

Course Description

■ 경영학원론

Principles of 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. Students will learn about the essence of management from the perspective of planning, organization, and control, and also learn the basics of management functions such as marketing, human resources organization, production management, and technology management.

■ 회계학원론

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.

■ 경제학원론

Principles of 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.

■ 경영수학

Management Mathematics 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.

■ 경영통계학

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.

■ 기업윤리와 사회가치경영

Business Ethics and Social Value Management 3-3-0

Business ethics aims to provide the knowledge and tools for managers to manage corporate ethics and social responsibility in the global economy. It helps students to identify ethical problems that arise in daily business management, and to establish reasonable solutions to ethical dilemmas through knowledge of

ethical principles and ethical reasoning. It also examines various issues related to social responsibility and social contribution for corporate social value creation.

■ 마케팅관리

Marketing Management 3-3-0

This course covers the strategic role of marketing for a business, marketing functions for products, distribution routes, promotion and price and students develop a strategic sense through case studies.

■ 소비자행동론

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.

■ 브랜드관리

Brand Management 3-3-0

This course will enhance the understanding of the importance of brands in establishing brand concepts and marketing companies, and learn how brands are developed and managed. In particular, for effective brand management, we learn basic theories and examples related to brands such as brand identity, brand equity, brand experience, brand value, and brand extension. It also introduces a company's brand strategies to provide a strategic perspective on brand management.

■ 서비스마케팅

Service 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.

■ 디지털 마케팅

Digital Marketing 3-3-0

The goal of this course is to understand the digital marketing framework, which is a scientific marketing methodology that encompasses the overall digital marketing, and to cultivate knowledge and practical application of digital marketing. Also, based on this, it is aimed at developing effective digital marketing decision-making ability.

■ 유통관리론

Channel Management 3-3-0

An understanding of the interactions between institutions in a channel (all the way from the point of conception of a product/service to point of consumption and beyond) and its implications for effective delivery of value to the end consumer. A set of analytical frameworks, concepts and tools for critical

thinking about channel design, channel coordination and overall channel performance.

■ 소매관리

Retail Management 3-3-0

The goal of this course is to increase the understanding of retail management and to cultivate knowledge and practical application of retail management. Also, based on this, it is aimed at effectively developing decision-making ability regarding retail management.

■ 하이테크마케팅

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.

■ 빅데이터 마케팅

Big Data Marketing 3-3-0

This course deals with basic knowledge of big data that has become important with the Fourth Industrial Revolution and how to establish and implement marketing strategies based on big data. In order to conduct marketing using big data, we will learn big data analysis methods such as Market basket analysis using association rules, text mining, and social network analysis in the marketing field, along with theoretical lectures on data-based marketing. In addition, this course focuses on marketing application methods and cases of analytical results to enhance big data application ability in the real marketing field.

■ 국제마케팅

International Marketing 3-3-0

This course will present an overview of the unique aspects of marketing in the international business environment and provide the framework upon which multinational marketing management can be based. Emphasis will be placed on the role of the international marketing manager in the development of marketing strategies for a variety of markets in diverse cultural, political and economic situations. Focus will be on the decision making process in the areas of foreign market analysis, target identification, product planning, promotion and channels of distribution.

■ B2B마케팅

Business to Business Marketing 3-3-0

This course introduces customer extension into the industrial goods market and industrial marketing which applied to the B2B market. In detail, this deals with a method of planning and implementing B2B marketing that identifies the needs and wants of B2B customers and establishes long-term relationships with them. In addition, we learn the details of purchasing decision-making processes and marketing strategies in the B2B market, and experience various marketing methods in a wide range of B2B market situations through

relevant case studies in various industries.

■ 경영과학

Management Science 3-3-0

This course covers various tools to solve business problems in view of managerial point. Optimization techniques such as linear programming and network model are discussed. We develop lots of optimization models through this course.

■ 서비스운영관리

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.

■ 생산관리

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.

■ 스마트팩토리입문

Introduction to Smart Factory 3-3-0

In this course, a concept and operation of smart factory would be learned. We study internet of things, cyber physical system, big data and mobile system and model the smart factory by using them. Finally, methodologies for operating it are discussed.

■ 의사결정론

Decision Theory 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.

■ 품질경영

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.

■ 인사관리

Human Resource Management 3-3-0

This course provides an overview of the effective management of human resources in organizations.

