



Creative
Leadership

YONSEI UNIVERSITY
SCHOOL OF BUSINESS

Future of Management Education: Emerging Opportunities for Asian B-Schools

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Dean, Yonsei School of Business**

- **Korean Management Education by YSB**
- **Asian Management Research and Education**
- **Asian Management Education Network /
Asian Management Teaching Consortium**

Increasing Demands on Korean Management Education



YSB's recent examples

Program level	Partner institution	Program duration	Success factors
Undergraduate	Claremont McKenna College	5 weeks	✓ Guest lecturers ✓ Company visits
MBA	Olin School of Business, Washington U in St. Louis	Dual degree program	✓ Full-time English MBA with a focus on Northeast Asia
Executive	University of Gothenburg	1 week	✓ Strong teaching ✓ Visits to big name companies



Residential program launched in 2011

Duration: 5 weeks

Location: Korea & Hong Kong

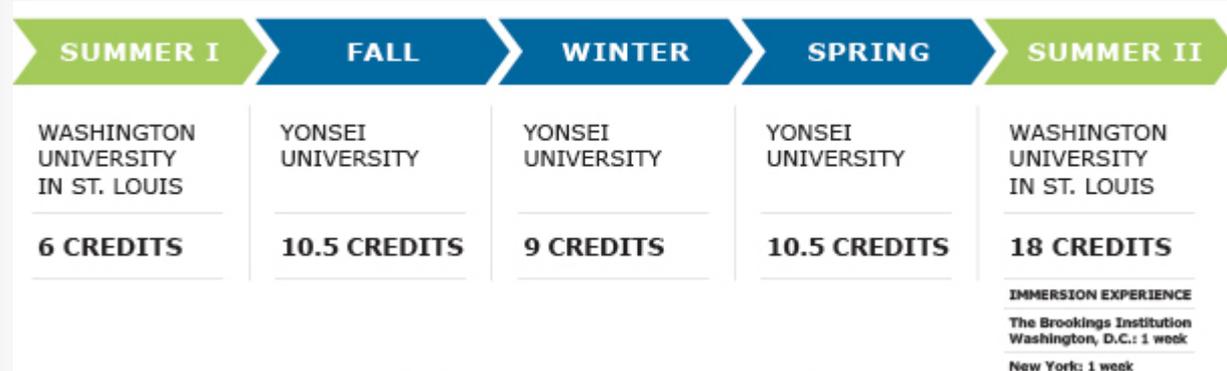
Components: Lectures, company visits, projects, & DVD sessions

Strengths tapped

1. Corporate connections
2. International partnership: mutual trust

Olin Business School, Washington University in St. Louis

- Length of Study : **14 months**



- Admission Requirement
 - 1) BA Degree
 - 2) TOEFL IBT score 100 or above
 - 3) GMAT Score
- Application Period : October 1 to April 1
- Tuition : Paid to Each School

Korean Management Program for U of Gothenburg Executive Alumni



Week-long program for Swedish executives wanting to learn about Korean management

Location: Seoul and surrounding areas
Components: Lectures, company visits, cultural immersion, good food, & great ambiance

