



# COLLEGE OF BUSINESS AND TECHNOLOGY

SEOUL NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY



SEOULTECH  
SEOUL NATIONAL UNIVERSITY OF  
SCIENCE & TECHNOLOGY

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FOSTERING BRIGHT MINDS  
TO LEAD THE KNOWLEDGE-BASED SOCIETY  
OF THE 21ST CENTURY  
THROUGH  
**THE CONVERGENCE  
OF BUSINESS AND TECHNOLOGY**

The College of Business and Technology at Seoul National University of Science and Technology aims to produce talented individuals who will take leading roles in the technology-led, innovative economy of the 21st century through the convergence of business and engineering.

**CUTTING-EDGE PROGRAMS  
DESIGNED TO CREATE LEADERS  
IN THE GLOBAL TECHNOLOGY-BASED  
ECONOMY**

■ In this era of convergence education, often dubbed a new paradigm for the 21st century, the college is equipped with top-notch faculty who provides education that will help students acquire global competitiveness.

The Department of Business Administration, with its emphasis on high value-added industries, is devoted to nurturing global business minds who will serve as a driving force behind economic development; a dual-degree program in this department is offered by SeoulTech and Montclair State University in the U.S.

In addition, the Department of Industrial and Systems Engineering seeks to foster versatile business minds with a foundation in engineering. The MSDE and ITM programs are dual-degree programs provided jointly with Northumbria University in the UK with graduate students receiving a degree from both institutions. The college aims to produce the best and the brightest – individuals who will be at the forefront of the global economy – through its state-of-the-art curriculum.

**INNOVATIVE TALENTS  
CONTRIBUTING TO ECONOMIC  
AND SOCIAL DEVELOPMENT**

■ We invite you to pursue a future as an innovator, leading social and economic development in the knowledge-based global economy of the 21st century, where a growing emphasis is placed on convergence technology and convergence knowledge.



**LEW, KEUN OCK**

DEAN, COLLEGE OF BUSINESS AND TECHNOLOGY  
Seoul National University of Science & Technology

PRODUCING  
GLOBAL TALENT  
EQUIPPED WITH  
PRAGMATIC  
EXPERTISE AND GLOBAL  
COMPETITIVENESS  
THROUGH  
INNOVATIVE LEARNING



JEON, JUNG YEOL  
PROF.

## 1 INTRODUCTION

The College of Business and Technology was established with the intention of fostering talented graduates capable of drawing on multiple disciplines to explore new industries for the nation's future. The college consists of the Department of Business Administration (Business Management and Global Technology Management) and the Department of Industrial and Systems Engineering (Industrial and Information Systems Engineering, MSDE, and ITM). The Department of Business Administration seeks to nurture creative individuals who will fully utilize their knowledge in applying business skills to both conventional

and advanced technology businesses. It offers dual degrees to those who specialize in the MSDE, ITM, and Global Technology Management programs. Degrees in MSDE and ITM will be provided jointly with Northumbria University in the UK, whereas a degree in Global Technology Management will be provided jointly with Montclair State University in the U.S. The Department of Industrial and Systems Engineering is dedicated to producing talented graduates with pragmatic expertise and global competitiveness in areas where high-tech engineering (IT, NT, and BT) converges with business.

## 2 GOALS

- To foster innovative, global, broad-minded individuals with quick adaptability to the rapidly changing world of advanced technology
- To nurture the next generation of CEOs, CIOs, and engineering managers, possessing both technological expertise and management skills, who will lead the field of convergence technology and the information-based society of the 21st century
- To produce global business leaders who, through an innovative and creative curriculum, will learn to spearhead economic development centered on high value-added industries
- To develop well-rounded, global business minds with management skills and technological knowledge through a curriculum focused on decision-making and business management
- To foster leaders with global competitiveness in production system and design engineering
- To nurture world-class IT professionals with expertise in both IT and business



DEPARTMENT OF  
**BUSINESS ADMINISTRATION**

- BUSINESS MANAGEMENT
- GLOBAL TECHNOLOGY MANAGEMENT [GTM]

DEPARTMENT OF  
**INDUSTRIAL AND SYSTEM ENGINEERING**

- INDUSTRIAL AND INFORMATION SYSTEMS ENGINEERING [IISE]
- MANUFACTURING SYSTEMS AND DESIGN ENGINEERING [MSDE]
- INFORMATION TECHNOLOGY MANAGEMENT [ITM]

# DEPARTMENT OF BUSINESS ADMINISTRATION



**HONG, SOON KOOH**  
PROF.

01.

