

## Spring 2006 Course Schedule (courses offered in English)

course no.	course name	days & time	professor	credit
MGT 351	Theory of Macroeconomics	Fri. 9:00 – 12:00	Seong Tae Yoon	3
MGT 511	Strategic Management	Mon., Wed. 11:30 – 13:00	Baek Yoon Seok	3
MGT 518	Global Competition Strategy	Mon., Wed. 16:00 – 17:20	Nam Kyoo Park	3
MGT 530	Operations Strategy and Supply Chain Management	Mon., Wed. 14:30 – 15:50	Kim Bo Won	
MGT 542	Management Information Systems	Tues., Thurs. 10:00 – 11:30	Hee Seok Lee	3
MGT 590	Cross-cultural Management	Fri. 12:00 – 15:00	Betty Chung	3
MGT 641	CRM and Service Management	Tues., Thurs. 14:30 – 16:00	Young Kul Kim	3
MGT 900	Korean Business and Culture	Fri. 16:00 – 19:00	Kim Bo Won	3
MGT 966	Leadership Seminar	Thurs. 17:30 – 19:20	Betty Chung	1

### **MGT 351 Theory of Macroeconomics**

This course aims to provide an intermediate level of understanding of how an economy works. The topics include national income, aggregate demand and supply, money and banking, inflation and unemployment, foreign trade and the exchange rate, and economic growth.

### **MGT 511 Strategic Management**

This course introduces concepts, theories, approaches and analytical models associated with the process of strategy formation and implementation in both profit and non-profit organizations. It also provides opportunities to make strategic analyses and to make decisions for strategic issues of real organizations through participation in class discussions and performing group term projects.

### **MGT 518 Global Competition Strategy**

This course explores the determinants of competitiveness and successful economic development viewed from a bottom-up, microeconomic perspective. While sound macroeconomic policies, stable legal and political institutions, and improving social conditions create the potential for competitiveness, wealth is actually created by firms at the microeconomic level. The course focuses on sophistication and productivity of firms, the vitality of clusters and the ultimate determinants of a nation's or region's productivity. The course has been designed not only for students at Harvard but as a platform that can be taught at universities throughout the world.

### **MGT 530 Operations Strategy and Supply Chain Management**

The course deals with the strategy, design and diagnosis, development, operations and improvement of the supply chain, on which business information and physical goods flow. The success of a business is determined by the competition among supply networks rather than the competition among individual firms. Competitiveness of a supply network depends on how the value creation activities of constituent firms are integrated and provides the values the market needs (price, speed quality, variety). In order for a network to be successful, the product and process developments, information management (demand forecasting, order management, production planning), procurements, operations, logistics and service activities of individual firms should be coordinated and / or integrated. This course prepared students to be able to approach supply chain integration issues by providing strategic and analytic tools that can be used to evaluate the value creation and value transfer processes over a supply chain.

### **MGT 542 Management Information Systems**

The purpose of this course is to present the relationships among the key components of MIS. This course reviews fundamentals on hardware, software, I/O devices, file and data management, system analysis and design, project management, decision support systems, expert systems and telecommunications. This course does not intend to merely review the basics of computers, but to emphasize more advanced topics like hardware selection, software development strategy, MIS organization and research methodology. All faculty members who are experts in each issue will teach the relevant topics.

### **MGT 590 Cross-cultural Management**

This course is designed to provide participants with an intellectual and an experiential forum for developing the interpersonal, intercultural communications and interaction skills necessary for international managers. As we move into the 21st century, where globalization is taking root and demographics are changing, it is vital that our workforce has a solid and practical understanding of the interrelationships between the self and world economy. The ability to communicate cross-culturally and understand diverse perspectives is a necessity in order to achieve a competitive advantage in our global economy. This course is much more than the study of cross cultural communication. It involves the study of international business practices and managing diversity in the context of understanding multicultural and international affairs.

### **MGT 641 CRM and Service Management**

This course approaches CRM as a partnership between company and customer and introduces critical concepts and methods such as customer value, customer asset value, CRM vision and strategy, CRM strategic planning methodologies through real world cases and industry expert lectures. After completing this course, you will be able to understand the critical CRM issues, conduct a CRM strategy planning project, and analyze the feasibility of CRM investment.

### **MGT 900 Korean Business and Culture**

This course is offered for incoming exchange students and foreign students who need and desire a basic understanding of Korean society, the Korean business environment and Korean language. Classroom lectures will cover the areas of politics (domestic and Asia region), society, business, mass media, and the

characteristics of the Korean Economy. Field trips will be planned to help enhance understanding. With this basic understanding, students will acquire skills for doing business in Korea.

**MGT 966 Leadership Seminar**

This is a seminar course for graduate students designed to develop leadership skills.