

Business & Hospitality

F&B Startup & Franchise

ENGLISH EDITION

세종사이버대학교

외식창업프랜차이즈학과

내일을 배우다 내일을 바꾸다
SEJONG CYBER UNIVERSITY



세종사이버대학교

F&B Startup & Franchise

외식창업프랜차이즈학과

외식 창업과 프랜차이즈 실무를 체계적으로 배우고, 현장에서 통하는 전문가로 성장할 수 있습니다.

Department Introduction

Korea's first convergence program combining foodservice (F&B) entrepreneurship, restaurant management, and franchise business, to produce experts in F&B and franchise management.

Department Description

The program's goal is to produce foodservice and franchise professionals who will lead the foodservice-startup, restaurant-management, and franchise industries. Students learn from faculty with hands-on experience in the foodservice and franchise industries, study real entrepreneurship case studies, and grasp the core of both franchisor headquarters management and franchisee store management.

FACULTY

Business & Hospitality

경영·호텔

OFFICIAL COURSES

24 courses

NEXT INTAKE

March 2027

DEGREE

Bachelor of Business Administration

Bachelor of Business Administration · 경영학사

STUDY FORMAT

100% online (taught in Korean)

What makes Sejong Cyber University's F&B Startup & Franchise different?

- 01 **Taught directly by faculty with hands-on experience in the foodservice and franchise industries, bringing real entrepreneurship case studies into the classroom.**
- 02 **Annual benchmarking trips to overseas foodservice markets for research and analysis of global market trends.**
- 03 **Business-plan mentoring for students and alumni who want to open a foodservice/franchise business.**
- 04 **Support for earning professional certifications such as franchise consultant**
foodservice management expert, barista, and sommelier.
- 05 **About 25% of graduates each year are supported in advancing to master's programs at well-known universities, including admission benefits for Sejong University's graduate school.**

Curriculum

Official courses (Korean name · English rendering)

세계음식문화사	World Food Culture History
레스토랑경영	Restaurant Management
외식경영론	Foodservice Management Theory
기초빅데이터분석	Basic Big Data Analysis
커피의이해	Understanding Coffee
외식콘텐츠스토리텔링기법	Foodservice Content Storytelling Techniques
외식창업실무	Foodservice Startup Practice
외식·서비스상품화전략	Foodservice/Service Commercialization Strategy
식음료원가관리	Food & Beverage Cost Management
창업아이템개발	Startup Item Development
상권분석	Trade Area Analysis
상권별입지전략	Location Strategy by Trade Area

와인과세계술이야기	Wine and World Liquor Stories
프랜차이즈시스템경영	Franchise System Management
외식마케팅성공전략	Foodservice Marketing Success Strategy
뉴스가있는카페창업	Café Startup with the News
식공간디자인개발	Food-Space Design Development
고객을사로잡는컨셉개발	Developing Concepts that Capture Customers
프랜차이즈브랜드관리	Franchise Brand Management
스토어데이터분석을 통한매출증대기법	Sales-Boosting Techniques through Store Data Analysis
외식사업계획및컨설팅	Foodservice Business Planning and Consulting
슈퍼바이징실무	Supervising Practice
SNS를활용한트렌드분석	Trend Analysis Using SNS
고객커뮤니케이션전략	Customer Communication Strategy

Certification Guide

Certifications supported by the department

가맹거래사

조주기능사

유통관리사

외식창업경영관리사

프랜차이즈경영관리사

빅데이터경영관리사

외식경영관리사

외식업서비스마스터

DEGREE UPON GRADUATION

Bachelor of Business Administration

Bachelor of Business Administration · 경영학사

How to apply from Indonesia

- 01 Free consultation with Annyeong Academy on WhatsApp to check the fit of the major.
- 02 Prepare the 5 apostilled documents — no TOPIK required to apply.
- 03 Apply for the March 2027 intake; Annyeong Academy guides you through to admission.

Annyeong Academy

Official admission partner for Indonesia · Sejong Cyber University, Seoul

Free consultation via WhatsApp +62 823-1956-9256 · hello@annyeongbless.com · annyeongbless.com/sjcu

English translation of Sejong Cyber University's official 2026 e-brochure, re-set by Annyeong Academy in a design that follows the original. Not an official university document; course, certification, and institution names are kept in Korean.