

■ Introduction to Information Systems (3-2-2)

The purpose of this course is to give students an understanding of information systems by analyzing the field of information systems as it relates to managerial end users and the fundamental system concepts used in information systems. It deals with computer hardware structures, operations of software systems, the basic principles of data communications and system operation software.

■ Introduction to Management (3-3-0)

This course covers the true nature and history of management, including the research subjects and methods of management, the development of management environments, management strategies and systems and general management theory.

■ Introduction to Economics (3-3-0)

This course covers the analysis of price mechanisms including the consumer demand, production market price determination, distribution, welfare and the principle of determining the national income from the aspect of the commodity market, currency market, and labor market, and studies the theories of economic growth, employment and inflation.

■ Principles of Accounting (3-3-0)

This course follows the basic analytical process for a year by recording, calculating and arranging data to accurately determine corporate management outcomes and the financial conditions.

■ Internet Application to Business (3-2-2)

In order to gather data and information from the world of the Internet, students understand the principles of digital data communication systems, TCP/IP structures and their functions. Students search for data and information more efficiently and adapt information to their decision making more effectively. The course aims to improve the productivity of Internet application to managerial decision making.

■ Mathematics for Economics & Business (3-3-0)

This course conveys the power of mathematics as shown by the variety of problems which can be modeled and solved by quantitative means. Topics include matrix, systems of equations, elementary linear programming and the mathematics of finance.

■ Business Statistics (3-3-0)

This course covers the basic concepts of statistics including average, ratio, dispersion chart, standard distribution, and students learn about time series analysis, correlative analysis, management analysis and non-parametric statistical method theory.

■ Intermediate Accounting (3-3-0)

This course is designed for the discussion of issues related to intermediate financial accounting, and is for students who have previously taken Principles of Accounting. The accounting procedures for assets, liabilities, and shareholders' equity are presented followed by special topics including leases, accounting for income taxes, accounting changes & error corrections, cash flow statements, and accounting for derivatives. The course also addresses issues and problems encountered by managers who produce financial information. Students are able to interpret financial statements and to extract information useful for decision making and to prepare financial statements with raw financial data. They are able to express with confidence, both orally and in writing, the theories and concepts discussed in this course.

■ Marketing Management (3-3-0)

The purpose of this course is to introduce key marketing ideas and phenomena and develop students' skills in marketing analysis and planning. This course provides an introduction to the fundamental concepts of marketing, including a customer orientation, matched with attention to competition and core strengths.

■ Business System Analysis (3-2-2)

This course deals with business system analysis and how to design and build useful data base systems in an organization. Business systems are composed of many entities and relations. Students learn how to breakdown business systems to mutually exclusive but totally inclusive components and how to reorganize them. The result of the system analysis is entity relationship diagrams and relational database management systems.

■ Decision Making (3-3-0)

This course studies the overall matters of management quantitatively and addresses scientific and reasonable decisions for executives on the management plan and post analysis.

■ Organizational Theory (3-3-0)

This course lets students understand the various factors that affect the characteristics and behavior of an organization and its employees. Students to effectively manage individuals, groups, and the organization. Learning the concepts and methods to simultaneously increase the satisfaction of employees and the effectiveness of an organization is the purpose of this course.

■ Financial Institution Management (3-3-0)

This course covers the financial market, that connects the supplier and user of funds, its role and function, analysis of the main components in the financial market, the characteristics of financial institutions and the efficient management of it.

■ Operations & Production Management (3-3-0)

This course teaches the basic principles of production systems within a corporate organization, and it studies the relevant theories and techniques related to the design of production systems and their control and management.

■ Financial Management (3-3-0)

This course studies reasonable fund management and the management techniques of planning, executing and controlling of procurement and the operation of management capital.

■ Marketing Channel (3-3-0)

The distribution channel is one of the four Ps of the marketing mix. Selecting and managing the channel is the focus of this course. The course objective is to inculcate in students the ability to develop, implement, critically evaluate, and hone the “go to market” strategy for a firm.

■ Cost Accounting (3-3-0)

This course teaches the individual cost calculation, the principles and procedures of comprehensive cost calculation, accurate classification of cost categories, and it aggregates the material costs, labor costs and other expenses to classify and distribute.

