KYUNGDONG UNIVERSITY GLOBAL
SOUTH KOREA

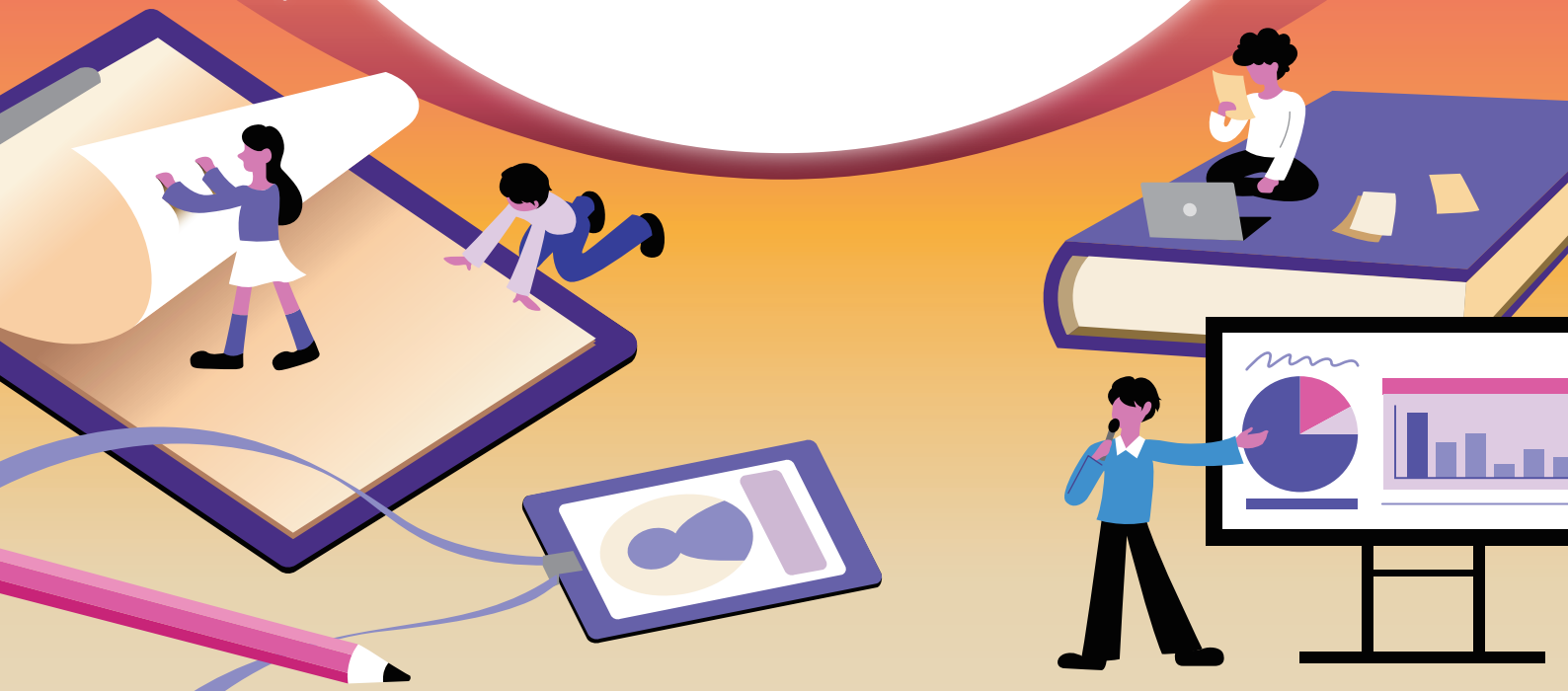
KDU
MAN OF MISSION
KYUNGDONG UNIVERSITY
취/업/사/관/학/교 경동대학교

Undergraduate Program in

International Business Administration

Medium of Instruction : English (100%)

Duration of Study : 4 years



We lead the world with new tradition!

PROGRAM DESCRIPTION

Our undergraduate degree in International Business Administration (IBA) is thoughtfully designed to shape the next generation of global entrepreneurs, executives, and innovators. In an era defined by rapid technological evolutions, the IBA program seamlessly fuses the core business principles with cutting-edge advancements in artificial intelligence, big data, and digital ecosystems. Whether your passion lies in mastering corporate strategies, driving algorithmic fintech markets, analyzing predictive consumer behaviors, orchestrating AI-driven operations, or leading cross-border global enterprises, our curriculum offers targeted, career-oriented specializations designed to place you at the frontier of the global digital economic systems.

CAREER OPPORTUNITIES

IBA graduates are agile disruptors trained to convert complex market challenges into strategic business opportunities. Equipped with a hybrid mastery of business management and data sciences, our alumni are highly sought-after by small-to-medium enterprises, tech startups, and multinational corporations. The IBA graduates are fully prepared and guaranteed to secure high-impact roles immediately upon their successful completion of the program as:

- Corporate Strategist, Business Development Manager, Innovation Director, Venture Builder
- Global Marketing Strategist, Brand Operations Lead, Growth Marketer, Predictive Consumer Analyst
- Business AI Specialist, MLOps Business Consultant, Systems Integration Manager
- International Operations Director, Global Logistics Manager, Cross-Border Investment Analyst
- Global Corporate Coordinator, Korean Market Expansion Lead, Sustainability and Governance Officer



CURRICULUM COMPONENTS

Management and Entrepreneurship	Fintech and Accounting	Marketing and Consumer Analytics	AI and Information Systems	Globalization and Creative Convergence	Korean Business Communication and Professional Skills
• Introduction to Modern Business Ecosystems	• Mathematical Foundations for Business Analytics	• Introduction to Creative Media	• Computer and AI Applications	• Cross-cultural Dynamics in International Business	• Understanding Korean Culture I
• Modern HR Fundamentals	• Financial Accounting and Economics Fundamentals	• Principles of Modern Marketing	• Business Information Systems	• Modern Business Communication Channels	• Communication In Korean I
• Organizational Design in the Digital Era	• Introduction to Fintech and Digital Assets	• Predictive Consumer Behavior Models	• Data Architecture for Business	• International Trade Theories and Market Entries	• Korean Business Skills and Professional Grooming
• Applied Organizational Behavior Models	• Microeconomics for Digital Market	• Brand Management	• AI-Powered Business Intelligence and Visual Analytics	• International Investment and Asset Management	• Understanding Korean Culture II
• Corporate Creativity, Innovation, and AI	• Automated Financial Management Analytics	• International Marketing Management	• AI-Enhanced ERP Systems	• Global Operations Management	• Ethics in Artificial Intelligence
• Corporate Entrepreneurship and Tech Incubation	• Macroeconomics for Global Business Management	• Applied Marketing Analytics and Data Modeling	• Business Machine Learning Operations	• Global Supply Networks and Logistics	• Understanding Korean Culture III
• Negotiation Tactics and Strategic Conflict Resolution	• Digital Managerial Accounting Systems	• Digital Marketing	• Capstone AI and Data Systems Development Project	• International Business Law	• Communication In Korean III
• Generative AI Application in Corporate Strategy	• Strategic Financial Controller Capstone Practices	• Integrated Global Omnichannel Capstone Strategy		• Global Strategic Management	• Introduction to Applied Statistics
• Managing Corporate Innovation Ecosystems					• Sustainable Development and ESG Standards
					• Qualitative and Quantitative Research Methods
					• Political Systems and Global Trade
					• Seminars on Tech Startups in Korea and Corporate Governance

Contacts: https://kduglobal.ac.kr
info@kduniv.ac.kr
prof.john.k.lee

Apply Now!

Start your admission here: