



GRADUATE SCHOOL OF BUSINESS
KYUNG HEE UNIVERSITY

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Graduate School of Business

KEYSTONE MBA



KYUNG HEE
UNIVERSITY

YOUR NEXT CHAPTER BEGINS HERE WITH US



Kang, Jaeshik
Dean of Kyung Hee Graduate
School of Business

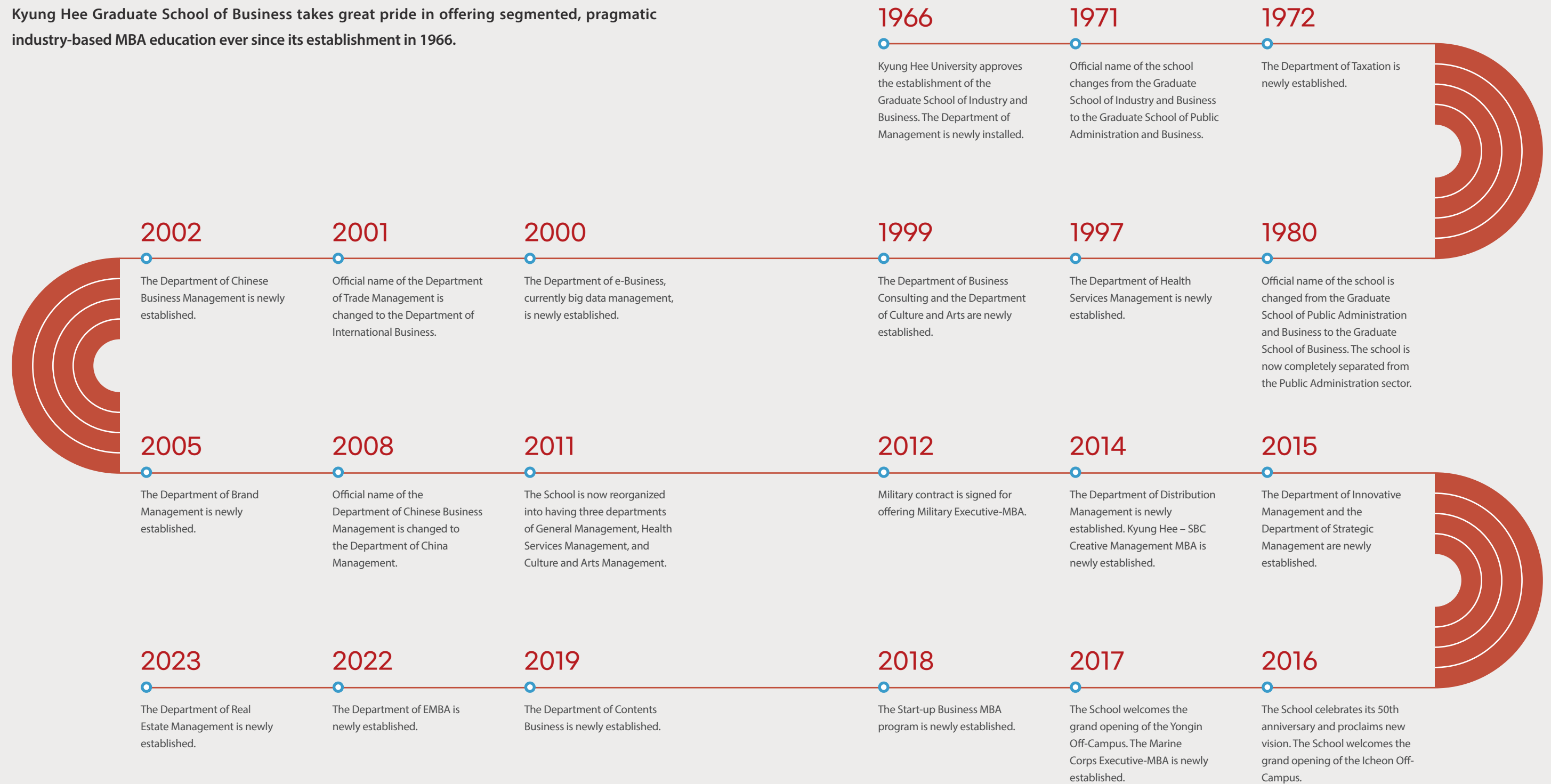
Kyung Hee Graduate School of Business opened its doors in 1966 as the first graduate-level school to install the Advanced Management Program in Korea. Ever since, the School has been consistently recognized as a leading institution in terms of its scale, diversity, and faculty competency. Kyung Hee MBA upholds the importance of industry-based and specialized management education, and offers pioneering MBA programs in the areas of consulting service, international business, brand, tax affairs, culture & arts, healthcare, China, big data, and general management.

