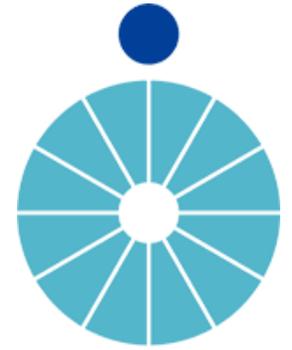


*Building Excellence Together*



文部科学省

MEXT

MINISTRY OF EDUCATION,  
CULTURE, SPORTS,  
SCIENCE AND TECHNOLOGY-JAPAN

# Coping with Current Challenges: Some Experience with Globalization

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Tong Suk Kim

KAIST College of Business

Visiting at KEIO Business School



# Big Premise: Business Schools exist within the Business Community



**Globalization!**  
**Innovation!**

**思考の拡張**

# Criticisms and Need for a New Model for Business Schools

Diminishing Demand for Traditional Generalist MBA

Specialist versus Generalist?

Deviation from the Genuine Purpose of Business Schools

Failing to impart skill sets demanded by the industry

Financial Problems due to High Cost of Resources

Cannot cover everything under one roof even with specialization

Fresh minted students lack skills organizations need



Outdated delivery mechanism and pedagogy

Inclusivity and Social Responsibility

Resources are becoming highly costly

Need for a Multi-Disciplinary Curriculum

Inappropriate and self-defeating models with a wrong incentivizing mechanism.

Demand-driven not Supply-driven

Breakdown of Functional Disciplinary Areas

Why do we run business schools like using a model for hard core physics?

Business teachers who do not know how to run a real business

Falling back into the preferred habitat

Social Responsibility

Extreme difficulties in the change management

Not Enough Resources to Handle Complexity

# Demand-driven Innovations @ KAIST

Specialist MBAs

- 1996: inaugural year of KCB (KAIST College of Business)
  - Techno MBA → Graduate School of Management + Executive MBA
  - Marketing MBA → Graduate School of Management + Social Entrepreneurship MBA **SK**
  - MIS MBA → Graduate School of Media and Information Management **G**
  - Telecom MBA → Graduate School of Media and Information Management
  - Green MBA → Graduate School of Green Growth **G**
  - Financial Engineering MBA → Graduate School of Finance **G**

※ Keep up with the new technology and new way of conducting business:

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Bringing the new idea into the world!  
Learning by Doing!

## Social Entrepreneurship Case@ KAIST

- 2 year Full time MBA program
- 100% Tuition support by the SK Group (funding)  
SK Center for Social Entrepreneurship (research & practical support)
- Student must start-up a social enterprise before they graduate  
(business idea + incubation + start-up: whole process except for ...)
- In 2015, SK donated \$10 million to fund the KAIST Venture Institute.  
(a venture capital wholly owned by KAIST)
  - Designated as a TIPS firm: agency which can supply matching fund of 9 times  
the amount we invest when the project is qualified
- Many are global social enterprises helping developing nations.

※ **Something to Think about: why do we need to have it all in house? (Silicon Valley)**

※ **Business mind (Xerox case ...)**

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Global leadership on key aspects of the new world movements

## Green Growth Case @ KAIST

- *The **Green-MBA*** established in 1996 was so ahead of time, we had to close the program temporarily.
- With the expertise acquired from running such a program, with the **rekindled interest in the business as well as government**, we successfully secured government funding to start a **Graduate School of Green Growth**. A bigger and better program.
- In 2014, KAIST College of Business (KCB) was recognized as the **World Number 4 in Bettering the World MBA programs** by Corporate Knights.
- Now, many global institutions for green growth are in close partnership with KCB. (frequent visit to KAIST to provide special lectures)
- KAIST host one of the most important conference: **SEOUL CLIMATE-ENERGY**



**SEOUL CLIMATE-ENERGY**

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# A Financial Engineering Case @ KAIST

- Why
    - Cannot have all the expertise in-house even with specialization
    - Students and the business community in Korea wanted global exposure with networking opportunities.
  - Mandatory semester at overseas universities (about 80 students a year)
    - Rochester University, Ohio State University, University of Illinois, Urbana-Champaign, Michigan State University, University of California, Irvine, University of Texas, Austin, Maryland University in the States, Cass School in London, UBC in Canada.
    - Dual degree programs for the Finance group: Rochester, MSU, Cass
  - Finance Analytics program – second semester at Universities with strong business analytics programs: Rochester, UT-Austin
-