The Department of Business Administration aims to foster talented individuals with global competitiveness.

02.

The Department of Business Administration seeks to nurture global business leaders through its innovative and creative curriculum. Students will acquire the expert knowledge needed to become business leaders and learn to unleash their creativity in the decision-making process. The department is devoted to helping students develop characteristics suitable for the global business environment by offering a wide range of international exchange and dual-degree programs. The department's two concentrations - Business Management and Global Technology Management - are designed to produce market-ready graduates for the manufacturing, finance, and high-tech IT industries.

COLLEGE OF  
BUSINESS  
AND  
TECHNOLOGY

DEP. OF BUSINESS ADMINISTRATION

# BUSINESS MANAGEMENT

## 1 INTRODUCTION

Business Management is designed to cultivate global business leaders by offering students a chance to develop their creative thinking skills and expertise. First, it operates study groups to prepare students for certification (certified accountant, tax accountant) exams. Second, in conjunction with prestigious universities overseas, it offers a diverse array of international exchange programs and English language courses. Third, the program focuses on delivering practical knowledge; for example, it offers on-site management training and lectures by renowned figures in the field.



**KIM, SEON-MIN**  
PROF.

## 2 CURRICULUM

### ACCOUNTING



- Principles of Accounting
- Financial Accounting
- Intermediate Accounting
- Cost & Management Accounting
- Tax Accounting, Auditing

### FINANCE



- Financial Management
- Corporate Risk Management
- Financial Market
- Investments
- Insurance
- Financial Futures and Options

### MARKETING



- Marketing Management
- Marketing Survey
- Consumer Behavior
- Brand Management
- Marketing Channels
- Marketing Communication

### OPERATION MANAGEMENT



- Operation Strategy
- Supply Chain Management
- Management Information System
- E-Business Theory and Cases
- Business Intelligence

### ORGANIZATION AND STRATEGY



- Organization Behavior
- Human Resource Management
- Industrial Relations
- Macroeconomics
- Business Strategy
- Entrepreneurship
- Organization Theory and Design

### INTERNATIONAL BUSINESS



- Principles of Management
- International Business

## 3 CAREER DIRECTIONS

■ Certified accountants,  
Tax accountants,  
and other accounting professionals



■ Investment consultants,  
Financial planners,  
Actuary



■ Global companies  
or large corporations

■ Business consultants,  
Researchers in research Institutes



■ Entrepreneur,  
Social innovator



■ Graduate schools at home  
or abroad



**LEE, CHAEWON**  
PROF.



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## 5 CURRICULAR ACTIVITIES

- Fostering global business minds through lectures conducted in English and exchange programs with overseas universities
- Yearly exchange of lectures in English with Niigata Univ.(Japan) and National Changhua Univ. (Taiwan)
- Providing support and organizing study groups for students who wish to become certified accountants or tax accountants or who wish to acquire certificates in the field of business
- Coordinating study groups for participants in various management-related competitions

## CONTACT & INFO

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DEP. OF BUSINESS ADMINISTRATION

## GLOBAL TECHNOLOGY MANAGEMENT (GTM)

1

### INTRODUCTION

The Global Technology Management program is designed to cultivate global leaders for the 21st century by providing convergent knowledge of management and technology. This program allows students to build decision-making skills, business management expertise, and technical knowledge. In addition, to enhance global competence, this program provides a 2+2 dual-degree program with Montclair State University in New Jersey, U.S. Students, who satisfy all the requirements of both universities, will be awarded with two degrees from Seoul National University of Science and Technology and Montclair State University. Furthermore, the program provides several distinctive educational opportunities such as field trip and international summer study at oversea universities. This program also focuses on delivering practical managerial knowledge such as internships and capstone design courses in order to enhance field experience.



