

#	Classification	Credit	Course	Course Description
1	Elective	3	Management Information Systems	Changes over the past decade have magnified the importance of information technology and its potential to strategically impact organizations: The advent of personal computers in early 1980's; the explosion of the Internet; the availability of wireless networks; and so on. Given these changes, more and more companies are using information technology as a competitive tool to add value to products and services. Therefore, in today's environment, it is essential that business managers & executives understand the basic concepts of contemporary information systems, how they are managed as well as their potential effects on organizations. To this end, this course is designed to provide future managers with the basic knowledge required for effective IT-related decision-making. The emphasis of this course is on understanding the managerial and organizational issues surrounding the use of technology in business contexts.
2	Elective	3	Management Consulting	This course aims at providing students with insights and practical application of knowledge in the areas as the skills, techniques, attitudes and mindsets, and consulting methodology that are considered important to the individual who becomes a management consultant. The course emphasizes strategic and behavioral skills, with a focus on contracting, identifying, diagnosing, and resolving client issues, and delivering results. It also introduces students to business models utilized, identification and cross-fertilization of best practices, marketing approaches, analytic techniques, strategy development, intervention process, technology implementation, change-management methodologies and the dynamics of a consulting career, based on lecture, discussion of readings and independent projects.
3	Elective	3	Managerial Accounting	All those who work for, or deal with, businesses need to understand accounting. Essentially, understanding accounting is a prerequisite for understanding business. This course is, therefore, designed to provide a basic understanding of management accounting including its concepts, theory and practice. In order to perform well in this course, extensive preparation is required prior to each class. In addition, over the course of the session, every attempt will be made to follow the daily schedule listed in the syllabus. However, depending on overall class progress, the syllabus may be adjusted. Any departures from the syllabus will be announced in class.
4	Elective	3	Global Business Strategy	This course provides a framework for analyzing decisions made by firms in an international context. This analytical framework provides the basis for formulating strategies that will enable businesses to succeed in the global business environment. The content of the course includes (1) an overview of the means of conducting global business, with an emphasis on what makes international different from

				domestic; (2) the major theories explaining global business transactions; (3) corporate strategy alternatives for global operations; and (4) global business activities that fall largely within functional disciplines. This course combines material from strategy, international trade and FDI theory, production, marketing, human resource management, organizational behavior and other related areas.
5	Elective	3	Financial Markets, Institutions, and Instruments	This course studies the knowledge and theories helpful to the manager of financial institutions. Students will discuss how to apply the theories to the management practices of the financial institutions.
6	Elective	3	Commercialization of Technology	This course addresses various issues on the commercialization of technology including technology marketing, technology evaluation, technology transfer, marketing for technology, financing, commercialization strategy covering the process of commercialization of technology.
7	Elective	3	Management of Technology and Innovation	Technological innovation is a key factor to increase economic wealth of a nation, together with labor and capital. It is also a major contributor who enables current generation to enjoy more wealth than previous generation. The entity that directly participates in the technological innovation and transforms the innovation into profits at the markets is the company. Therefore, companies have to make a lot of efforts in order to create technological innovations having high growth potentials. The main purpose of this course is learning how to strategically manage technological innovations, strong means of firms' competitive differentiation.
8	Elective	3	Entrepreneurship/ Business Ethics	<p>The purpose of this course is to understand the theory and processes of business ethics and law as they become important issues for the business community to conceptually and practically deal with. Business ethics and law can be regarded as two intersecting domains, and grasping the relationships between ethics and law can primarily provide insights for students to frame business and society. The content is useful to MBA students since the course is designed to be relevant to the broad spectrum of business ethics and law problems that are faced by the manager and professional.</p> <p>Current global environments offer various business opportunities. This course provides a framework for analyzing business surroundings, finding business chances, writing a comprehensive business plan and implementation plan for a venture of your business choice. It will allow you to acquire the knowledge and skills required for articulating a winning business model for your venture—developing and writing a proper and effective business plan to launch your business in either an independent or a corporate setting.</p>
9	Elective	3	Corporate Finance	Corporate finance is a course which deals with specialized topics in finance. It picks up from the basic courses on finance as well as accounting. This course looks at