The year 2026 marks our 60th anniversary, and we continue to take a bigger leap forward as a unique force in business education through our Keystone MBA. This unique program is the fruit of the School’s adaptation to the demands of globalization and to a world in which organizations must increasingly be attentive to their impact on society. You are here because you want to do incredible things, and we are here because we prepare students like you for an extraordinary future. Towards global eminence... We look forward to guiding you to be the keystone of our society.



OUR HISTORY

Kyung Hee Graduate School of Business takes great pride in offering segmented, pragmatic industry-based MBA education ever since its establishment in 1966.



WHY KYUNG HEE GRADUATE SCHOOL OF BUSINESS

“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn”

- Alvin Toffler

Some people may be born with an entrepreneurial spirit; however, many are still interested in learning how to be successful through professional development. Today's entrepreneurs need to have vision, passion, insight, and the ability to innovate. They persevere, they are resilient, and they have an unquenchable thirst for knowledge. Rapidly changing business environments demand business professionals to learn how to become better entrepreneurs by identifying and handling complex issues, but this cannot be learned by experience alone. This is why Kyung Hee Graduate School of Business exists. Our school has established itself as a global leader in management education through industry-based pragmatic MBA programs that focus particularly on new trends in future management, insights into global business, and on-site problem solving. Kyung Hee Graduate School of Business fosters future-oriented, innovative entrepreneurs through user-centered customized education.

We at Kyung Hee Graduate School of Business will consistently endeavor to remain at the forefront of MBA education.

BIRTH OF KEYSTONE MBA: A WHOLE NEW APPROACH TO MANAGEMENT EDUCATION

keystone /'kē,stōn/ *n.*

1 a central stone at the summit of an arch, locking the whole together.

2 the central principle or part of a policy, system, etc., on which all else depends.

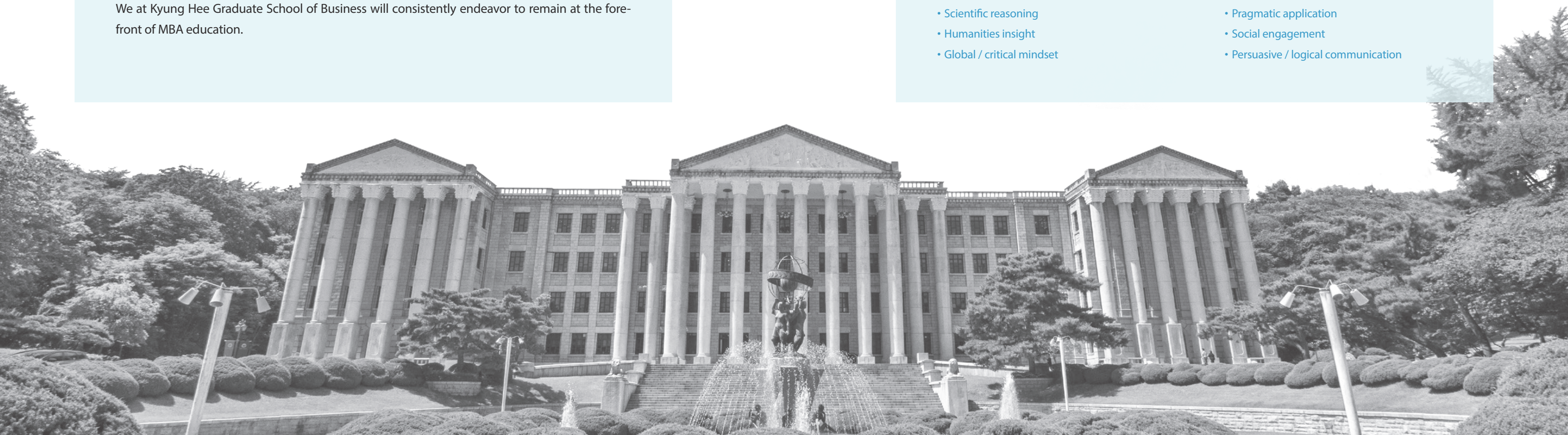
Kyung Hee Graduate School of Business offers a completely new approach to management education with Keystone MBA. It is highly selective, comprehensive, and unique with autonomy for design, organization, and implementation of the program within the School.

