

Graduate School of Technology and Management

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Graduate School of Technology and Management is a graduate school established mainly for those who have jobs and wish to take a Master's degree in order to acquire advanced business administrative skills. Founded in 1988, our institute operates not only the master degree program but also two non-degree programs, that is, AMP (Advanced Management Program) and GEMP (Global Education Management Program).

Master degree program has three majors: Global Business Administration, Sports Management, and Golf MBA. Global Business Administration is a major for the students who want to enhance the business administrative skills and almost all of the traditional business administration related courses are provided, e.g., marketing, human resource management, MIS, international business. Sports Management is a major for the students who want to enhance sports business related knowledge and techniques and various sports business related courses are provided, e.g., sports marketing, sports psychology, sports policy, leisure management. Golf MBA is a major for the students who have golf related jobs and want to apply advanced business skills to their own area. This major provides such courses as golf course management, turf grass management, golf course design and construction. In order to provide more practical education, our institute is recruiting professors who have not only the academic career but also the successful business background. Students can communicate with professors using the everyday business language and in that process can build their own theories explaining business situation they everyday encounter.

Our institute encompasses two non-degree programs: AMP (Advanced Management Program) and GEMP (Global Education Management Program). AMP is the program for the CEO (chief executive officer) and GEMP is the program for the CEO in the education-related business area. In the AMP, we provide lectures in various areas in which the CEOs are interested, e.g., business strategy, human relationship skills, health management, real estate management. In the GEMP, we provide lectures mainly specialized in running private education institute. Because almost all of the non-degree program students are interested in building human relationships with their colleagues, our institute actively supports their various extracurricular activities.

Master Degree Requirements

- Students must attend at least five semesters.
- Students must obtain at least 30 credit hours.

Master Degree Majors

Global Business Administration

Marketing, New Product Development, Human Resource Management, Organizational Behavior, Management Information System, Knowledge Management, Business Economics, Business Strategy, Financial Accounting, International Business, Internal Trade

Sports Management

Business English, Sport Administration and Policy Theory, Sports Marketing, Sports Management Seminar, Images Media in Sport, Research in P.E, Sport management, Sport Leisure Study, Sports Sponsorship, Sports Event Planning, Sports Consumer Behavior, Sports Marketing Research Methodology, Sports Facility Management, Leisure Sport Industry

Golf MBA

Golf Industry, Golf Course Design and Construction Seminar, Professional Golf Course Management and Seminar, Golf Related Topics and Seminar, Country Club Management, Landscape of Golf Course and Seminar, Golf Club Business and Club-Fitting

Faculty

Chan-Wook Park, Ph.D. Indiana University, 1991, Professor, Marketing, cwpark@khu.ac.kr

[Department of Global Management](#)

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[Department of Sports Management](#)

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[Department of Golf MBA Management](#)

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