Topics include human resource decisions dealing with staffing, job management, training and development, career development plan, promotion management, performance management, compensation, strategic human resource management, and employee relations. Emphasis is on: basic theories; problem-solving and 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 organization.

■ 노사관계론

Industrial Relations 3-3-0

This course provides useful perspectives for analyzing and solving problems of industrial relations in organization. Emphasis is on: tri-partism; collective bargaining process; worker participation programs; industrial relations in non-union organizations; and strategic choice of labor, management, and government. Students learned the key concepts, theories, and practices of industrial relations simultaneously will be the competent managers that can understand and control union, so increase the effectiveness of an organization.

■ 사회적기업론

Social Enterprise Theory 3-3-0

Through a critical analysis of the capitalist economic system that has changed dramatically since the Industrial Revolution, various alternative systems to overcome the problems of market economy will be reviewed, especially social enterprise or social economy system. In addition to the theoretical background of social economy and social enterprise, we develop innovative managerial capabilities to form a sustainable performance community by learning the major social economy policies of Korea and each country.

■ 조직행동론

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.

■ 조직론

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.

■ 비교조직행동론

Comparative Organizational Behavior 3-3-0

There are cultural differences between the East and the West, and in a corporate organization in a

global environment, employees are made up of various members. Therefore, an understanding of organizational behavior in a comparative dimension is a very important factor in entering the global market and creating performance. It is necessary to understand and approach the differences of each country by understanding cultural differences such as motivation and leadership.

■ 재무관리

Financial Management 3-3-0

The main purpose of this course is to provide an introductory understanding of the basic concepts of financial management to the students, and to develop the usage of important financial tools and skills to assist the students in the application of the concepts in a real world.

■ 기업재무론

Corporate Finance 3-3-0

This course presents the foundations of finance with an emphasis on applications vital for corporate managers. We discuss most of the major financial decisions made by corporate managers both within the firm and in their interactions with investors. Topics include criteria for making investment decisions, valuation of financial assets and liabilities, capital structure choice, merger and acquisition, and payout policy.

■ 금융시장론

Financial Markets 3-3-0

This course introduces the structure of financial systems and behavior of financial markets. Also the course understands financial securities which are mainly traded in financial markets and analyze characteristics and risk managements of financial intermediaries

■ 경영분석

Business Analysis 3-3-0

This course provides a solid foundation for a career in business analysis. We explore the strategy, phases, components and process a business analysis uses to develop a project. From conducting an enterprise analysis, you will learn the basics of how to manage the process and determine the appropriate parties to be involved.

■ 투자론

Investment 3-3-0

This course covers the decision-making principles of financial investment from the position of the investor, and in particular, portfolio selection theory, capital asset price determination theory, and financial price theory.

■ 금융기관론

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.

■ 금융리스크관리

Financial Risk Management 3-3-0

This course is an advanced course in the management of financial intermediaries and the development of risk management systems. It will deal with advanced methods of measuring financial risk within financial institutions including risk measures, value at risk and other models. Methodologies for dealing with these risks will also be investigated, including regulatory controls, capital management, risk rating of loans, securitization and methods of dealing with credit products.

■ 핀테크개론

Introduction to Fintech 3-3-0

Fintech is the label for increasingly technological approaches to the main financial intermediation functions: payments, capital raising, remittances, managing uncertainty and risk, market price discovery, and mediating information asymmetry and incentives. In today's FinTech businesses, consumers bank via mobile apps integrated into social media, institutions trade electronically, and robo-advisers make decisions about investment portfolios. This inter-departmental course provides an introduction to the emerging Fintech discipline. It is intended to be the starting point for stern students who may take additional electives in the Fintech area, while also providing an overview of the area for students who intend to take only one Fintech course.

■ 파생금융상품론

Financial Derivatives 3-3-0

This course introduces futures, options and other derivatives which are based on various underlying assets. The course analyzes pricing mechanisms, characteristics and trading system of financial derivatives. Additionally, students understands the way these derivatives are utilized at financial risk managements.

■ 창업·벤처금융론

Startup·Venture Finance 3-3-0

This course is designed to provide intermediate-level understanding of how to create, finance, manage and evaluate a startup as well as investing in other companies as a venture capitalist. Topics covered are: overview of the entrepreneurial process, organizing and financing a new venture, valuing early-stage ventures, and venture capital valuation methods.

