University)
- Strategic Management



Bae, Kwang-Il

- Ph.D. in Management Engineering (KAIST)
- Finance



Song, Jae-Do

- Ph.D. in Management Engineering (KAIST)
- Marketing



Shin, Young-Zik

- Ph.D. in Business Administration (Sungkyunkwan University)
- Accounting



Shim, Duk-Sup

- Ph.D. in Management Engineering (KAIST)
- Organizational Behavior



Yang, Chae-Yeol

- Ph.D. in Business Administration (Northwestern University)
- Finance



Yoo, Ji-Seon

- Ph.D. in Business Administration (University of Seoul)
- Accounting



Yoon, Hyun-Shik

- Ph.D. in Industrial Engineering (University of Missouri)
- Management Information Systems



Lee, Kang-Mun

- Ph.D. in Business Administration (Seoul National University)
- International Business



Lee, Sang-Joon

- Ph.D. in Computer Science (Chonnam National University)
- Management Information Systems



Lee, Su-Yol

- Ph.D. in Management Engineering (KAIST)
- OM&A



Lee, Soo-Jin

- Ph.D. in Business Administration (Seoul National University)
- Leadership & OB Topic



Im, Young-Je

- Ph.D. in Business Administration (Sogang University)
- Accounting



Jun, Myung-Sook

- Ph.D. in Industrial Relations (University of Wisconsin-Madison)
- Labor and Industrial Relation



Jeon, Sung-Il

- Ph.D. in Business Administration (KyungHee University)
- Accounting



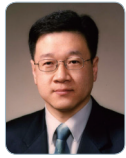
Cheong, Ki-Ju

- Ph.D. in Business Administration (University of Alabama)
- Marketing



Jung, Yong-Ki

- Ph.D. in Business Administration (Chonnam National University)
- Accounting Information System



Cho, Geon

- Ph.D. in Industrial Engineering (Purdue University)
- Operations Management



Cho, Seong-Do

- Ph.D. in Business Administration (Yonsei university)
- Marketing



Choi, Sung-Ho

- Ph.D. in Business Administration (Rensselaer Polytechnic Institute)
- Finance



Choi, Yong-Duk

- Ph.D. in Business Administration (Korea University)
- Organizational Behavior, Business Ethics, Leadership



Choi, Ung-Yong

- Ph.D. in Business Administration (Seoul National University)
- Managerial Accounting



Choi, Ji-Ho

- Ph.D. in Business Administration (Korea University)
- Marketing



Han, Byoung-Sop

- Ph.D. in Business Administration (Korea University)
- International Business

ECONOMICS(Economics)



Koo, Jae-Woon

- Ph.D. in Economics (Washington University)
- Macroeconomics



Kim, Soo-Hyon

- Ph.D. in Economics (Yonsei University)
- Macroeconomics, Machine Learning, NLP



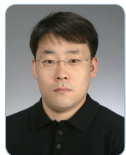
Kim, See-Won

- Ph.D. in Economics (Ohio State University)
- Macroeconomics



Kim, Jae-Ho

- Ph.D. in Economics (Seoul National University)
- Economics



Kim, Hyun-Ho

- Ph.D. in Economics (SUNY at Stony Brook)
- Applied Microeconomics



Na, Ju-Mong

- Ph.D. in Social and Culture (University of Kyushu)
- Urban & Regional Economics



Park, Kyung-Suk

- Ph.D. in Economics (Paris I University)
- International Trade



Bae, Jeong-Hwan

- Ph.D. in Economics (Pennsylvania State University)
- Environmental Economics



Seo, Il-Won

- Ph.D. in Management of Technology (University College London)
- Planning studies



Shin, Woo-Jin

- Ph.D. in Urban and Regional Science (Texas A&M University)
- Urban Economics & Real Estate



Shin, Wi-Roy

- Ph.D. in Economics (Pennsylvania State University)
- Applied Mechanism Design, IO



Yoon, Sung-Joo

- Ph.D. in Economics (Indiana University-Bloomington)
- Public Economics, Applied Microeconomics



