A WORLD-CLASS MBA SCHOOL IN KOREA

SKK GSB
BUSINESS ANALYTICS
MBA

SKK GSB
Graduate School of Business
Promising opportunities for growth in the field of AI

Heeyong Eun
(Business Analytics MBA, Class of 2024)
KPMG Samjong Accounting Corp

Enrolling in the Business Analytics MBA program was prompted by my current role in IT consulting. My aim was to enhance my comprehension of business within the IT sector and swiftly grasp emerging technologies. The MBA program facilitated a broader understanding of business through modules in accounting, marketing, and customer analysis.

Throughout the program, the standout elements were the distinguished professors and the camaraderie with classmates. Globally recognized professors imparted up-to-date knowledge, fostering creative thinking through discussions and group activities.

The program played a pivotal role in my career progression, I have been promoted and transferred to a role based on data analysis at a global consulting firm. This company offers opportunities for relocation to the United States and growth in the field of AI, and I am striving to apply what I learned in school to my actual work.

On reflection, the MBA program served as a gateway to diverse career paths, offering avenues to become a data engineer, AI engineer, or business analyst. Its flexibility allows for a deeper dive into areas aligned with individual goals and strengths.
Sookyong Lee  
(Business Analytics MBA, Class of 2024)  
GlaxoSmithKline – GSK Korea

The desire to learn the fundamentals of data analysis and to receive formal training in data interpretation drove me to pursue the Business Analytics program. I chose the SKK GSB BA MBA program for two reasons: it provides technical training through a rigorous and practical curriculum, and at the same time, this program emphasizes business insights and implications that can be derived from data due to its unique combination of data analytics and an MBA program.

Multiple hands-on team projects using real-life datasets, along with endless discussions with classmates, helped me shape my data skills and develop the ability to communicate findings from any dataset. Learning how other industries utilize and analyze data through class discussions was also an invaluable lesson for me. Through this program, I was able to enhance my technical skillset and strengthen my data analysis expertise, building on my business domain and previous marketing experience.

This journey brought me one step closer to a data-centric position, shifting from being a marketing specialist to an omnichannel analyst. For those like me who want to pursue a broad range of data-related careers, this program will equip and introduce you to industry data experience through experiential learning opportunities.
Ability to interpret data

Dongwook Seo  
(Business Analytics MBA, Class of 2024)  
Samsung University

I had the privilege of being a part of the Business Analytics MBA, and I can confidently say that it has been an incredibly transformative experience and endeavor, with three standout features that I found as follows.

First of all, the digital literacy that I am acquiring has become my top competitive advantage. No matter what business field or industry you are working in, I truly believe digital literacy should be prioritized to excel along with the company. This program goes beyond theory, providing hands-on learning experiences that allow students to apply digital literacy in real-world scenarios.

What also sets the BA MBA apart is its commitment to practical learning. The program is not just about acquiring knowledge, but about applying that knowledge in practice. I was immersed in real-world business challenges, working on projects that required me to analyze data and make data-driven decisions.

To realize these two aspects, the program is supported by the utmost efforts of the faculty. Professors are always open to their students, facilitating critical thinking and fostering lots of interactions not only between students but also between students and instructors.

For anyone who wants to become a forward-thinking professional in their field, I highly recommend this program to stay ahead in the ever-evolving field of business.
Opportunities for growth in a data-driven business world

Agnes Zhang
(Business Analytics MBA, Class of 2024)
Samsung C&T

Through my work experience, I saw the impact of data analytics and how it could significantly impact businesses. However, I realized that I lacked the necessary skills to harness this potential, and was determined to equip myself with the requisite knowledge and expertise. This realization led me to enroll in the Business Analytics MBA program. My experience in this program was truly enriching: the coursework was comprehensive, and the professors, who were experts in their respective fields, provided valuable and practical insights that I could immediately apply to my work. The case studies were also fascinating, and added depth to my understanding. Despite the challenges of balancing work and study, I received immense support from my peers, who not only made the journey enjoyable, but also contributed significantly to my learning. Through this program, I now feel better equipped and prepared to thrive in a technology-driven world, ready to take on new challenges head-on!
Adaptability to the changing business environment

Nagendra Prasad Munjapu
(Business Analytics MBA, Class of 2024)
Citibank Korea

I am delighted to share my feedback on the exceptional experience I have had as a RA MBA student (international) at our prestigious SKK GSB.

The caliber of our faculty members is truly outstanding. Their rich teaching experience and diverse cultural backgrounds bring a unique perspective to our classrooms. The faculty’s commitment to excellence is evident in their dedication to guiding us through the intricacies of business analytics, making complex concepts accessible, and ensuring that we grasp them effectively.

One aspect that particularly impressed me was the meticulously designed academic curriculum. The curriculum not only inspired my decision to join this course but also continues to inspire me every day. It strikes a perfect balance between theoretical knowledge and practical application, giving us the tools and insights needed to excel in the ever-evolving world of business analytics.

Another highlight of this program is the incredible diversity of our student body. Meeting individuals from various domains and top companies has been an eye-opening experience. Each person in our class brings a wealth of knowledge and expertise, making every interaction a source of inspiration. Collaborating with such talented peers not only enhances our learning but also broadens our horizons as we gain insights into different industries and cultures.

I wholeheartedly recommend this course. It’s not just a program; it’s a journey that transforms individuals into well-rounded, globally aware business professionals.
“New Opportunities in a New-Normal Era”

Jungsim Lee
(MS Business Analytics, Class of 2022)
LG Household & Health Care

The first strength of this course is practicality. In general, what you learn in graduate school differs from on-site work, but in this program analysis techniques based on programming such as Python, R, and SQL are practical and applicable in the field. In particular, in the new-normal era caused by COVID-19, I believe it will become more important to have analysis capabilities based on programming.

The second strength relates to the excellent and passionate faculty, to class operation, and to the curriculum at the highly professional home of Korea’s No. 1 MBA in Korea. Another reason for choosing this course is the opportunity to study at one of the globally top-ranking business schools that are collaborating with SKK GSB. In short, this program is practical for many modern businesspeople's needs and desires.
Growth as a data-driven leader

Jinwon Sung
(MS Business Analytics, Class of 2022)
KT

Although big data will lead to technological advances in AI, competition among companies is also expected to occur in a completely different way. Who will get to interpret the market with big data more accurately? Isn't this the key to determining who will win in competition?

I believe that by completing this course, you will be able to become a marketing expert who communicates clearly based on data.

It seems to me that this is the only course in which you can learn converging management and statistics, and even acquire skills that can be applied in practice. I communicate within my company in a completely different way now by applying what I learned through my studies. I came to understand that because of this course, I can now communicate on a more objective and professional basis, and grow into a company leader.