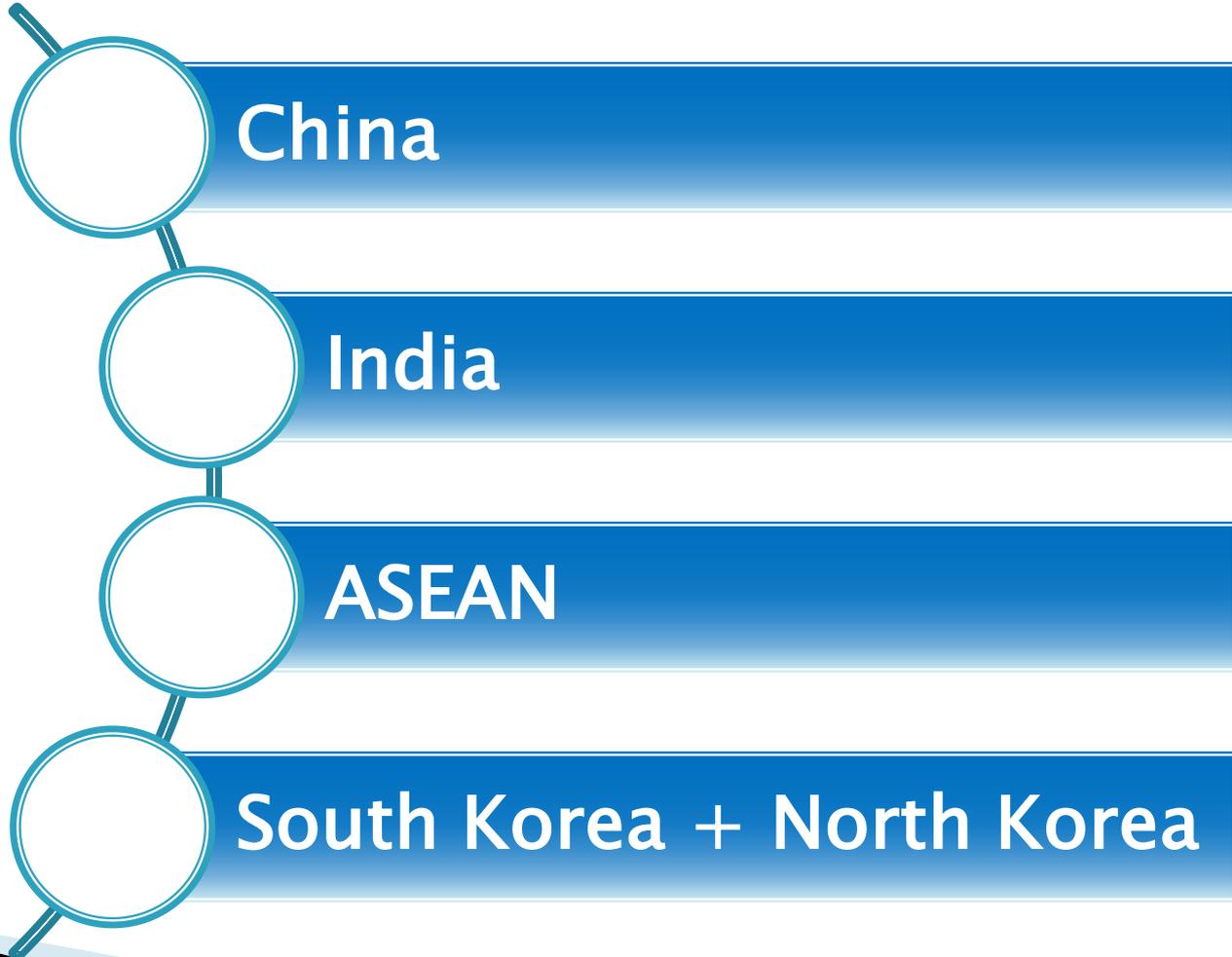
Strength tapped

- 1. strong teaching: courses highly rated**
- 2. corporate connections: visits to big name companies such as Hyundai Motor Company, Samsung Engineering**

Rapid Growth of Asian Markets



➤ 2025 “Global Asian Era” will start



- **With Asian economies becoming more important, international demand for education on Asian management on the rise**
- **Each Asian country doing its part**
- **However, not enough teaching materials and methods available**
- **Hence, more efforts to be made in meeting increasing demands on Asian management education**

Research: Key to developing Asian Management Education



- **Sufficient, solid, and rigorous research on Asian management is necessary**
- **Without research output, it is impossible to develop strong Asian Management education system**
- **Hence, research on Asian management first, then develop Asian management education system**