■ Services Marketing (3-3-0)

The purpose of this course is to introduce students to services marketing as a

separate and distinct area of marketing thought and practice and help understanding of its powerful influence in competitive markets. The course focus is on the service customer, the service company and the integration of marketing, human resources and operations within the service system.

■ Business Communication (3-3-0)

This course focuses on writing, speaking and interpersonal communication. The objectives of this course are to analyze communication situations and audiences to make choices about the most effective and efficient way to communicate, to deliver effective business presentations, to write business documents, and to develop effective interpersonal communication skills.

■ Introduction to International Trade (3-3-0)

This course covers international trade theory, international trading systems and economic integration.

■ Trade and Culture (3-3-0)

This course covers cross-culture issues in order to improve the international trade and the organizational efficiency of to global corporations. It includes comparing cultures, organizational culture, globalization strategies, and international human resource management.

■ Organizational Behavior (3-3-0)

This course analyzes the environmental and structural human relationships that impact on the description on the theoretical and empirical background that describes human behavior within groups and organizations.

■ Investment Analysis & Management (3-3-0)

This course covers price determination in the capital market based on the investment policy of a company, the structure and function of the securities market, price determination and portfolios related to the securities market.

■ Human Resource Management (3-3-0)

This course provides an overview of the management of human resources in organizations. Topics include human resource decisions dealing with staffing, training and development, performance management, compensation, and employee relations. The emphasis is on basic theories of problem-solving, decision-making approaches,

operational methods, technologies, and practices, application of relevant behavioral science theory and research, and legislation and other environmental constraints having an important bearing on the effective utilization of human resources by an enterprise.

■ Consumer Behavior (3-3-0)

This course highlights the relationship between consumer behaviour and marketing strategies. The success of companies' marketing strategies depends upon managers understanding of consumer behaviour. Students' learning of how to analyze purchasing patterns is important for their future work as marketers.

■ Quality Management (3-3-0)

This course covers the position of quality control including the importance, purpose, function, effect, contents and techniques in production. It emphasizes statistical quality control techniques and total quality control.

■ Insurance Management (3-3-0)

The purpose of this course is to teach the theory, history, policy, and laws of insurance, and the practical contents of various insurances.

■ Business Case Study (3-3-0)

Students understand how business management is applied in an actual enterprise in a domestic business climate that is varied and changes rapidly. The course takes a theoretical approach and equips students with a grounding in reserve ownership and business operation to achieve enterprise targets and competitive advantage.

■ Management Information System (3-3-0)

This course covers the decision making of management including information, structure and management of corporate management information systems, planning, executing, and controlling of information resources, plans for corporate management innovation and information system facilitation.

■ Strategic Management (3-3-0)

This course studies the principles of and cases for the decision making process to secure a competitive edge by harmonizing competency with an understanding of external environmental changes in a business setting.

■ Entrepreneurship (3-3-0)

This course is designed for students who are seeking to go into business for themselves, join an entrepreneurial venture, become involved in technology management in a large corporation, get into the venture financing field, e.g., venture capital, and/or to learn entrepreneurial activities in various settings. This multidisciplinary and multifunctional course provides students with the theoretical and institutional knowledge needed for successful entrepreneurial activity. Collaboration between students in diverse disciplines is strongly encouraged in this course.

■ Introduction to Small Business (3-3-0)

This course studies the status of small businesses, factors for success and failure, starting up of small businesses and work functions and management strategies.

■ Managerial Accounting (3-3-0)

The aim of this course is to study the design methodologies of management accounting systems in order to enhance the quality of management decision making related to each function in the corporate value chain, namely research and development, design, manufacturing, marketing, distribution and customer service. Topics include cost structure analysis, various cost concepts, design methods of various costing systems, strategic decision makings using cost information, and performance measurement systems. This course provides students with contemporary management accounting techniques including ABC, target costing, quality costing, life-cycle costing and balanced scorecard. It's important to know how accounting can contribute to management as a whole.

■ International Business (3-3-0)

This course provides basic concepts about the internationalization of a corporation and to the international business environment. Students also learn the ability to analyze the mode of entry into foreign markets and the stages of globalization.