■ 금융사례분석

Financial Case Studies 3-3-0

By employing a case study approach focusing on complex problems, students gain a deeper understanding of corporate forecasting, capital budgeting, cost of capital analysis, and the financing of capital investments. The impact of financial decisions on strategic investment completes the course. The

course combines a theoretical approach to the understanding of finance, with examples of how this theoretical knowledge is applied in practical situations. Through such key concepts as cost of capital, term structure of interest rates, capital budgeting, optimal capital structure, and maximization of shareholder value, students learn the analytical techniques necessary to make rational financial decisions.

■ 재무설계

Financial Planning 3-3-0

This introductory course provides an overview of the basics of financial planning and the functions of the financial planner. As a prerequisite for other courses in the program, it covers financial planning tools and techniques, including financial statement analysis, basic economics, funding for education needs, and dealing with clients.

■ 기업가정신과 기술혁신

Entrepreneurship and Technology Innovation 3-3-0

The main purpose of this lecture is to learn all kinds of knowledge related to the entire process of venture start-up and start-up management based on entrepreneurship. Changes in the technological environment, discovery of business opportunities, business plans, techno leadership, and high-tech marketing will be dealt with theoretically and practically. Through this course, technology-based venture startups and management capabilities can be developed.

■ 창업경영론

Entrepreneurial Management 3-3-0

The purpose of this course is to provide the students with knowledges such as venture idea generation, writing a business plan, venture strategy for the successful start-up. Through this course student can learn the essential skills and knowledge for the professional venture CEO and venture consultants.

■ 기술사업화

Technology Commercialization 3-3-0

In this lecture, technology commercialization theory and technology commercialization strategy and process are studied. Students learn the entire process of technology commercialization, including technology innovation, promising technology discovery, technology matching, business model, technology transfer, and technology marketing. In addition, students will learn about the technology commercialization ecosystem.

■ 비즈니스모델

Business Model 3-3-0

Students learn concretely about the key factors that make up the business model. Cooperative partners for production or sales, core business activities, core business resources, products and services that provide value to customers, customer relationship plans, target customers and main cost factors, and profit creation methods are studied.

■ 기술경영론

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.

■ 중소기업론

Introduction to Small Business 3-3-0

In this course, the current status of SMEs, factors of success or failure, and start-up and business functions of SMEs, and management strategies are studied. This course examines the characteristics of small and medium-sized enterprises (SMEs) management different from those of large enterprises, and learns success factors and growth strategies. Students learn various issues such as business strategy, marketing, organizational management, and technology management of small and medium-sized enterprises.

■ 창의성및혁신관리

Creativity & Innovation Management 3-3-0

This course examines the entire process of creativity and innovation management. By examining the cases of actual creativity and innovation creation, students will be able to better understand the innovation process that is created in actual business sites. Students will learn the sources of innovation, innovation process, innovation strategy, and innovation management process. Through this course, students learn the entire process from idea and creativity to innovation management and deployment.

■ 21세기 첨단경영론

High-Tech Management in the 21 Century 3-3-0

This course examines the trend of future high-tech change and the company's technological innovation strategy according to the change of the future environment. The emergence of new promising technologies in the 21st century, such as 3D printers, smart grids, and telemedicine, will be considered. In addition, students learn about successful change and innovation strategies of companies responding to these environmental changes. By taking this course, students will be able to understand the rapidly changing external technological environment and develop organizational management competency to respond to it. The class consists of theory, case presentation, and practice of technology strategy tools.

■ 미래예측과 혁신전략

Foresight and Innovation Strategy 3-3-0

In this lecture, students learn the concept of foresight, the methodology and strategies of future foresight. Also, the method of establishing the innovation strategy of the organization is considered. This course examines successful cases of establishing strategies based on foresight and considers ways to apply them to actual management.

■ 특허경영

Patent Management 3-3-0

In this lecture, students learn about patent creation and IP-based technology management system for patent management. Students learn about the creation and utilization of intellectual property such as patents, trademarks, and trade secrets, and the establishment of technology patent strategies based on the 3Ps (products, papers, and patents).

■ 변화와 혁신

Change and Innovation 3-3-0

In this lecture, students learn about organizational change and innovation strategies for specific technological innovation. This course examines organizational change and innovation theory as well as various innovation strategy tools. Innovation strategy, organizational structure, culture management, and various innovation tools are also studied.

