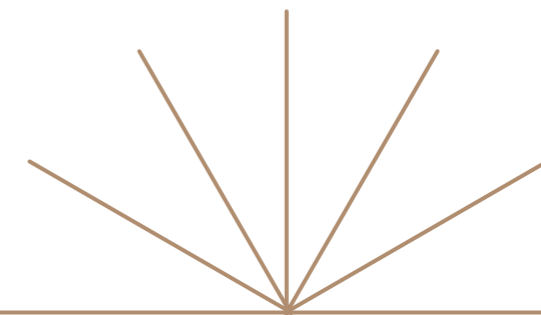


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# Ewha School of Business MBA

Ewha Womans University





## **The Center of Global Women Business Leaders**

Ewha Womans University  
Ewha School of Business MBA

**The Distinctive Features  
of Ewha Womans University  
Ewha School of Business MBA**



**Distinguished Women's Leadership Education**

Based on 140 years of tradition and a network of 220,000 alumni, we provide unique educational programs that reflect Ewha's distinctive women's leadership, including the Ewha-Lotte Women's Business Leadership Program and TED TALKs for women leaders.

**Flexible Learning Environment**

To help working women balance work, family, and studies, we offer Saturday intensive courses, remote classes, and blended online/offline (Flipped learning) learning format, making it possible to earn a degree with just 1-2 days of attendance per week.

**Global Education Programs**

We foster global business leadership and practical skills through diverse global programs such as exchange student program with prestigious universities, dual degree program, Summer School program at University College London, and Global Study Trips.

**Tailored Education with a Practical Approach**

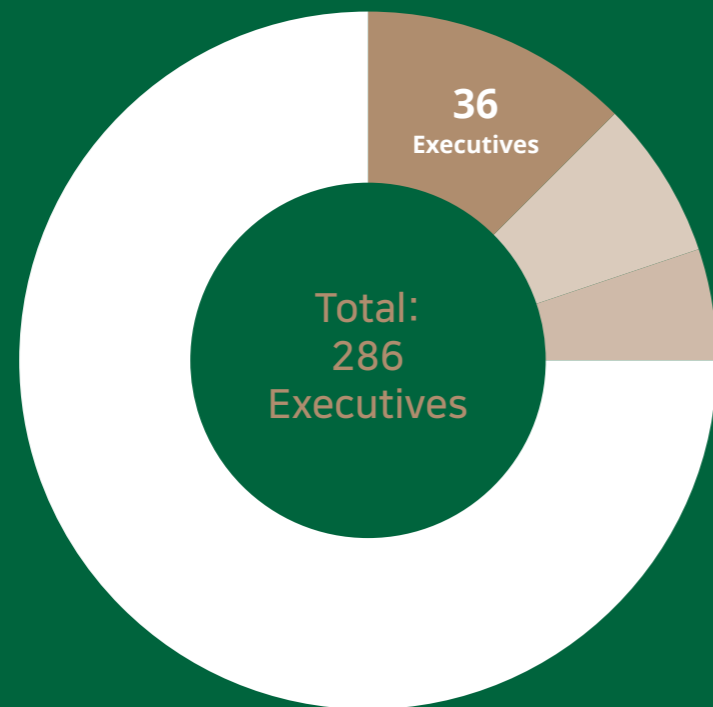
We operate various tailored programs focused on strengthening practical skills, including internships, CEO Management Policy courses, seminars on latest business issues, Field Studies, along with specialization tracks and credit substitution systems.

**AACSB Accredited Program**

With the nation's top faculty, we are the world's first graduate school of business for women, proudly achieving AACSB accreditation for three consecutive times since 2010.



**Survey on Female Executives in Korea's Top 100 Companies:  
University with the Highest Number  
of Female Alumni in Executive Positions  
Ewha Womans University**



- Ewha Womans University
- Yonsei University
- Seoul National University
- Others

**Out of 286 female executives, 36 are graduates  
of Ewha Womans University**

[Source] UnicoSearch (<http://www.unicosearch.com>)

Programs

Global MBA

Frontier MBA

Art & Luxury Business MBA



## •• Goals and Target Audience

Our goal is to cultivate global women leaders by supporting both domestic and international students to become professionals ready for the global market through practical courses that reflect the latest industry advancements.

At Ewha Womans University Graduate School of Business, future female business leaders from diverse countries such as China, India, Mexico, Indonesia, Kazakhstan, Kuwait, and Thailand are currently enrolled.

## •• Course Design and Curriculum

All classes are conducted entirely in English, with a variety of blended courses in both online and offline formats.

Chinese subtitles are provided for online core courses, and starting from the 2024 academic year, some major elective courses will be offered in Chinese.

## Program Overview

The program is a daytime 1.5-year course designed to allow students to pursue both MBA studies and professional endeavors.

