

Classification	Course	Subject No.	Subject Name	수강인원	Professor	Learning goals and Objectives								
						L1		L2			L3		L4	
						L11	L12	L21	L22	L23	L31	L32	L41	L42
Elective	IMMBA	IM503	Statistical Analysis and Decision Making Model	31	Ahn, Jae Hyeon	○		○	○		○	○	○	○
Mandatory	IMMBA	IM513	Marketing Analysis and Strategy	29	Kim, Minki		○	○	○	○	○			○
Mandatory	IMMBA	IM514	Strategic Management	29	Lee, Ji-Hwan	○	○				○	○	○	○
Mandatory	IMMBA	IM515	Financial Management	29	staff				○	○	○			
Mandatory	IMMBA	IM516	Accounting	29	Han, Ingoo	○	○	○		○	○			
Mandatory	IMMBA	IM551	Information Technology Strategy & Management	31	Lee, Hee Seok	○		○					○	○
Mandatory	IMMBA	IM557	Media Management & Economics	29	Jung, Jae Min		○	○				○		
Mandatory	IMMBA	IM559	Business Consulting	29	Jung, Jae Min				○	○		○	○	○
Mandatory	IMMBA	IM561	Business Analytics	30	Oh, Wonseok	○	○	○			○	○	○	○
Elective	IMMBA	IM512	Managing Organization and Leadership		staff	○	○	○		○	○	○		
Elective	IMMBA	IM553	Information & Communications Systems		Tcha, Dong Wan								○	○
Elective	IMMBA	IM554	Overview of Internet Technologies		Tcha, Dong Wan	○	○						○	○
Elective	IMMBA	IM555	Ubiquitous Management		Kim, Soung Hie	○	○	○	○	○	○		○	○
Elective	IMMBA	IM558	Media Consumer Psychology and Advertising	12	Park, Byung Ho	○	○	○			○			○
Elective	IMMBA	IM560	IT Modeling		Huh, Soon Young	○			○	○	○			○
Elective	IMMBA	IM601	IT Industry Anlysis		staff	○	○				○		○	○
Elective	IMMBA	IM603	Managing Digital Convergence		staff	○	○						○	○
Elective	IMMBA	IM605	Telecommunications Economics and Convergence Policy		Kim, Jae Cheol						○	○	○	○
Elective	IMMBA	IM621	Value Innovation with IT		Kim, Soung Hie	○	○	○	○			○		
Elective	IMMBA	IM622	Business Process Management		Lee, Byung Tae	○	○						○	○
Elective	IMMBA	IM623	Data Mining and Intelligence Marketing	30	staff				○		○		○	○
Elective	IMMBA	IM624	IT Consulting		Kim, Young Gul			○	○	○	○	○	○	○
Elective	IMMBA	IM626	e-Business Strategy	22	staff	○		○		○	○			○
Elective	IMMBA	IM627	CRM Strategies and Customer Analysis		Kim, Young Gul		○	○	○		○		○	
Elective	IMMBA	IM661	Entertainment Industry Analysis		Kim, Young Gul			○		○		○	○	○
Elective	IMMBA	IM662	Contents Developments Strategy		Kim, Soung Hie	○	○	○	○	○	○			
Elective	IMMBA	IM663	Entertainment Marketing	16	staff	○	○				○		○	○
Elective	IMMBA	IM664	Social Media and Interactive Management		Jung, Jae Min	○	○	○	○				○	
Elective	IMMBA	IM665	Media in Business Environment		staff			○						○
Elective	IMMBA	IM666	Media Industry Analysis		Jung, Jae Min	○	○	○			○		○	○
Elective	IMMBA	IM671	Business Presentation in English I	31	Dewberry, Joe	○	○	○		○				
Elective	IMMBA	IM672	Management of Technology and Entrepreneurship		Bae, Zong-tae	○		○			○		○	○
Elective	IMMBA	IM673	Data Security and DRM		staff	○	○					○	○	○
Elective	IMMBA	IM675	Design Management		staff	○		○					○	○
Elective	IMMBA	IM676	Knowledge Management		Lee, Hee Seok	○		○		○			○	○
Elective	IMMBA	IM678	Valuation of IT Media Business		staff						○	○		○

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Elective	IMMBA	IM679	Growth Strategy		Lee, Hee Seok	○	○	○					○	○
Elective	IMMBA	IM681	Special Topics in Information & Media Management I	26	Park, Sunghyuk	○		○				○	○	
Elective	IMMBA	IM684	Business Presentation in English II		staff	○	○	○					○	
Elective	IMMBA	IM685	Special Topics in Information & Media Management II	46	staff	○		○				○	○	
Elective	IMMBA	IM686	Econometric Foundation for Business Analytics		staff	○	○	○	○		○	○	○	
Elective	IMMBA	IM687	Management of Enterprise Data		staff	○		○		○	○			○
Elective	IMMBA	IM688	Social Media Analytics		staff	○	○	○	○	○	○	○	○	
Elective	IMMBA	IM689	Spreadsheet Modeling and Decision Analysis		staff	○	○	○		○	○	○	○	
Elective	IMMBA	IM690	Managing Financial IT Service		staff	○		○	○		○			○
Elective	IMMBA	IM691	Digital Media & Corporate PR Strategy	16	Park, Byung Ho	○		○	○		○		○	
Elective	IMMBA	IM692	Art & Culture Management		Jung, Jae Min	○		○	○			○	○	○
Elective	IMMBA	IM693	Neuro-Business		Park, Byung Ho	○		○	○			○	○	○
Elective	IMMBA	IM694	Advanced Business Analytics	38	Cho, Daegon	○	○		○	○	○	○	○	○
Elective	IMMBA	IM695	Advertising & IMC	8	staff									
Research	IMMBA	IM901	Business Consulting Practice	29	Jung, Jae Min				○	○		○	○	○
Research	IMMBA	IM911	International Field Trip	23	staff	○	○		○	○			○	○
Research	IMMBA	IM931	Domestic Field Study	6	staff	○			○				○	○
Research	IMMBA	IM941	IT/Media Practice		staff			○		○	○		○	○
Research	IMMBA	IM965	Independent study for graduate studies		staff	○	○		○	○			○	○