

Undergraduate Program in Korean Business Convergence

Medium of Instruction: Korean
Duration of Study: 4 years

We lead the world with new traditions!

Program Description

Korean Business Convergence (KBC) program at Kyungdong University Global is composed of two integrated components: Korean Studies and Business Management. Students will learn Korean Studies as their Major and Business Management as a Minor. This program aims to prepare international students to be unique professionals with certification in teaching Korean language, deep knowledge of Korean culture, history, economy, politics, as well as practical competencies in business operations and management. To achieve this goal, the program's curriculum offers well-designed courses in the fields of Korean Language, Korean Culture, Multicultural Understanding and Counselling along with convergence courses related to Business Management and Marketing. Upon successful completion, our students are awarded Bachelor of Korean Studies, Certificate of Minor in Business Management and Marketing, License in Teaching Korean as a Foreign Language, and Certificate of Multicultural Counselling which immensely broaden the range of career choice upon their successful graduation.

Career Opportunities

Korea has developed into an economic powerhouse and is well-known for its rapidly spreading culture around the world. This ensures ample employment opportunities for the international students graduating from the Korean Business Convergence program at KDU Global. Our graduates can work as Korean language teachers at universities or colleges, interpreters, translators, multicultural counselors, human resources experts, and professionals in the field of business management and marketing in Korea or abroad.

Curriculum Components

Korean Language	Teaching Korean Language as a Foreign Language	Korean Culture	Multicultural Understanding and Counselling	Business Management and Marketing
Introduction to Linguistics	Introduction to Korean Language Education	Understanding Korean Society	Understanding Asian Society	Principles of Business Administration
Theories of Korean Grammar	Theories of Korean Lexicology	Contemporary Korean Culture	Understanding Multiculturalism in Korean Society	Marketing Management
Introduction to Korean Linguistics	Teaching Korean Grammar	Korean History	Social Psychology	Consumer Behavior
Korean Orthography	Teaching Korean Pronunciation	Introduction to Korean Literature	Korean Corporate Culture	Service Marketing
Applied Linguistics	Korean Language Teaching Comprehension	Understanding Korean Industry Culture	Crisis Counseling	Digital Marketing
Interpretation of Korean Language	Korean Language Teaching Methods		International Migration and Labor Policy	Management Statistics
Translation of Korean Text	Teaching Korean Expressions		Negotiation Strategy	
Writing Korean	Practice of Teaching Korean			
Contemporary Korean Language				

“Ensure your professional success in Korea with our Korean Business Convergence Program!”

Apply Now



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