# KOICA Program (Finance-MBA) @ KAIST

- Education of government officials of Ministry of Finance or Central Banks of Developing Nations
  - One and half year full-time program with full tuition coverage by the Korean government (transportation included)
  - Helping those government officials by providing advanced education related to finance and economics
  - News letters, Annual Conferences (award recipients are invited)
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# Other Globalization Efforts in Collaboration

- CKJ Program: Tsinghua + KAIST + Keio
    - CKJ (China, Korea, Japan) Center for Global and Asian Management
      - 3 days of Faculty Research Conference
      - Two week long student program (credit course): 12 from each university gets together and visit industries and write consulting reports together (6 teams on 6 different projects)
      - This year KEIO is the hosting university: starting from July 5<sup>th</sup>.
  - CKJ Degree Program: in consideration. Suggested by Dean Kono
  - Knowledge Sharing Program: under draft (utilization of talent pool of AAPBS schools for schools in need)
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# Further Globalization @ KAIST

## Dual Degree Program

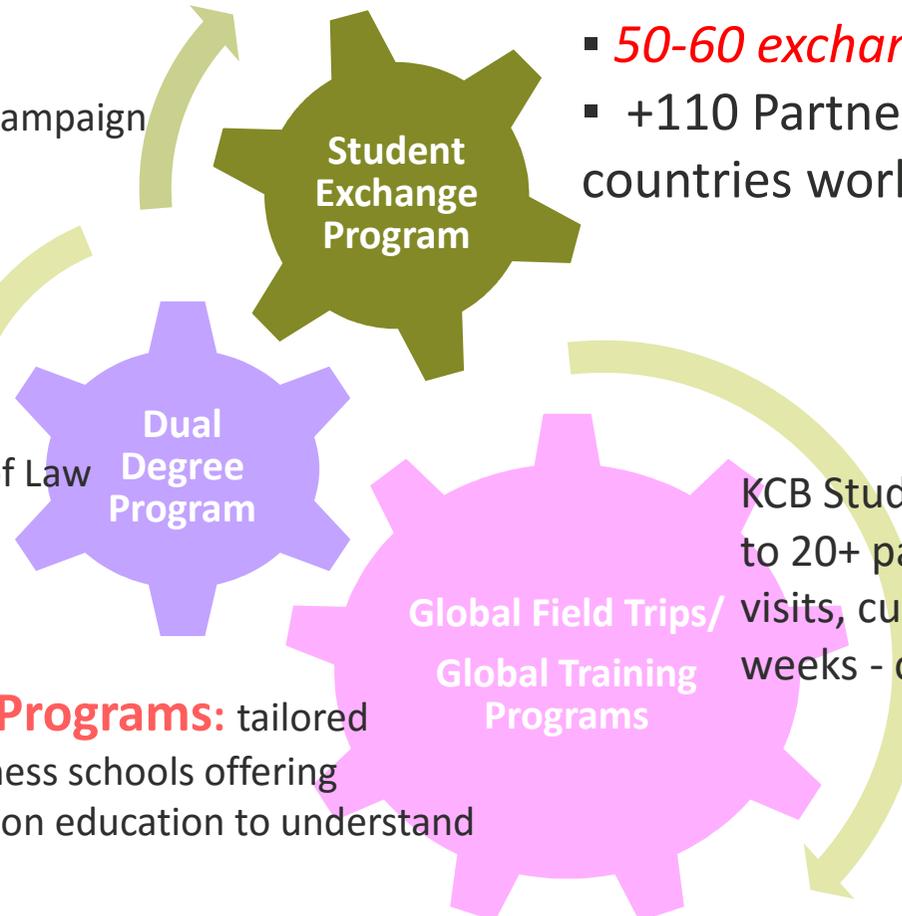
- University of Illinois at Urbana-Champaign
- City University London
- University of Rochester
- Michigan State University
- University of New South Wales
- University of Southern California
- IE Business School
- Northwestern University School of Law
- University of Arizona

## Student Exchange Program

- *50-60 exchange students annually*
- +110 Partner schools in 35 countries worldwide

## Global Training Programs

**Doing Business in Korea Programs:** tailored training programs for global business schools offering opportunity to experience hands-on education to understand Korean business culture