Keystone MBA is a truly global two-year degree awarding program that complies with the central goals of management education at Kyung Hee Graduate School of Business:

- Rise of entrepreneurialism
- Wider range of specializations
- Evolution of curriculum
- Flexible delivery and learning
- Stronger industry-academic collaboration
- Multilateral globalization

All courses, activities, and events offered through Keystone MBA are conducted in English. The Keystone MBA experience is built upon six building blocks:

- Scientific reasoning
- Humanities insight
- Global / critical mindset
- Pragmatic application
- Social engagement
- Persuasive / logical communication



KEYSTONE MBA PROGRAM COMPONENTS



Collaborative learning

An integral part of the Keystone MBA experience is collaborative learning. You will begin collaborating with other students as soon as you arrive at Kyung Hee. Based on your diverse backgrounds, interests, and experiences, we will carefully assign you into student cohorts and smaller learning teams during orientation sessions before the start of classes. By collaborating closely with your peers on group assignments and projects, you develop close bonds, exercise leadership, and address issues from multiple perspectives. Your team will ultimately help you identify your strengths and weaknesses, and manage the amount of work on your own.

The evolution of learning

Your Keystone MBA coursework will be rigorous, relevant, pragmatic, and, most importantly, fun! As a two-year degree awarding program built on a rock-solid foundation, our rigorous curriculum builds a comprehensive general management foundation and has a wide spectrum of learning opportunities for you to explore and find out your own area of achievement:

- The first-semester Integrative Core
- Elective seminars
- Non-degree programs (optional)
- Keystone Colloquium
- Keystone Labs

This comprehensive portfolio of learning opportunities will lead you to substantial growth in academic, personal, and professional aspects.

THE FIRST-SEMESTER INTEGRATIVE CORE

During the first semester, each student group works together throughout the entire Integrative Core term on team assignments, projects and study for exams, etc. These student groups and teams provide invaluable opportunities to learn new skills and test leadership capabilities.

In terms of its curriculum, you will begin with general management perspectives and build the foundation of your Keystone MBA education through the powerful team-based learning. You will be introduced to complex managerial issues and given insight into the mindset of a senior manager and leader. The first semester comprises carefully designed integrative programs that will be indispensable throughout your future career as essential competencies.

ELECTIVE SEMINARS

Kyung Hee's Keystone MBA offers a dynamic curriculum in order to prepare students in all aspects for the real management challenges that lie ahead. After completing the first-semester Integrative Core, you will take courses in elective seminars that will broaden your perspective and extend your knowledge in and across specific areas. You will also participate in these seminars using flipped learning methods to help with critical and analytical thinking and experience a wide range of hands-on learning opportunities.

Our elective seminar courses are industrial case-oriented, and we design and heavily modify the courses strategically in order to respond to changes in the business world and student interests. Our recent focus has been placed on exploring topics that transcend any single function of management discipline.

Specific course names and descriptions are subject to change. For the most up-to-date information, please visit our website at <http://khmba.khu.ac.kr>.