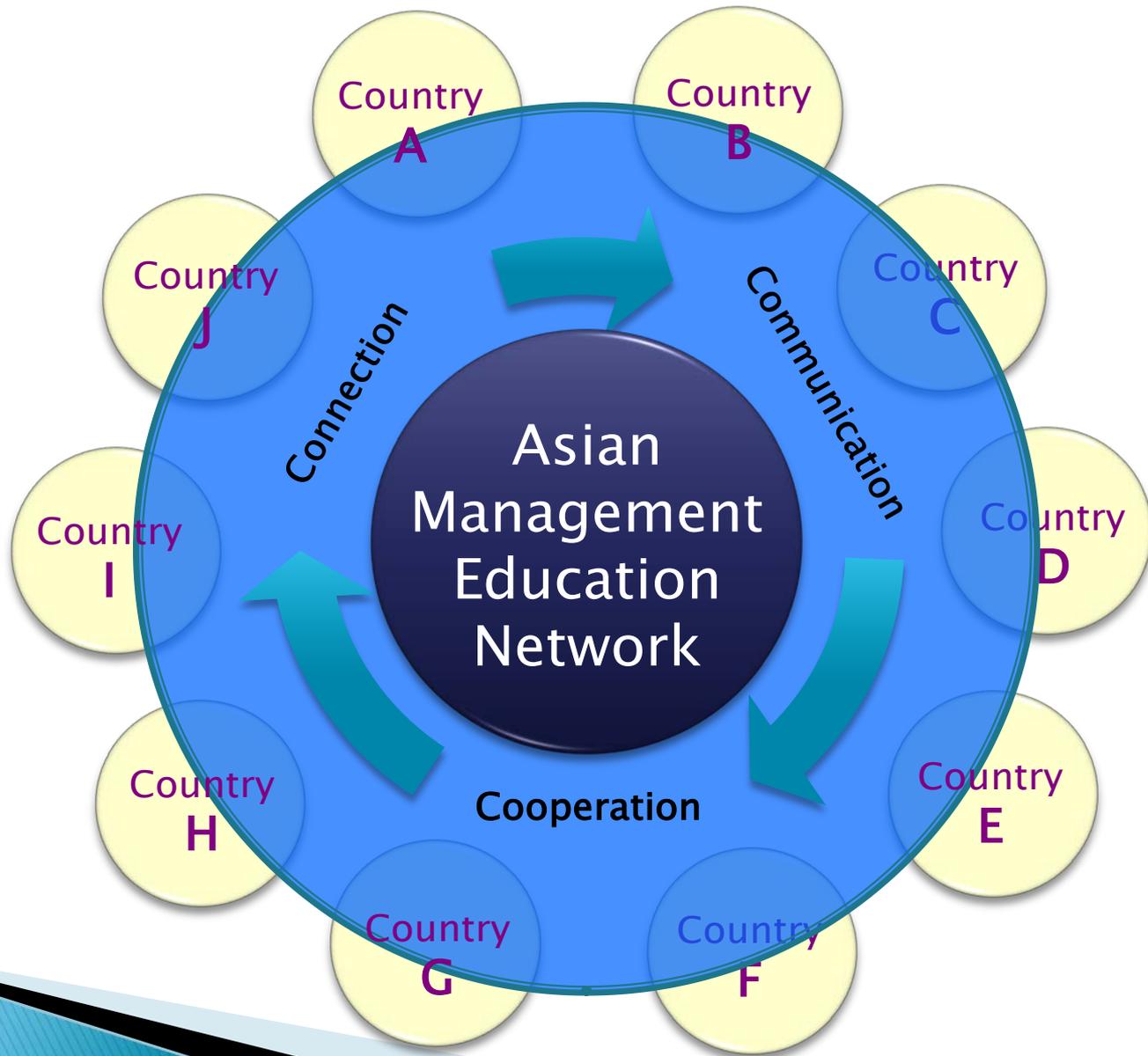
- **Asian management research**
 - **Diversity**
 - **Research on its own by country**
 - **Followed by collaboration in Asia**
- **Research on Asian management BY COUNTRY, but Asian management education TOGETHER**

- Research on Korean management
- YSB's centennial in 2015 (October)

International Conference on Korean and Asian Management Research and Education



YSB proposes AMEN (Asian Management Education Network)



- **On-line distance learning class**
- **On-site project workshop**
- **YSB as coordinator of such a consortium**

Thank You



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