Lee, Sang-Ho

- Ph.D. in Industrial Economics (KAIST)
- Industrial Organization



Lee, Chan-Young

- Ph.D. in Economics (Iowa State University)
- Labor Economics



Lim, Hyun-Joon

- Ph.D. in Economics (Yonsei university)
- International Finance



Jeon, Woo-Young

- Ph.D. in Economics (Cornell University)
- Applied Economics

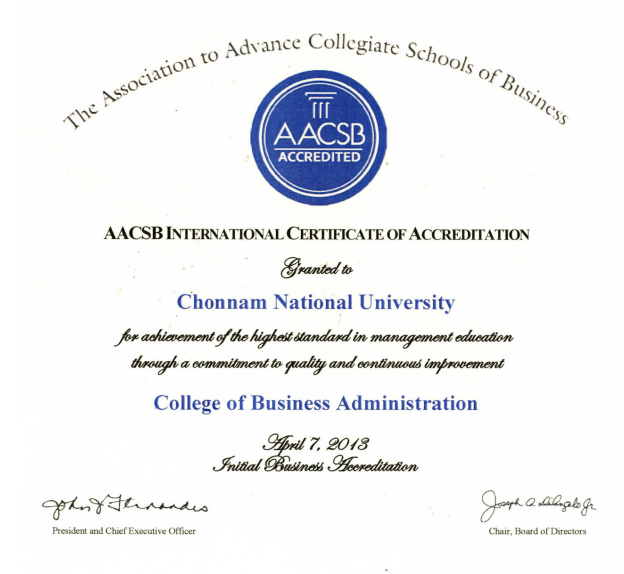


Choi, Yoon-Seok

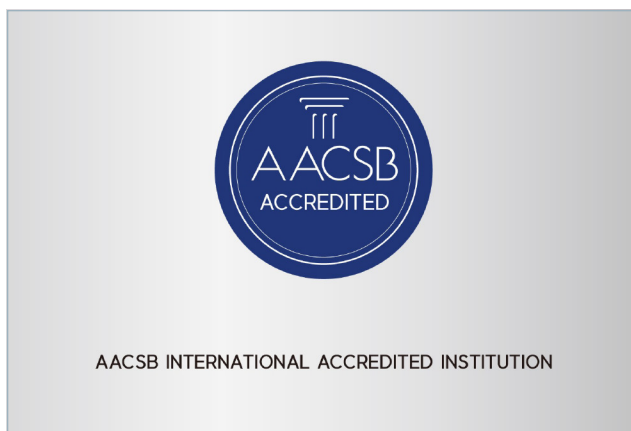
- Ph.D. in Economics (Suffolk University)
- Macroeconomics and International Macroeconomics

AACSB INTERNATIONAL ACCREDITATION

>> AACSB ACCREDITATION



Chonnam National University has achieved AACSB accreditation for the College of Business Administration and Graduate School of Business in 2012 and the accreditation was extended in 2018. Founded in 1916, AACSB International is the longest serving global accrediting body for business schools that offer undergraduate, master's, and doctoral degrees in business and accounting. AACSB accreditation is the hallmark of excellence in business education. This accreditation assures that the College of Business Administration provides a world-class business education. The College is continuing endeavors to maintain a high quality teaching environment, a commitment to continuous improvement, and curricula responsive to the needs of business.



UNDERGRADUATE PROGRAMS

The College consists of two faculties for undergraduate education: business administration and economics. The college's curriculum is designed and developed based on its mission. The students of the college are required to complete 130 credits to earn an undergraduate degree. In addition, students are required to demonstrate their skills in English proficiency and computer utilization to be qualified for graduation.

Department of Business Administration	Learning Goals
The department of Business Administration helps students learn about general management theories and methodologies in synthetic and systematic ways. The learning goals of the faculty are to deepen practice-oriented professional management knowledge, promote global perspectives, enhance innovative thinking, and nurture entrepreneurship and ethical understanding with integrity. The faculty aims to cultivate competent and creative business leaders by installing problems solving capabilities.	The Department of Business Administration at Chonnam National University, which continues to innovate in order to 'cultivate competent leaders and experts equipped with in-depth major knowledge and creative learning ability,' has the following learning goals.

Learning Goal1 Practice-oriented Knowledge	Learning Objectives L.1.1 Profound professional knowledge in business L.1.2 Ability to apply theory to solve real life problems L.1.3 Written and verbal communication skills
Learning Goal2 Global perspective	Learning Objectives L.2.1 Foreign language L.2.2 Global business issues
Learning Goal3 Innovative thinking	Learning Objectives L.3.1 Entrepreneurial sprits & innovative behavior L.3.2 Creative & analytical problem solving ability
Learning Goal4 Ethical understanding	Learning Objectives L.4.1 Ethical aspects of complex business environment