				<p>decision making from the corporate point of view. As this course is an extension of the basic courses, all inputs received in finance and accounting courses will need to be revisited.</p> <p>This course will be handled in two modules. First module will deal with adjusted present value, valuation of real options and corporate restructuring. Second module will deal with initial public offerings; follow on public offerings and mergers and acquisitions.</p>
10	Elective	3	Leadership in Organizations	<p>This course provides students with ideas, techniques, and tools to assist their leadership development procedure, exploring concepts such as lifelong leadership development. Its topics include individual's principles, values and ethical boundaries, authentic relationships building and team support, and leadership style and power. It discusses a few cases on leadership in Samaul Undong related Korean organizations.</p>
11	Elective	3	Marketing Management	<p>This course offers an in-depth study of marketing management for business firms that are various in terms of size, of industry, or of geographical market coverage. We will discuss all the major topics in planning, implementing, and controlling of marketing activities of manufacturing firms. We will cover such marketing decision problems as segmentation, targeting, positioning, and mixing marketing variables either in a static or in a dynamic perspective. We will find how these decisions can be strategically combined to achieve the business firm's marketing goals such as sales, market share, customer share, customer loyalty, etc.</p>
12	Elective	3	Marketing Strategy	<p>Superior marketing is an essential requirement for business success as the world's economies continue to change. There are many indications that management thought and practice have moved into a new era. The fundamental premise underlying market driven strategy is that the market and the customers that comprise the market are the starting point in strategy formulation. The key challenges for business organizations include: (1) developing a shared vision throughout the organization about the market and how it is likely to change in the future; (2) identifying opportunities for delivering superior value to customers; (3) positioning the organization and its brands in the market place to obtain the best match between distinctive competencies and value opportunities; (4) recognizing the potential benefits of partnering with customers, suppliers, distribution channel members, internal functions, and even competitors; and (5) changing the design of the organization to implement and manage strategy.</p>
13	Elective		Business Communications	<p>This course addresses:</p> <ol style="list-style-type: none"> 1) The function and techniques of written and oral communication as practiced by individuals and organizations doing business globally. The function and techniques lead to and enhance understanding of the underlying business issues. 2) The requirement for leaders to understand a situation thoroughly and to

				<p>communicate their analysis and assumptions regarding the situation clearly and economically.</p> <p>3) The identification and analysis of practical and ethical issues and the development of resolutions to those issues.</p> <p>4) The effective use of management skills in resolving problems and the ability to present those solutions persuasively.</p> <p>5) The practice of negotiation to resolve disputes, agree upon courses of action, bargain for individual or collective advantage, and/or craft outcomes which serve their mutual interests</p> <p>6) The differences in business practices across many countries.</p> <p>7) Refined use of English in business situations.</p>
14	Elective	3	Business Research and Analytics	<p>This course assists students in clarifying business problems and coming up with alternatives by analyzing data as a strategic decision-making tool for enabling a competitive advantage. Students study primary and secondary research methods with applications to specific problems, using qualitative and quantitative designs for individual investigation on current problems within a student's area of interest. Additionally this course gives students an opportunity to present a research report using different research approaches and methods in order to help students to communicate their own research results effectively in their business discipline.</p>
15	Elective	3	Big Data Collection and Analysis	<p>In this course, students will be able to cultivate practical ability to make more efficient decision making and to create new value by utilizing Big Data in a rapidly changing business environment. For achieving this goal, students will explore how to apply Big Data to solve real problems and study how to collect data and analyze using various software such as R, C, Java, Python, and TehshorFlow. This course will involve term project using real-world datasets as a case study.</p>
16	Elective	3	Big Data and Social Innovation	<p>Under 4th industrial revolution, there are enhanced demands of big data in social sectors. In this course, students will be able to learn strategies related to social innovation, social change, analysis of public big data and its utilization. By doing so, this course aims to cultivate social designers who can bring betterment of quality of life in local societies.</p>
17	Elective	3	Service Marketing	<p>In terms of Service Marketing</p> <ul style="list-style-type: none"> - To provide an appreciation and understanding of the unique challenges inherent in marketing, managing, and delivering service excellence at a profit. Participants will be introduced to and have the opportunity to work with tools and strategies that address these challenges. - To develop an understanding of the "state of the art" of service management thinking. - To promote a customer service-oriented mindset.