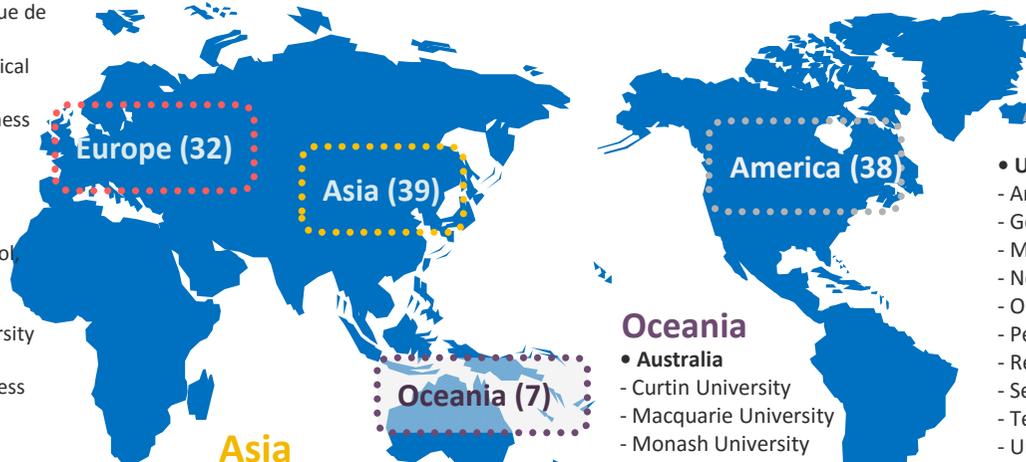


KCB Students' **Global Field Trips** to 20+ partners for lectures, firm visits, cultural experience for two weeks - one semester

# KCB – Global Partners

## Europe

- **Belgium:** Universite Catholique de Louvain
- **Czech Republic:** Czech Technical University
- **Denmark:** Copenhagen Business School
- **Finland:** Aalto University
- **France:** ESCP Europe, SKEMA Business School
- **Germany:** EBS Business School, University of Cologne
- **Italy:** Bocconi University
- **Netherlands:** Erasmus University Rotterdam
- **Norway:** BI Norwegian Business School
- **Poland:** Warsaw School of Economics
- **Portugal:** University of Porto
- **Russia:** Saint-Petersburg State University
- **Spain:** IE Business School
- **Sweden:** Stockholm University
- **Switzerland:** University of Lausanne, University of Saint Gallen
- **UK:** City University of London



## Asia

- **Brunei:** Universiti Brunei Darussalam
- **China:** Peking University, Shanghai Jiao Tong University, Tsinghua University
- **Hong Kong:** Hong Kong Univ. of Science and Technology
- **India :** Indian Institute of Management, Ahmedabad /Bangalore /Calcutta
- **Indonesia:** Prasetiya Mulya Business School
- **Japan:** Keio University, Kyoto University
- **Philippines :** Asian Institute of Management
- **Singapore :** National University of Singapore, Singapore Management University
- **Taiwan:** National Chengchi University, National Sun Yat-sen University, National Taiwan University
- **Thailand:** Asian Institute of Technology, Sasin (Chulalongkorn University)
- **Turkey:** KOC University

## America

- **U.S.A**
  - Arizona State University
  - Georgia Institute of Technology
  - Michigan State University
  - Northwestern University
  - Ohio State University
  - Pepperdine University
  - Rensselaer Polytechnic Institute
  - Seattle University
  - Temple University
  - University of California, Irvine
  - University of Maryland
  - University of Rochester
  - University of San Francisco
  - University of Southern California
  - University of Washington
- **Canada**
  - HEC Montreal
  - University of British Columbia
  - University of Toronto
- **Mexico**
  - EGADE Business School

# Building Global Awareness & Brand Power

## International Accreditation



**EQUIS Accreditation**  
Since 2010



**AACSB Accreditation**  
Since 2013

## International Membership



**AAPBS Founding Member**  
Since 2004



**UN Global Compact Member**  
Since 2008



**GMAC Member**  
Since 2010



**PIM Member**  
Since 2013

## International Ranking



**Executive Education**, ranked 1<sup>st</sup> in Asia, 20<sup>th</sup> in the world  
**Global MBA**, ranked 99<sup>th</sup> in the world

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# Let's Build Excellence Together!