KEYSTONE Labs

Convergence of teaching

Another unique feature of the Keystone MBA program is manifested through the Keystone Labs. Keystone Labs is highly rigorous and thought-provoking, and it is where innovative delivery of learning takes place. Kyung Hee MBA prides itself as having profound expertise particularly in the areas of culture & arts, healthcare, techno, and, of course, general management. Throughout the Keystone Labs courses, you focus on specific social phenomena and develop solutions to problems from a management perspective, while having multiple instructors from those different management disciplines taking turns to present their own views in one course.

Our community is our laboratory

Our community is what we live and learn. Seoul is our community and our community is our laboratory. With countless business leaders based in or traveling to Seoul, you learn as much outside the classroom as in, sometimes even by just exploring the city. You can design your own paths of exploration in Keystone Labs courses, and get a chance to really demonstrate your leadership and insight. For example, you can dress yourself up in Hanbok and visit the narrow streets of Bukchon Hanok Village followed by a visit to Garosu-gils for a taste of artistic sensibility decorated by designers and artists. Indeed. Subsequently, you will be challenged with the social issues of gentrification and to develop possible solutions from a management perspective. After all, management is about maximizing all stakeholders' value, and we would like you as future business leaders to think about making our society a better place to live.

OPTIONAL NON-DEGREE PROGRAMS

Throughout the Keystone MBA experience, you have a wide range of options available to you to make it a richer one. You may be attracted to the Korean language simply because it is so different from your native language, so you choose to register in the Korean language class. If you want to dive deep in your area of interest and are committed to future career in your field, you may want to pursue acquiring specialized certificates.

Mind you, these programs are all optional non-degree programs and are NOT stand-alone. If you are pursuing a certificate, you must acquire it in conjunction with a Keystone MBA degree. In addition, all incurring costs from the non-degree programs are NOT included in the Keystone MBA tuition and must be covered separately. For more information on the non-degree programs, please visit our website at <http://khmba.khu.ac.kr>.

KEYSTONE MBA FAST FACTS

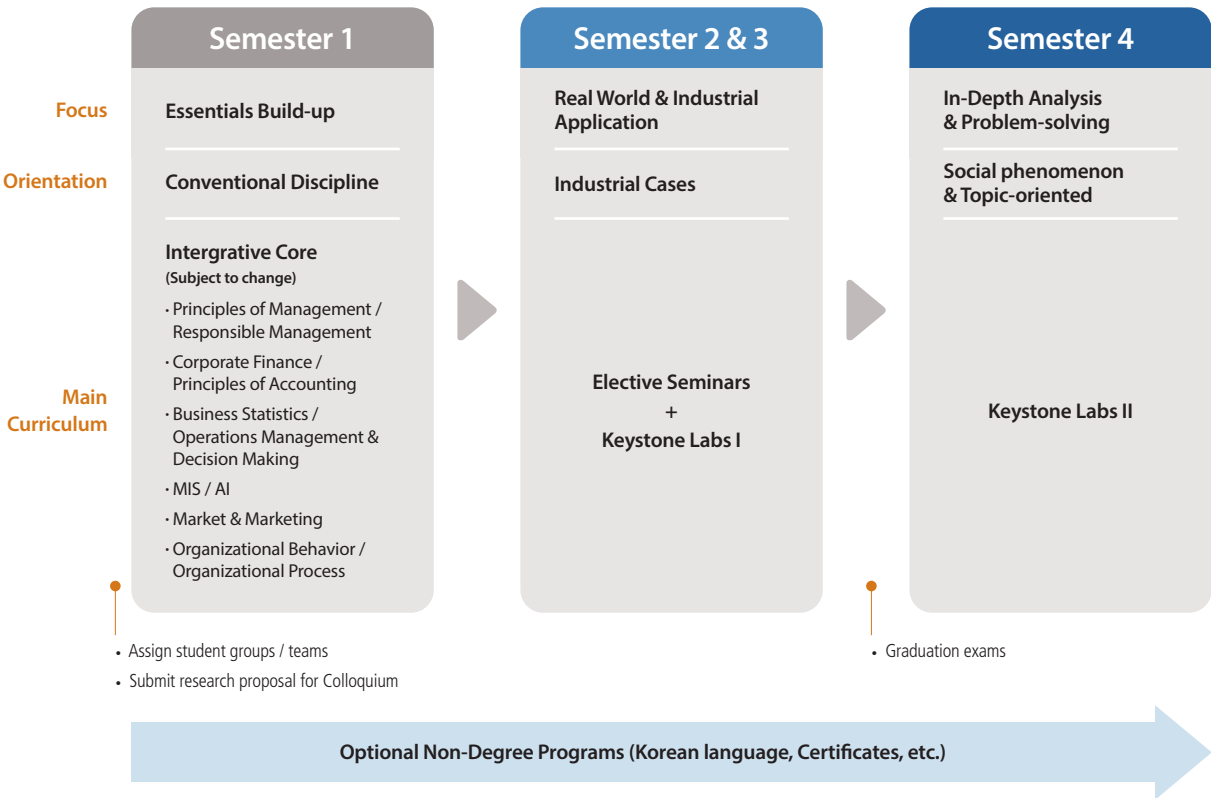
1. A two-year program for a master's degree in business administration (MBA)
2. General management emphasis (no majors / concentrations)
3. All courses, activities, events offered in English
4. Keystone MBA key components:
 - The first-semester Integrative Core
 - Elective seminars
 - Non-degree programs (optional)
 - Keystone Colloquium
 - Keystone Labs
5. Optional non-degree programs in Korean language and specialized certificate programs offered separately