**PARK, YOON-JOO**  
PROF.

## 2 CURRICULUM

### BUSINESS COURSES



- Fundamental of Financial Management
- Human Resource Management
- Introduction to Marketing
- Business Statistics
- Introduction to MIS
- Fundamental of Accounting

### TECHNOLOGY MANAGEMENT COURSES



- Introduction to Technology Management
- Technology Innovation and Strategy
- Data Mining for Business
- Software Development Methodology
- Behavioral Decision Making
- Creativity and Innovation
- Design Management

### PRACTICAL COURSES



- Capstone Design
- Internships



### 3 CAREER DIRECTIONS

Technology-based consulting firms

Overseas companies  
(after acquiring a global business certificate)



Global enterprises in Korea

Government organizations or state-owned companies



Pursuing graduate school degrees at overseas



### 5 CURRICULAR ACTIVITIES

- Summer Camp at SeoulTech, a Global On-Site Program  
: Freshmen during summer vacation, Classes related to management/ English classes
- Overseas Field Trip  
: Freshmen during summer vacation, Short trip visiting companies and campuses
- Global Summer Camp at Higher School of Education (HSE) University, Russia  
: Sophomore during summer vacation, Overseas studies with credits
- GTM Global Challenger  
: Sophomore during winter vacation, Independent learning experience in abroad
- Dual Degree Program with Montclair State University, U.S.  
: SeoulTech (2 years) + Montclair University (2 years) > Dual Degree

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# DEPARTMENT OF INDUSTRIAL AND SYSTEMS ENGINEERING



## 01.

The Department of Industrial and Systems Engineering is composed of three programs: IISE (Industrial and Information Systems Engineering), MSDE (Manufacturing Systems and Design Engineering), and ITM (Information Technology Management).

## 02.

With a view to enhancing the global competitiveness of students, the IISE offers students an opportunity to participate in an one-year exchange program in the Department of Industrial Engineering of Ohio University in US, Cal Poly Pomona University in US, Northumbria University.

## 03.

Both MSDE and ITM are dual-degree programs, offered in conjunction with Northumbria University(NU), UK. Upon completion, students in these programs awarded with two Bachelor's degrees: Bachelor of Engineering from Seoultech and BSc from NU. All courses are delivered in English.



DEPT. OF INDUSTRIAL AND SYSTEMS ENGINEERING

# INDUSTRIAL AND INFORMATION SYSTEMS ENGINEERING (IISE)

## 1 INTRODUCTION

IISE is a discipline that pursues the enhancement of corporate efficiency through a systematic approach and comprehensive management. Unlike other engineering studies, it is devoted to fostering versatile talents and future CEOs possessing engineering expertise as well as management skills. The program places emphasis on designing, operating, and improving an integrated system that is composed of human resources, materials, information, facilities, technology, and other factors, rather than just manufacturing products. Whereas ordinary engineers are in charge of making products, graduates of this program will be responsible for overseeing the entire system.

**SHIN, TACK-HYUN**  
PROF.



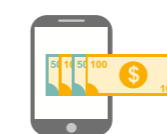
## 2 CURRICULUM

### BASIC COURSES FOR ENGINEERS



- Computer Programming Language
- Engineering Mathematics
- Engineering Statistics

### INFORMATION SYSTEM



- Management Information System
- Electronic Commerce
- Database, Data Mining
- Computer Network
- Enterprise Resource Planning

### INDUSTRIAL SYSTEM



- Production Management
- Business Logistics Management
- Supply Chain Management
- Quality Management

### MANAGEMENT SCIENCE



- Engineering Economy
- Management Science
- Computer Simulation
- Business and Marketing
- Investment Engineering
- Service Science



### 3 CAREER DIRECTIONS

SI (System Integration)  
Consulting



Finance sector  
in Business



Service providers

Research institutes



Government-funded  
organizations



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### 5 CURRICULAR ACTIVITIES

- Domestic and overseas internship programs
- On-site programs at companies
- Study groups for participants of various competitions and contests
- Some courses are taught in English
- Professional career counselors to help students land jobs at large corporations

**KIM, JI PYO**  
PROF.



### CONTACT & INFO

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DEPT. OF INDUSTRIAL AND SYSTEMS ENGINEERING

# MANUFACTURING SYSTEMS AND DESIGN ENGINEERING (MSDE)

## 1 INTRODUCTION

The British Quality Assurance Agency (QAA)certified MSDE programme – an exemplary international exchange program with a 17-year history of partnership between Korean and British universities – boasts a high proportion of graduates securing posts in major multinational companies including Samsung, LG, and Hyundai. Many graduates from the early scheme now hold high level positions. The employment rate among current graduates was 97% from 2015 cohort. Graduates of the program have also entered postgraduate study at University of Oxford, University of Cambridge, and other leading academic institutes including Seoul National University.

