

Classification	Course	Subject No.	Subject Name	Professor	Learning goals and Objectives								
					L1		L2			L3		L4	
					L11	L12	L21	L22	L23	L31	L32	L41	L42
Mandatory	IMMBA	IM503	Statistical Analysis and Decision Making Model	Ahn, Jae Hyeon	0		0	0		0	0	0	0
Mandatory	IMMBA	IM513	Marketing Analysis and Strategy	Hahn, Min Hi		0	0	0	0	0			0
Mandatory	IMMBA	IM514	Strategic Management	staff	0	0				0	0	0	0
Mandatory	IMMBA	IM515	Financial Management	Park, Kwangwoo				0	0	0			
Mandatory	IMMBA	IM516	Accounting	Yu, Seong Jae	0	0	0		0	0			
Mandatory	IMMBA	IM551	Information Technology Strategy & Management	Lee, Hee Seok	0		0					0	0
Mandatory	IMMBA	IM557	Media Management & Economics	Jung, Jae Min		0	0				0		
Mandatory	IMMBA	IM559	Business Consulting	staff				0	0		0	0	0
Mandatory	IMMBA	IM561	Business Analytics	Oh, Wonseok	0	0	0			0	0	0	0
Elective	IMMBA	IM512	Managing Organization and Leadership	staff	0	0	0		0	0	0		
Elective	IMMBA	IM553	Information & Communications Systems	Tcha, Dong Wan								0	0
Elective	IMMBA	IM554	Overview of Internet Technologies	Tcha, Dong Wan	0	0						0	0
Elective	IMMBA	IM555	Ubiquitous Management	Kim, Soung Hie	0	0	0	0	0	0		0	0
Elective	IMMBA	IM558	Media Consumer Psychology and Advertising	Park, Byung Ho	0	0	0			0			0
Elective	IMMBA	IM560	IT Modeling	Huh, Soon Young	0			0	0	0			0
Elective	IMMBA	IM601	IT Industry Anlysis	staff	0	0				0		0	0
Elective	IMMBA	IM603	Managing Digital Convergence	staff	0	0						0	0
Elective	IMMBA	IM605	Telecommunications Economics and Convergence Policy	Kim, Jae Cheol						0	0	0	0
Elective	IMMBA	IM621	Value Innovation with IT	Kim, Soung Hie	0	0	0	0			0		
Elective	IMMBA	IM622	Business Process Management	Lee, Byung Tae	0	0						0	0
Elective	IMMBA	IM623	Data Mining and Intelligence Marketing	Huh, Soon Young				0		0		0	0
Elective	IMMBA	IM624	IT Consulting	Kim, Young Gul			0	0	0	0	0	0	0
Elective	IMMBA	IM626	e-Business Strategy	Huh, Soon Young	0		0		0	0			0
Elective	IMMBA	IM627	CRM Strategies and Customer Analysis	Kim, Young Gul		0	0	0		0		0	
Elective	IMMBA	IM661	Entertainment Industry Analysis	Kim, Young Gul			0		0		0	0	0
Elective	IMMBA	IM662	Contents Developments Strategy	Kim, Soung Hie	0	0	0	0	0	0			
Elective	IMMBA	IM663	Entertainment Marketing	staff	0	0				0		0	0
Elective	IMMBA	IM664	Social Media and Interactive Management	Jung, Jae Min	0	0	0	0				0	
Elective	IMMBA	IM665	Media in Business Environment	staff			0						0
Elective	IMMBA	IM666	Media Industry Analysis	Jung, Jae Min	0	0	0			0		0	0
Elective	IMMBA	IM671	Business Presentation in English I	staff	0	0	0		0				
Elective	IMMBA	IM672	Management of Technology and Entrepreneurship	Bae, Zong-tae	0		0			0		0	0
Elective	IMMBA	IM673	Data Security and DRM	staff	0	0					0	0	0
Elective	IMMBA	IM675	Design Management	staff	0		0					0	0
Elective	IMMBA	IM676	Knowledge Management	Lee, Hee Seok	0		0		0			0	0
Elective	IMMBA	IM678	Valuation of IT Media Business	Han, In Goo						0	0		0
Elective	IMMBA	IM679	Growth Strategy	Lee, Hee Seok	0	0	0					0	0
Elective	IMMBA	IM681	Special Topics in Information & Media Management I	staff	0		0				0	0	
Elective	IMMBA	IM684	Business Presentation in English II	staff	0	0	0					0	
Elective	IMMBA	IM685	Special Topics in Information & Media Management II	staff	0		0				0	0	

Classification	Course	Subject No.	Subject Name	Professor	Learning goals and Objectives								
					L1		L2			L3		L4	
					L11	L12	L21	L22	L23	L31	L32	L41	L42
Elective	IMMBA	IM686	Econometric Foundation for Business Analytics	staff	0	0	0	0		0	0	0	
Elective	IMMBA	IM687	Management of Enterprise Data	staff	0		0		0	0			0
Elective	IMMBA	IM688	Social Media Analytics	staff	0	0	0	0	0	0	0	0	
Elective	IMMBA	IM689	Spreadsheet Modeling and Decision Analysis	staff	0	0	0		0	0	0	0	
Elective	IMMBA	IM690	Managing Financial IT Service	staff	0		0	0		0			0
Elective	IMMBA	IM691	Digital Media & Corporate PR Strategy	Park, Byung Ho	0		0	0		0		0	
Elective	IMMBA	IM692	Art & Culture Management	Jung, Jae Min	0		0	0			0	0	0
Elective	IMMBA	IM693	Neuro-Business	Park, Byung Ho	0		0	0			0	0	0
Elective	IMMBA	IM694	Advanced Business Analytics	Cho, Daegon	0	0		0	0	0	0	0	0
Research	IMMBA	IM901	Business Consulting Practice	staff				0	0		0	0	0
Research	IMMBA	IM911	International Field Trip	staff	0	0		0	0			0	0
Research	IMMBA	IM931	Domestic Field Study	staff	0			0				0	0
Research	IMMBA	IM941	IT/Media Practice	staff			0		0	0		0	0
Research	IMMBA	IM965	Independent study for graduate studies	staff	0	0		0	0			0	0