KEYSTONE MBA DEGREE REQUIREMENTS

To successfully complete the Keystone MBA program and earn a legitimate degree, students must fulfill the following requirements:

- 1. Credit Requirements
Total Credits for MBA Degree: Minimum of 36 credits
Credits per Course: 2 credits
- 2. Core Curriculum
Integrative Core: A minimum of 12 credits
Elective Seminars / Keystone Labs: A minimum of 24 credits, including 6 credits for the thesis
- 3. Graduation Exams
Students must pass two exams of their choice.
- 4. Thesis Requirements
Students must meet one of the following criteria,
 - Thesis Submission: Pass the thesis evaluation during the final semester and submit an approved master’s thesis
 - Thesis-Substitute Courses: Complete three thesis-substitute courses (totaling 6 credits) in place of the thesis. Each course must be completed with a minimum grade of B (80 points) or higher.

SUGGESTED ROADMAP TO BECOMING A KEYSTONE MBA





FACULTY OF DUAL EXCELLENCE

Learn from professors of two minds whose ideas are transforming industry and shaping our society. The faculty of Keystone MBA are renowned researchers as well as great classroom teachers. They give you an insider's view into their industry and suggest you the tools you'll need to apply the lessons in your chosen field and across critical business areas. Focusing on seeing the bigger picture and using building blocks of knowledge, our faculty challenge you to solve real-world complex business problems and prepare you to find opportunity in any given environment. Upon witnessing groundbreaking theory work in practice, you develop both a deeper understanding of business dynamics and the decision-making skills to shape those dynamics.

More importantly, our faculty make themselves available to you beyond the classroom - in their offices, over lunch or dinner, and at various school events. Our scale lets you experience ideal faculty-to-student ratios, small-size courses, and superb person-to-person access to professors.

You also benefit from active practitioners teaching as adjunct professors who teach classes, help students network, give individual advice, and some even stay in touch with students beyond graduation.

QUALITIES WE SEARCH FOR IN OUR PROSPECTIVE STUDENTS

Thirst for knowledge

We deeply appreciate students who have a desire to learn, global mindset, insatiable curiosity, and willingness to explore new things and share personal experiences.

Personal qualities and character

We are deeply interested in knowing who you are as a person. We want to cultivate global business leaders who are committed to responsible management and seek competitive advantage through sustainable strategies. Your character, background, interests, and values will eventually define your learning experience here with us.