				<p>In terms of Strategic Thinking</p> <ul style="list-style-type: none"> - To promote a habit of looking at any problem from the managerial viewpoint. - To develop a strategic approach to a management problem <p>In terms of Communication Skills</p> <ul style="list-style-type: none"> - To enhance reading comprehension of English written articles - To improve writing ability for business reports - To upgrade presentation skills
18	Elective	3	Service Operations Management	This course is developed to devote MBA students to understand the fundamental role of service operations management and learn how to approach a diverse range of strategic and tactical issues. These topics include service strategies, service-product design, service quality management, service inventory and queue control, and managerial issues of professional services organizations.
19	Elective	3	Tax Accounting	This course addresses the basic frames of Corporation Tax, Income Tax, Value Added Tax, Inheritance & Gift Tax and Local Taxes.
20	Elective	3	Consumer Behavior	This course is an upper level marketing course. This course will explore the complex and constantly evolving realities of consumer behavior and marketing field by introducing to you the details of current consumer behavior theories (consumer's culture, psychological core, decision-making process, consumer behavior outcomes) and practical cases. Also this course will discuss in some depth the cases' real issues pertaining to advertising, customer services, understanding consumer needs, consumer participation, consumer social network, and others.
21	Elective	3	Smart Operations Management	The course is designed to improve the understanding of the impact and implications of some emerging disruptive technologies in the industry 4.0. Students learn how to integrate such state-of-the-art technologies and approaches including big data, AI, and blockchain to operations strategy and best practices. This course helps students understand the transformation of operations management into a more efficient, effective and smart way with perspectives of quality, cost, flexibility, agile response, customization, technology innovation, new products through the latest theories and cases.
22	Elective	3	Business Environment in Emerging Markets	This course is designed to develop an understanding of the key factors and activities that constitute the International Business Environment in general, and an appreciation of Asian countries' contemporary position within the International Business Environment. The environment includes international business activities, the international monetary system and the influence of other economies. The principal activities are international trade, foreign direct investment, financial flows and regional economic integration. It also includes international socio-cultural, political,

				<p>legal, technological and competitive environments. Students discuss and select a target country and company in Asia in pre-trip sessions. Lectures, seminars, and workshops take place at a business school and companies in the target country. Throughout the course, students analyze the country's and companies' business practices, make a team presentation, and submit a report. With hands-on experiences, students broaden their global perspective.</p>
23	Elective	3	Operations & Supply Chain Management	<p>This course is designed to educate MBA students on the fundamental role of operations and supply chain management playing in the global economy, while stimulating critical thinking on a diverse range of related topics of operations and supply chain strategy, process and product design, production and supply chain planning and control, quality management, operations innovation, and global sourcing and procurement.</p>
24	Elective	3	Marketing Channel Management	<p>This course deals with the key decision problems of distribution channels management. The issues include channel design, recruit and managing channel participants, and channel performance evaluation. Even though it focuses on manufacturers' domestic channels, it also covers global channels and service channels.</p>
25	Elective	3	Human Resources Management	<p>This course studies various issues of HRM and methods dealing with managing people in organizations in this course. The different methods developed and used in managing human resource and issues to consider in decision making will provide an understanding of the complexity involved in managing people based on Strategic perspectives.</p>
26	Elective	3	Financial Statement Analysis and Valuation	<p>This course studies two-fold: (1) Understand how financial statements are prepared under the International Financial Reporting Standards (IFRS) and can be used for decision making purposes and (2) understand how financial information is priced in the stock markets.</p>
27	Elective	3	Financial Accounting	<p>Students will learn the basic concepts of financial reporting system, and how to prepare and use financial statements effectively in the decision-making process.</p>
28	Elective	3	Strategic Management	<p>Current global business environments require managers to formulate proper strategies for attaining sustainability. So the course is intended to provide the students with a pragmatic approach that will guide the formulation and implementation of corporate, business, and functional strategies. Students learn the basic concepts of strategies and obtain the ability to apply those to real business.</p>
29	Elective	3	e-Commerce Management	<p>Due to the advances in information technology and the rapid changes in e-business environment, firms have been enduring E-business transformation. This subject introduces a recent paradigm shift from e-commerce to e-business management. A dozen of e-business models are explained with real world cases. In the B-to-B e-commerce, current e-marketplaces in various industries and their merits are</p>