■ 기술프로젝트 관리

Technology Project Management 3-3-0

In this lecture, students learn all aspects of technology innovation project management, such as project planning for technological innovation, project execution management, manpower management, and schedule management. In addition, students will learn advanced project management techniques and applications. Students will also learn new project management techniques such as agile project management and CCPM project management techniques.

■ 기술전략

Technology Strategy 3-3-0

In this lecture, students learn how to establish a technology strategy through external and internal environment analysis. After establishing a technology strategy, students will also learn about specific implementation plans through technology planning. Technology strategy, corporate strategy, and competitive strategy are studied. Through this class, students will learn the entire process of the technology strategy and its execution.

■ 4차 산업혁명과 정보기술

4th Industrial Revolution and Information Technology 3-2-2

Since the beginning of the Fourth Industrial Revolution, many companies have introduced various kinds of information systems to improve work efficiency, develop new business models, and make more accurate decisions. The shift in the new paradigm is causing a shift in the industry-wide environment that provides new opportunities for companies due to convergence of information technology. Therefore, in this class, we will examine how information technology and information systems, which have been evolving since the Fourth Industrial Revolution, are bringing about changes to the company and learn how these changes are applied to the entire industry.

■ MIS

Management Information System 3-3-0

Recently, many companies make use of different kinds of information systems to improve efficiency in their operations, develop new business models, and make more accurate decisions. By addressing the various concepts and issues associated with information systems used in the enterprise, this class introduces students to basic understanding of information systems and how information systems are applied in the enterprise environment.

■ 기업 데이터 관리의 이해

Understanding of Enterprise Data Management 3-2-2

This course learns about the key concepts and functions of databases used by modern enterprises to store, manage, and utilize corporate data, database design and query processing using SQL. It also uses MS-Access to build simple databases.

■ 기계가 학습하는 법

Machine Learning 3-2-2

This course introduces various machine learning theories using statistical approaches or inductive algorithms, along with basic concepts associated with machine learning, and learns the ability to collect, analyze, and derive real-world data by performing machine learning projects as a team.

■ E-비즈니스

E-business 3-3-0

This course understands the basic principles that govern corporate management in the digital age and fosters an eye suitable for the information environment that changes corporate management in the future. Starting with the basic concept of E-business, we raise the ability to lead the E-business as well as traditional enterprises by learning about the structures, functions and operations needed in the planning, operation and control process of E-business.

■ 비즈니스커뮤니케이션

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.

■ 무역학개론

Introduction to International Trade 3-3-0

This course covers international trade theory, international trading systems and economic integration. Also it studies the types of trade, the trade management system, and the import and export procedures.

■ 국제경영론

International Management 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.

■ 글로벌기업론

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.

■ 이문화관리와 협상

Intercultural Management and Negotiation 3-3-0

The purpose of this course is to explore various approaches to cross-cultural management, to understand strategies and tactics for international assignments and global team management, and to improve the negotiating ability of global partnerships.

■ 국제재무론

International Finance 3-3-0

This course deals with the basic introduction to the foreign exchange market and international financial market, as well as the measurement and management of foreign exchange risk and interest rate risk.

■ 경영환경론

Management Environment 3-3-0

This course learns how to understand and analyze the business environment necessary to make business decisions as a manager. In other words, the analysis framework of the macro-environment such as technological change, demographic structure, economic macro indicators, and political/social changes is studied.

■ 전략경영론

Business Strategy 3-3-0

This course covers the strategy formulation and its decision making issues for the competitive advantage of the organization. It includes the external analysis and internal analysis for strategy formulation and alignment of the corporate strategy with the competitive strategy. The students learn the skills and knowledge regarding the strategy and also analyze the case study.

■ 재무회계

Financial Accounting 3-3-0

After studying the fundamentals of accounting, as an introductory field of accounting, learn the basic concepts of accounting with an emphasis on the basic principles of double-entry bookkeeping to prepare the foundation for studying higher-level accounting subjects.

■ 관리회계

Management Accounting 3-3-0

As internal reporting-oriented accounting, students will learn about the methods of measuring and delivering accounting information necessary for managerial decision-making such as planning and control, pricing and performance evaluation, and their use.

■ 원가회계

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.