The core MSDE program comprises Manufacturing Systems and Design Engineering. Students also specialize in areas such as electrical engineering, electronics, micro/nano-engineering, optics, sustainable engineering and industrial engineering. The strong, comprehensive engineering focus is ideal for cultivating engineers with solid analytical foundations as well as excellent practical and applications skills. The emphasis on engineering design, machine

tools, production, and processing technology, ensures the MSDE programme produces graduates who are in high demand by a wide range of major industries including the automobile, shipbuilding, aviation, semiconductor, and construction sectors. As all major lectures are provided in English, students enrolled in this program hone their conversational and technical English skills as well as attain engineering knowledge, thus acquiring global competitiveness.



**KWON, HYUK-DONG**  
PROF.



## 2 CURRICULUM

### SOPHOMORE



- Mechanics of Materials
- CAD I
- Computer Programming
- Creative Design
- Int. to Manufacturing
- Energy Studies
- Electronic Circuits
- Engineering Mathematics I & II
- Professional Communications for Engineers I & II
- Applied Statistics in Manufacturing

### JUNIOR



- Materials Technology
- Signals and Systems
- Fluid Mechanics
- Design of Machine Elements
- CAD/CAM
- Control
- Dynamics
- Capstone Design I
- Intermediate Engineering Design
- Computer Aided Engineering
- Microprocessor and Computer Automation in Manufacturing

### SENIOR



- Mechanical Vibrations
- Capstone Design II
- Digital Signal Processing
- Database Management
- MEMS/Nano Engineering
- Engineering Economics & IPR
- Engineering Optics
- Mechanical Engineering Systems Laboratory
- Nontraditional Manufacturing Laboratory
- Robotics
- Management of Manufacturing Systems
- Sustainable Engineering
- Tribology
- Undergraduate Research

3

## CAREER DIRECTIONS

Automobile, shipbuilding, aviation, railroad car companies



Precision processing and measurement companies



Technology review and investment companies

Semiconductor companies



Construction or heavy equipment companies



Graduate schools at home or abroad

5

## CURRICULAR ACTIVITIES

- Class visit to Northumbria University, UK. (2 weeks)
- Student Exchange Program at Northumbria University, UK. (1 year).
- EPI(English Proficiency and Immersion) Program at the University of Missouri, U.S. (5 weeks)
- Summer MEMS Program at Rose-Hulman Inst. of Technology, U.S. (4 weeks).
- Capstone Design project with Foreign Universities



AHN, HYO-SOK  
PROF.

JANG, DONG-YOUNG  
PROF.

AN, JIHWAN  
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4

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DEPT. OF INDUSTRIAL AND SYSTEMS ENGINEERING

# INFORMATION TECHNOLOGY MANAGEMENT (ITM)

## 1 INTRODUCTION

The ultimate goal of the Information Management (ITM) program is to foster global IT leaders with convergent capabilities of information technology and management. The ITM provides a UNN program which grants dual degrees with Northumbria University (NU) in the UK. All classes starting from the 2nd year are delivered in English, and qualified students will have an opportunity to study at NU for a year. Students who satisfy all the requirements of the program will be awarded both the bachelor of engineering by the Seoul National University of Science and Technology (SeoulTech) and the BSc (Hons) IT Management by Northumbria University. In addition, the ITM provides a distinctive and comprehensive education in both the management and practice of developing and running IT/IS systems. Throughout the program, students are expected to be equipped with skills of information technology as well as business management.



LEE, HAK YEON  
PROF.

## 2 CURRICULUM

### BASIC COURSES FOR MANAGEMENT



- Fundamentals of Software Development
- Database Management
- Problem Solving for IT/IS Professionals
- Fundamentals of Management

### IT CONSULTING



- Fundamentals of Business Information Systems
- Business Process Management
- Integrative Consultancy Project

### INFORMATION TECHNOLOGY



- Software Engineering, Computer Networks
- Security and Contingency in IT
- Software Development

### BUSINESS MANAGEMENT



- Fundamentals of Finance
- Human Resources in IT
- Marketing

### PRACTICAL LEARNING



- Capstone Design
- Case Studies
- Internship



## 3 CAREER DIRECTIONS

IT service firms



IT-based consulting firms  
or IT-based business firms



Government organizations  
or government-owned  
companies

Foreign companies



Telecommunication firms



Public sectors, Finance, Service,  
Manufacturing and Logistics

## 5 CURRICULAR ACTIVITIES

- A short-term collaborative learning program at Northumbria University for all students
- A full-year course enrollment program for qualified students
- ITM Summer Global Challenger
- A short-term training program in the United States (EPI program)
- International/Domestic internship programs in IT/IS research institutes or companies



**JANG, SEONG-YONG**  
PROF.



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## SEOULTECH NEWS

### SeoulTech Places 23rd Overall in 2015 Joongang Daily University Review

SeoulTech placed 23rd among 500 universities in the Joongang Daily University Review results announced on Oct. 20th, 2015. In detailed areas, SeoulTech ranked 14th for professor research, 37th for educational conditions, 33rd for student educational efforts and progress, and 23rd for reputation in the nation.

