

Undergraduate Program in

# International Business Administration

Medium of Instruction: English (100%)

Duration of Study: 4 years

*We lead the world with new traditions!*

## Program Description

Our undergraduate degree course in International Business Administration (IBA) is designed to nurture entrepreneurs and professionals ready to lead small to multinational enterprises, drive communities for change, and become global business citizens. Whether you have a passion for Marketing and Human Resource Management, or you want to build professional career in Accounting and Finance integrated with Information Systems, the IBA program offers harmonized specializations embedding practical knowledge and skills shaping the frontiers of global entrepreneurship and international business operations. We uphold commitment and dedication to your ultimate success!

## Career Opportunities

The IBA graduates are prepared to turn business challenges into opportunities, address current issues in entrepreneurship professionally, and embrace cultural and institutional diversity. They are expected to be fully capable of performing jobs in various strategic business units including Accounting and Finance, Data Analytics, Marketing, Distribution and Logistics, Retail Management and Sales, Investment and Risk Management, Personnel Management and Public Relations, Business Communications and Law, Employee Training and Development, Information Technologies, and Public Services right after graduation.

## Curriculum Components

Management and Entrepreneurship	Accounting and Finance	Marketing	Information Systems and Data Analytics	Globalization and Creative Convergence	Liberal Arts Education
Principles of Business	Business Mathematics	Principles of Marketing	Computer Applications	Global Leadership	Personality Development and Social Skills
Human Resource Management	Principles of Accounting	Consumer Behavior	Statistics	Business Communication	Multicultural Studies
Organizational Behavior	Principles of Finance	Brand Management	Business Information Management	International Trade and Investment	Understanding Korean Culture
Creativity and Innovation Management	Microeconomics	International Marketing	Coding for Business	International Business Law	English Correspondence
Entrepreneurship	Macroeconomics	Services Marketing	Decision Support Systems	Global Strategic Management	Communication in Korean
Business Negotiation and Conflict Management	Financial Management	Digital Marketing	Applied Quantitative Methods	Global Supply Chain Management	Oral Communication
Operations Management	Financial Accounting			Creative Convergence Project	Research Methodology
Corporate Social Responsibility	Managerial Accounting				Workplace Culture and Ethics
Project Management					Career Training and Workshops
					Seminars on Startup Business Practices

***“Nurturing globally competent business professionals and entrepreneurs!”***

Apply Now



Contacts:  <https://kduglobal.ac.kr>

 [info@kduniv.ac.kr](mailto:info@kduniv.ac.kr)

 [prof.john.k.lee](#)