				discussed with vivid examples. We also trace new developments in m-business (Mobile business) and Pervasive Computing. Further, future u-business models with promising applications are discussed intensively. Managerial innovation can be also addressed in the e-business management perspective, such as business reengineering, quality management, restructuring, and benchmarking with some relevant applications and cases.
30	Elective	3	Organization Theory	Study the structural components of corporate organizations and explore the theoretical frameworks and elements that contribute to the effective maintenance and development of organizations.
31	Elective	3	Organizational Behavior	This course is about human behavior in organizations and focus upon persons, dyads, groups, and collectives as ways to understand and deal with organizational behavior. For example, we may view individuals as persons who do not interact with other individuals and so we may predict that their behaviors are influenced by their personality characteristics. We may also view individuals as a member of a group, in which member behavior is influenced by group member interactions (e.g., group norm). Individuals may also behave on the basis of their positions. In a similar way, we may view individuals as those who do interact with other individuals and as those who occupy in a particular position. Accordingly, we may predict that individual behaviors are influenced by group member interactions and roles defined by positions. Through the completion of this course, you can get the knowledge about (1) single-level and (2) multiple-level factors that influence person, dyad, group, and collective behaviors.
32	Elective	3	Capstone Project	Capstone Project provides an opportunity to apply taught materials in a live commercial environment and to work alongside professional business managers in a variety of business settings to create an "inside" experience. Capstone Project apply models taught throughout the MBA program for business analysis, into a real business environment.
33	Elective	3	Investments	This introductory investments course provides MBA students with a comprehensive overview of investments in the capital markets and a practical foundation for making investment decisions. It covers portfolio theory and practice, equilibrium in capital markets, fixed income securities and security analysis. The major topics for this course will include: the concept of risk aversion and diversification, optimal risky portfolio, Capital Asset Pricing Theory, Arbitrage Pricing Theory, Bond Prices and The Term Structure of Interest Rates, Behavioral Finance, Security Analysis, etc.
34	Elective	3	Financial Innovation	Finance and its industry have been changed continuously with the pace of new technology. While traditional financial innovations were related to the change in the regulation, recent innovations are linked to IT. This course helps to understand various financial innovations including robo-advisor and cryptocurrency.

35	Elective	3	Hi-tech Marketing	This course offers an in-depth study of marketing management for business firms that are various in terms of size, of industry, or of geographical market coverage. We will discuss all the major topics in planning, implementing, and controlling of marketing activities of manufacturing firms. We will cover such marketing decision problems as segmentation, targeting, positioning, and mixing marketing variables either in a static or in a dynamic perspective. We will find how these decisions can be strategically combined to achieve the business firm's marketing goals such as sales, market share, customer share, customer loyalty, etc.
36	Elective	3	Principles of Accounting	The Principles of Accounting course aims to provide a foundational understanding of accounting concepts and principles, focusing on analyzing and utilizing financial statements. This course covers double-entry bookkeeping, the preparation of financial statements, and the accounting treatment methods of assets, liabilities, equity, revenues, and expenses. It also explores the application of financial information in managerial decision-making processes.
37	Elective	3	Big data Analysis for Accounting Information	The purpose of this course is to learn the basic concepts of big data by using financial or non-financial information. The students can deal with problems such as overall understanding of financial information, the activities of financial information in the audit process, and the use of related big data. Also, the students might learn how to evaluate the business flow and how to identify inefficient and unusual business flow by using big data.
38	Elective	3	CRM and Data Marketing	CRM(Customer Relationship Marketing) means a business strategy or paradigm that maximizes the mutual benefit of a company and its customers over the life cycle of a customer by acquiring, maintaining and strengthening relationships with customers by utilizing various resources and capabilities of the company. Recently, the formation and maintenance of customer relationship is seen as the purpose of marketing, and its importance is emphasized. This course aims to help students understand CRM from a comprehensive viewpoint and cultivate practical knowledge for applying CRM to various customers by applying various data related to customers including big data concept.