### SeoulTech ranks 32nd in Asia and 2nd in Korea in 2015 QS Asian Specialized University Rankings

Quacquarelli Symonds (QS), a British college evaluation company, released the 2015 Asian University Rankings. The Seoul National University of Science and Technology (SeoulTech) jumped up 10 places from last year, ranking 32nd in the Asian Specialized University Ranking. Among Korean universities, SeoulTech only came second to Pohang University of Science and Technology.

### Department of Industrial and System Engineering at SeoulTech comes in third in the 2015 Rockwell Undergraduate Student Simulation Competition held in Nashville, Tennessee, USA

The competition is an annual event hosted by the Institute of Industrial Engineers (IIE) during the IIE Annual IE Conference and Expo, with participants from numerous undergraduate schools worldwide.



### Dept. of Business Administration Opens Global Railroad Management Course

The Department of Business Administration of the Seoul National University of Science and Technology announced that it had been named a partner institution in the "2015 Railroad Specialized University Support Project" by the Ministry of Land, Infrastructure, and Transport. As a project partner, the Department will be awarded an annual grant of 135 million won up to the second semester of 2019 to fund scholarship and internship programs as well as training programs at home and abroad.

### [2014 Joongang Daily Univ. Dept. Rankings] Depts. of Business Administration and of Mechanical & Automotive Engineering Rank Among the Top in the Country

SeoulTech's Department of Business Administration (Business Management) came close on the heels of "the highest" four (Kyung Hee University, Korea University, Seoul National University, and Sungkyunkwan University) and drew attention



as one of the departments ranking "among the top". In particular, it received good scores across a number of indicators used to evaluate the College of Business Administration, including the number of papers published per full-time faculty member, the number of original writings and translations per full-time faculty member, the number of international papers published per full-time faculty member, and the availability of scholarships to current students.

### [College of Business and Technology] TIIM 2014 at SeoulTech attended by 200 participants from 25 countries

Some 200 researchers from 22 countries participated in TIIM 2014, hosted by the SeoulTech College of Business and Technology over 4 days between May 27-30, 2014. This 2014 event was held under the theme of "Integration, Harmony, Diversity, Sustainability and Progress", in line with the government's creative economy initiative.



More Information :  
<http://en.seoultech.ac.kr/news/news/>



### Seoul National University of Science and Technology rated 15th overall in National Science and Engineering University Reputation Rankings and 10th for Potential Growth

순위	대학명	점수	순위	대학명	점수
1	연세대	53.64	11	한양대	13.50
2	고려대	48.18	12	서울시립대	12.89
3	한양대	43.74	13	부산대	11.43
4	고려대	25.05	14	경희대	11.21
5	고신대	24.06	15	서울과학기술대	10.71
6	한양대	24.01	16	영남대	10.14
7	한양대	21.90	17	이화여대	9.90
8	한양대	19.99	18	대우대	9.30
9	한양대	18.99	19	건국대	7.85
10	한양대	15.99	20	홍익대	7.49
			21	충남대	7.20
			22	전남대	6.57
			23	동국대	6.52
			24	국한대	5.87
			25	홍남대	5.21
			26	세종대	4.99
			27	영남대	4.74
			28	한양대	4.73
			29	경기도	4.54
			30	울산과학기술대	4.45

The Korea Economic Daily (KED) released its 2015 Report on the Reputation of Science and Engineering Universities on July 6th, 2015. Reviews were conducted from the perspective of corporations and consumers and the findings ranked the Seoul National University of Science and Technology 5th overall.

## MAJOR PARTNER UNIVERSITIES

U.S	Rose-Hulman Institute of Technology Montclair State University California Polytechnic State University Ohio University
U.K	Northumbria University
RUSSIA	National Research University - Higher School of Economics
JAPAN	Niigata University
TAIWAN	Kainan University National Changhua University of Education



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