Leadership potential

Have you ever delivered results from a position of leadership? Have you demonstrated persistence and determination in the pursuit of your goals? Is there evidence of creativity and innovation in you as well as a strong desire to contribute to society? These are important leadership-related aspects we look for in our students.



OUR CAMPUS AND THE POWER OF ACCESS

Imagine an open, park-like space nestled in a bustling city. Kyung Hee's campus in Seoul creates a magnificent environment for everything that happens within the University community. With 16 undergraduate schools and 11 graduate schools on one contiguous campus, Kyung Hee offers incomparable resources to the community including research centers, laboratories, libraries, and museums in order to support invaluable intellectual activities and events in nearly any field or discipline. Kyung Hee's campus as a whole is tailored to Keystone MBA's innovative curriculum and it provides an ideal environment in which to prepare tomorrow's business leaders. Get ready for your MBA experience characterized by unlimited possibilities and opportunities both inside the classroom and out.

ORBIS HALL: HOME OF KYUNG HEE'S MANAGEMENT EDUCATION

Orbis Hall, situated between the College of Political Science & Economics and the School of Dance, supports our inimitable system of management education. It is where our management education's culture, unifying learning, community, teamwork, convergence, and innovation all come alive and blossom.

- Gross floor area of 23,074m² facility opened in 2008
- 14 flexible classrooms integrated with instructional technology for experiential learning, small-group leadership activities, and team-based learning
- 55 faculty research labs and offices
- Cozy study lounges and social lounges for MBA students
- *Orbis Auditorium that hosts events that invite students from across campus and leaders from around the world*
- *Magnolia Café with the Internet access and attractive indoor/outdoor space that promote interaction and intellectual debate over coffee*

WHAT YOU NEED TO APPLY

Nationality

You and your parent(s) must NOT be of Korean nationality

Academic requirements

A bachelor's degree or its equivalent from an accredited domestic / international institution

Language proficiency - English

TOEFL 71 (i) 197 (C) 530 (P); IELTS 5.5; TEPS 600 or higher strongly recommended

* Waived if you are from a country in which English is OFFICIALLY used

Documents and materials

1. Kyung Hee University Graduate School of Business Application Form
2. Self-Introduction Letter
3. Statement of Purpose * Must include individual study plans
4. Official Graduation Certificates (or pre-graduation certificate) from undergraduate institution
 - * Must be verified by Apostille or by Consular Authentication at the Korean Consulate
 - For applicants from China: Submit graduation or degree certificates from the China Higher Education Student Information System
5. Official Transcripts from each college/university attended as a registered student, reported using the school's grading scale, and verified by Apostille or Consular Authentication at the Korean Consulate
6. Copy of Bank Certificate of Deposit Balance
 - * Attach a bank certificate showing a minimum deposit of \$20,000, either under your name or your parent's name
 - If the certificate is under the name of an immediate family member, proof of financial capability must also be submitted.
 - The bank balance certificate must be issued within one month from the application start date and remain valid until the actual enrollment date.
 - Admitted applicants must submit the original bank balance certificate, which is required for the issuance of the Certificate of Admission.
7. Copy of Parents' Passports
8. State or Government-Issued Certificate of Family Registry verifying you and your family relationship
 - * Must be verified by Apostille or Consular Authentication at the Korean Consulate
9. Academic Certificate Verification Signed Consent Form
10. Official English Language Test Transcripts

Additional Notes

- **Consular Authentication:** The document must bear the official seal of the Ministry of Foreign Affairs of the applicant's home country and the confirmation seal of the Korean consulate in that country.
- **Apostille:** Must be issued in the country where the university is located
- **Translation Requirements:** Certificates issued in languages other than Korean or English must be submitted with a Korean or English translation, verified either by Apostille or Consular Authentication.
- **Submission Requirements:** All documents must be submitted as originals, and only those issued within six months from the application start date will be accepted * Bank balance certificates and official language test score reports are exempt from this timeframe.