■ Service Operations Management (3-3-0)

This course offers in-depth knowledge in the design and management of service operations. Especially, it handles the knowledge and skills to plan, organize and manage service operations for the improvement of service quality and productivity in the field of the customer relationship management and healthcare management.

■ Financial Statement Analysis (3-3-0)

This course studies and reviews the diagnosis on the finance and accounting of a company based on the basic data such as the financial statements.

■ Management of Technology (3-3-0)

This course discusses strategic management of technology in start-up and established firms. It focuses on the changes and the interactions of business environments, internal business capabilities, technologies, and markets.

■ Tax Accounting (3-3-0)

This course provides an overview of tax accounting including the national tax basic law, the corporate tax law, income tax law, and value added tax law. Students are able to make year-end tax adjustments as well as prepare a tax plan for a company.

■ Marketing Research (3-3-0)

This course studies how the marketing manager systematically and objectively collects, records, analyzes, and reports the information necessary for marketing decision making.

■ Business Planning and Analysis (3-3-0)

Students learn about business planning and analysis of the business validity of an enterprise's establishment and new business. Through this, students improve decision-making methods, creation, business programme, operation and estimation techniques of enterprise value.

■ Theory of Multinational Corporation (3-3-0)

This course covers the natural characteristics of multinational corporations. It includes the motivation and strategy of multinational corporations foreign direct investment, international strategic alliance, global knowledge management, and global strategies in emerging markets.

■ Auditing (3-3-0)

The purpose of this course is to systematically analyze auditing theory and enhance the students' understanding of modern auditing. Auditing is necessary not only to corporations, but also to governments, hospitals, and schools. In short, auditing is essential to all organizations. This course deals mainly with the auditing problems of corporations, but the basic principles apply to all organizations.

■ High-Tech Marketing (3-3-0)

This course synthesizes decision frameworks and strategies that reflect best-practices in the area of high-technology marketing. It will survey both research and practice related to the marketing of technology and innovations, supported with a plethora of examples and applications. This course provides some structure and offers guidelines for the development of strategy and marketing programs for high-technology firms.

■ E-business (3-3-0)

E-business is the utilization of information and communication technologies (ICTs) in support of all the activities of business. Electronic business methods enable companies to link their internal and external data processing systems more efficiently and flexibly, to work more closely with suppliers and partners, and to better satisfy the needs and expectations of their customers. While e-business refers to a more strategic focus with an emphasis on the functions that occur using electronic capabilities, e-commerce is a subset of an overall e-business strategy. E-business involves business processes spanning the entire value chain including electronic purchasing and supply chain management, processing orders electronically, handling customer service, and cooperating with business partners.

■ Labor and Management Relations (3-3-0)

This course provides useful perspectives for solving many problems of employment relations in organizations, such as management participation and looking at the bargaining process of employee-employer-government from reciprocal positions. In addition to the existing ideas on industrial relations, this course focuses on 1) government status and roles for industrial relations, 2) strategic choices of employees and employers considering the situations and institutions, and 3) a new paradigm for industrial relations based on generally accepted theories.

■ Internship 1 (3-2-2)

This course is designed to offer experience in business, to broaden the knowledge of domestic market, and to integrate the business curriculum with real world experience. At the same time, it aims to help students to prepare for their career after graduation. Students are expected to take an active internship in local companies, private enterprises, and public institutions, and to submit a field report.

■ Internship 2 (3-2-2)

The objective of this course is to provide opportunities for students to gain

knowledge of international business environments and to develop global competitiveness while beginning to pursue their personal and professional career goals. Students earn college credit by submitting a field report based on their work experience in a branch office of an global company in Korea, and Korean branch offices of public organizations.

■ 21st-Century Korean Management (3-3-0)

By looking into issues that arise in relation to labor, man, and business in the current environment and as the internal conditions of businesses change, this course discusses the ways to simultaneously achieve the purpose and happiness.

■ Creativity & Innovation Management (3-3-0)

This course covers the basic concepts of creativity and innovation. Case studies on this topic increase student's capabilities in analyzing innovation processes happening in the real world.

■ Analysis of Industrial Environment (3-3-0)

To understand recent industrial environments, students study about technological changes in high technology related industries, such as information technology, bio-technology, and nano-technology. This course studies the characteristics of high-tech industries and new managerial approaches like design management.