| Fields of Major Studies |

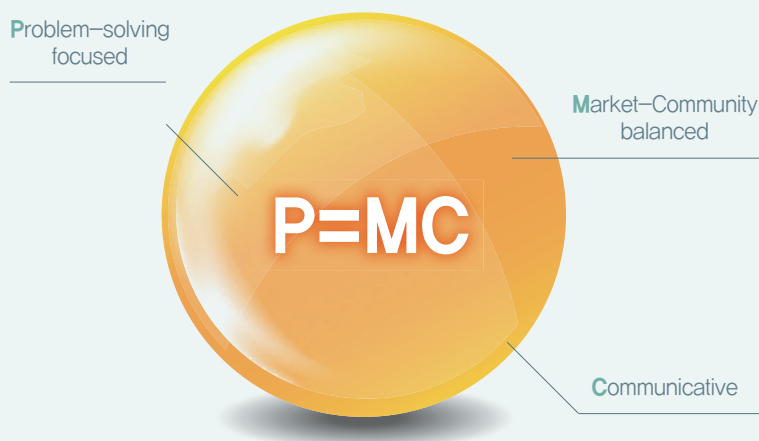
Major	Main Subject
Marketing	To learn a diverse range of issues of how to identify customer's potential needs, design products and services, promote them in effective ways, and set prices in order to create values to customers as well as firms and the society
OM&A	To study various management topics encompassing operations strategies, production planning, implementation, controlling, and coordination within an organization as well as among organizations in order to produce and deliver products and services in an efficient and effective way
Organizational Behavior and Human Resource Management	To learn various issues regarding human behaviors in an organization, human resource development in a micro level as well as organization design and development in a macro level
Finance	To study various theories and cutting-edge practical financial techniques related to funding and running of capital for effective management of a firm, dividend policy, investment decision, and management of financial institutions
Management Information Systems	To learn a wide range of theories and practices regarding how to strategically utilize IT, the Internet, and various information resources of a firm
International Business	To cultivate practical decision making and problem solving capabilities under the global business environments by learning theories and international trade, FDI, international finance, and marketing of multinational enterprises
Accounting	To learn and train methods related to a set of activities of gathering, booking, summarizing, and controlling data and monetary information as well as communicating within an organization and with external stakeholders

UNDERGRADUATE PROGRAMS

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Department of Economics	Learning Goals
The learning goal of the Department of Economics is to grow economic-minded specialists who are able to solve diverse range of economic problems with professional knowledge. This goal is being achieved through the educational strategy of the faculty: $P=MC$	The educational goal of the Department of Economics is to nurture global talents with an economic mindset and professional knowledge who can actively solve various economic problems after graduation.



Problem-solving education

- › fostering professional with economic mind and practical capabilities

Market-Community balanced education

- › developing basic grounding in liberty, truth, and contribution to community and society

Communicative education

- › enhancing flexibility of educational programs to meet demands of a society and students

| Fields of Major Studies |

Major	Main Subject
Economics	To understand principles of economic activities forming the foundation of society, and learn various economics theories and applications how to tackle real-life economic problems
Regional Development	Based on economics, to study various theories and methods to solve urban, regional, and environmental problems in urbanized, industrialized, and information society

GRADUATE PROGRAM

| Department of Business Administration |

The Department of Business Administration has three different but interrelated graduate programs Master of Science (MS), Ph.D., and combined MS/Ph.D. Our school provides MS students with management education to foster their ability to understand and analyze recent and relevant issues of society and businesses, create actionable solutions, and lead changes. Our Ph.D. program aims to cultivate researchers and practitioners who can contribute to management academics, businesses, and sustainable development based on recent management theories and rigorous research methodologies.

| Department of Accounting |

The Department of Business Administration has three different but interrelated graduate programs Master of Science (MS), Ph.D., and combined MS/Ph.D. Our school provides MS students with accounting education to foster their ability to understand and analyze recent and relevant accounting issues of firms, create actionable solutions, and lead changes. Our Ph.D. program aims to cultivate researchers and practitioners who can contribute to accounting academics, businesses, and sustainable development based on recent accounting theories and rigorous research methodologies.