1 year (1st-2nd semester)	Completion of fundamental and advanced business theory and practice courses
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6 months (3rd semester)	Gaining practical experience through research on company challenges (Field Study) or internships after returning to work
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## Curriculum and Degree Requirements

Total credits required	45 credits (24 required credits, 21 elective credits)
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Degree requirements	Registration for a minimum of 3 semesters, completion of all required major courses, and a GPA of 3.0 or higher.
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## Specialization Tracks

Eight specialization tracks are offered, and a specialized degree is conferred upon graduation to those who meet the requirements (limited to one specialization per person).

Tracks include	Management Information Systems Marketing HR management & Strategy Finance Accounting Management Decision Science Business Analytics Art Business
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## Key Courses in Global MBA

M&A Process and Case Study  
Leadership Practicum  
Sustainable Management of Luxury Brands and Luxury Consumption  
Korean Wave (Hallyu) Contents Marketing  
Comparison of Culture Industries in Korea and China

## Part-time MBA Program

Frontier  
MBA

### •• Goals and Target Audience

The Frontier MBA is an evening program designed for working women and entrepreneurs who aim to become top executives by leveraging their professional experience with in-depth management theories and the latest business case studies.

### •• Course Design and Curriculum

The program offers intensive Saturday classes for mandatory major courses, with an expanded online and offline hybrid classes, as well as remote learning options, to maximize convenience for working women. Classes are primarily conducted in Korean, with English courses also available.

### Program Overview

This 2-year evening program is designed to allow working women to balance their MBA studies with family and professional responsibilities.

### Curriculum and Degree Requirements

Total credits required	45 credits (24 mandatory, 21 elective)
Degree requirements	Minimum 4 semesters of enrollment, completion of mandatory major courses, and a GPA of 3.0 or higher

### Specialization Tracks

The program offers 8 specialization tracks, and upon meeting the requirements, students are awarded a specialized degree at graduation (limited to one per student).

Tracks include	<ul style="list-style-type: none"> <li>Management Information Systems</li> <li>Marketing</li> <li>HR management &amp; Strategy</li> <li>Finance</li> <li>Accounting</li> <li>Management Decision Science</li> <li>Business Analytics</li> <li>Healthcare(will be offered in 2025)</li> </ul>
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### Key Courses in Frontier MBA

- Women Leadership Development Program
- Women Leadership In-Depth Development Program
- The Fourth Industrial Revolution and the World of Management Consulting
- Employment Relations for Entrepreneurship
- Venture Management and Entrepreneurship

## Part-time MBA Program

# Art & Luxury Business MBA

### •• Goals and Target Audience

This evening program is designed to cultivate professional executives in the global art and luxury industries. It is aimed at students and industry professionals—such as art managers, luxury brand executives, merchandisers, marketing professionals, and operations specialists—who seek to integrate art and business to enhance corporate brand value through artistic innovation.

### •• Educational Goals and Features

- Develop strategic thinking, business skills and leadership to address business issues in the art market and luxury industry.
- Enable students to objectively evaluate the subjective artistic value of luxury brands and transform it into business strategies.
- Provide a comprehensive education that bridges theory and practice, fostering students' growth into rational and professional art managers through the integration of art and business.



### Program Overview

The program offers intensive Saturday classes for mandatory major courses, with an expanded online and offline hybrid classes, as well as remote learning options, to maximize convenience for working women. Classes are primarily offered in Korean, with English courses also available.

### Curriculum and Degree Requirements

Total credits required	45 credits (30 mandatory, 15 elective) - Mandatory: 18 credits in General Management + 12 credits in Art & Luxury
Degree requirements	Minimum 4 semesters of enrollment, completion of mandatory major courses, and a GPA of 3.0 or higher

### Key Courses in Art & Luxury Business MBA

Brand Management  
 Global Art Market and Art Management  
 Cultural Foundations of Luxury and Luxury Business  
 Business Arts and Aesthetic Management  
 K-Culture and Business  
 Art Marketing  
 Modern and Contemporary History of Art Market  
 Color and Business  
 Luxury Brands Case Study

## Tuition Fees

Global MBA	Frontier MBA	Art & Luxury Business MBA
Approximately 11,800,000 KRW	Approximately 9,800,000 KRW	Approximately 9,800,000 KRW

\*Note: Additional admission fee of 1,120,000 KRW.

\*Based on 2025 academic year; subject to change.

## Scholarships

Scholarship Type	Duration	Amount (KRW)	Eligibility
Ewha MBA International Exchange	1 semester	1,000,000	Exchange Students (outbound)
(Type 1) 21st Century Ewha MBA	1 semester	3,000,000	Academic Excellence
(Type 2) Ewha MBA International Student	Continuous (if conditions met)	2,099,000	International Students in Full-time Programs
(Type 3) 21st Century Ewha MBA	1 semester	1,500,000	Academic Excellence
Ewha Student Council	1 semester	3,500,000 2,000,000	Executive Member
Ewha MBA Special	Continuous (if conditions met)	30% of tuition	Partner Organization Nominees
Ewha MBA Leadership	Continuous (if conditions met)	50% of tuition	Partner Organization Nominees

\*Note: Scholarship amounts are subject to change.



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