| Department of Economics |

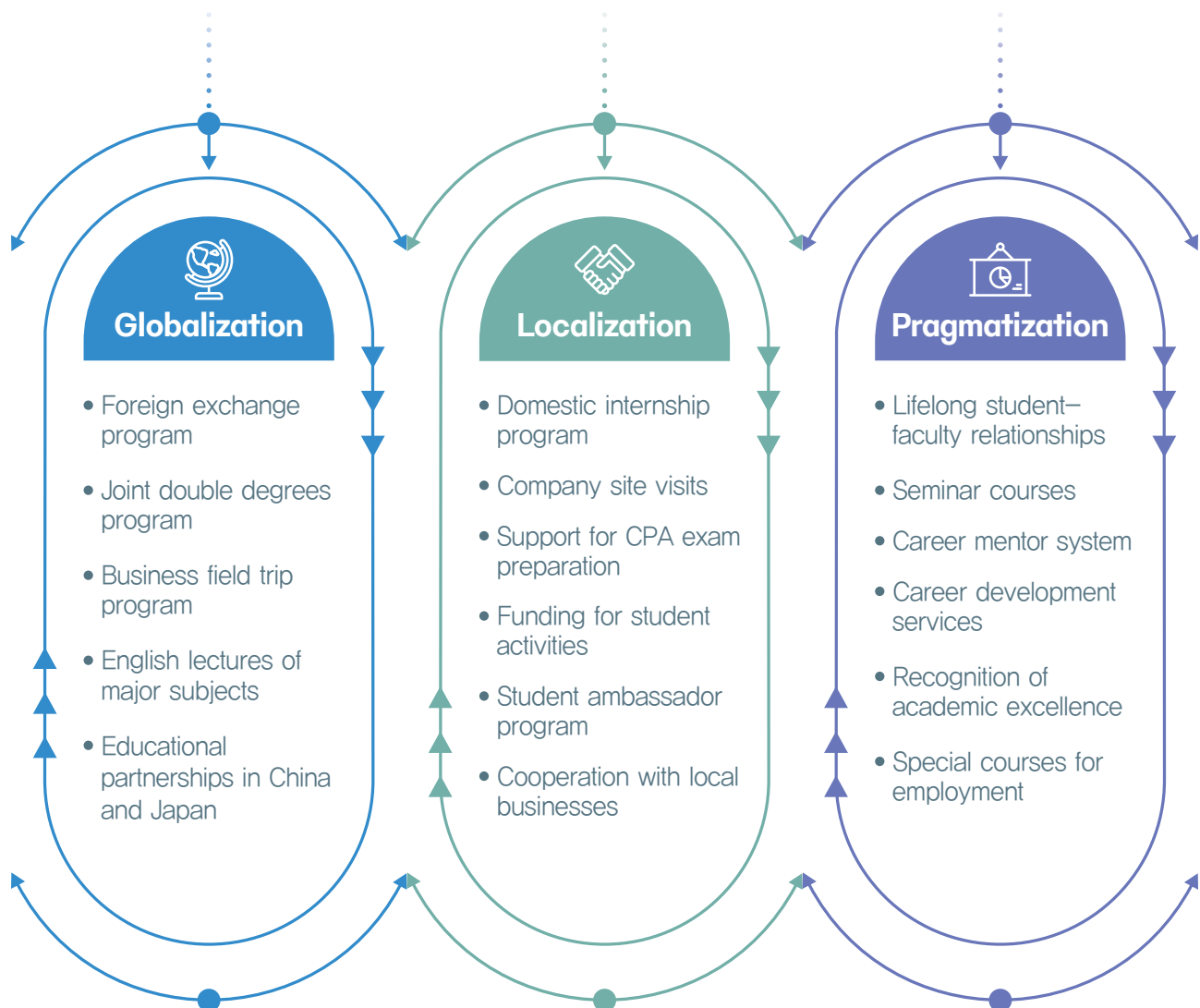
Our department offers students a synthetic course on economics so that they can develop an insight on economic situations and on suggesting better economic policies.

| Department of Regional Development |

Courses in our department offer high level theories on local and urban economic situations which can give answers on income gap between regions, urban and environment problems. There are two major courses: economic theories and urban and regional planning. We aim at developing theories on efficient resource distribution and bettering the quality of life.

SKILLS DEVELOPMENT

The CBA offers various non-academic programs and scholarships to ensure student success. One of the most notable programs here has students serve as goodwill ambassadors who represent the university at official events. About 50 percent of CBA students are granted different types of scholarships, both by the university and through fellowship funds donated by alumni. It is also important to note here that tuition for CBA students in general is about a half of that paid by private university students in Korea.



EXCHANGE PROGRAMS



In order to enhance international competitiveness of both faculty members and students, the CBA maintains various exchange programs with several domestic and overseas universities. Currently, the CBA has exchange programs with the following institutions :

USA	University of Texas at Dallas University of South Carolina	Netherlands	University of Groningen
Brazil	University of Sao Paulo—RP	France	La Rochelle Business School
UK	University of Northumbria at Newcastle	China	Jilin University Nanjing University
Poland	University of Warsaw	Japan	Osaka city University
Slovenia	University of Ljubljana		



EDUCATIONAL FACILITIES

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The CBA has two main four-story buildings. The two buildings, about 27,000 square meters in size, house 30 lecture rooms of various sizes, a library, computer labs, 65 faculty offices, 2 faculty seminar rooms, graduate seminar room and 6 study rooms for students.

The CBA also has other functional facilities including Students Lounge, International conference room, Recruit Zone, AI Interview Studio, student unions and Gallery of Heritage.



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COLLEGE OF BUSINESS ADMINISTRATION
CHONNAM NATIONAL UNIVERSITY

77, Yongbong-ro, Buk-gu, Gwangju,
Republic of Korea

Tel +82-62-530-1400

Fax +82-62-530-1429

Home <http://cba.chonnam.ac.kr>

E-mail cba@jnu.ac.kr