

## □ IMBA Program\_2015

### **IMB504 Managerial Statistics and Decision-making 3:1:3(5)**

The primary objective of this course is to enable the students to raise capability to solve real-world managerial problems through statistical and analytical methodologies. It will nurture effective management capability and leadership by integrating objective and quantitative perspectives with more strategic and qualitative approaches.

### **IMB510 Leadership in Organizations 1.5:0:1.5(2)**

This course is about the new science of leadership. It presumes that we are all deficient in some way in terms of our cognitive ability, resources, or talents and that the way to acquire leadership power is not through the personal development of those skills but by being able to access the skills you need through experts who possess those skills. The goal of this course is to provide you with the coherent set of techniques needed to lead in environments characterized by complexity, interaction, and interconnectedness.

### **IMB511 Global Strategic Management 3:0:3(5)**

An overarching question of modern corporations is how to be better than other competitors in the long run. To address this question, this course provides theoretical frameworks for strategic management geared toward gaining sustainable competitive advantage over rivals for a long period time. Using various business cases of global companies, this course allows students to obtain strategic mind and capabilities for strategic analysis that can readily be applicable to real business world.

### **IMB512 Research Methods 3:0:3(5)**

This course introduces fundamental concepts and applications in research methodologies. From lectures, case studies and exercises, students will experience in research design and acquire an ability to collect and analyze empirical data.

### **IMB517 Negotiation for Managers 1.5:0:1.5(3)**

Students will learn the essentials of negotiation skills and techniques, which have been identified and developed by the modern interdisciplinary studies in negotiation. They will study various analytical frameworks and key concepts through application of these to the actual managerial context. Simulations and evaluation practices will enable students to attain the ability for a continued improvement in their future negotiations.

### **IMB520 Marketing Management 3:0:3(5)**

The objective of this course are (1)to define the strategic role of marketing in the firm, (2)to introduce students to the key elements of marketing analysis, (3) to provide a sound conceptual and theoretical tool kit for analysing marketing problems, and (4)to advance students' understanding of the marketing process as a framework of looking at the world.

### **IMB529 China Marketing 1.5:0:1.5(3)**

This course deals with the marketing strategy and practice issues for successful entry to China market, where long history and cultural diversity coexist with the rapid economic development. Students will study the marketing environments and cases for developing marketing mix and marketing implementation.

### **IMB531 Supply Chain Management 1.5:0:1.5(1.5)**

This course enables MBA students to understand strategic supply chain management (SCM). Theories and methods in SCM (such as the design and operations of value creation processes and strategic issues related with inventory, capacity, and quality) will be covered and real-world business cases will also be discussed.

- IMB539 China SCM** **3:0:3(6)**  
 China has developed her manufacturing capability dramatically. This course focuses on the manufacturing strategy, supply chain strategy, and distribution and logistics of global and local manufacturing companies. Case discussion and practical issues will be more emphasized.
- IMB540 Business and Society** **3:0:3(5)**  
 Business management is in essence an economic activity. The consequences, however, are deep and wide both in the society and the natural environment. This course deals with the socio-ecological consequences of management, their subsequent influence to business, and the managerial challenges related to the complex relationship between business and society.
- IMB541 Management of Information Technologies** **3:0:3(5)**  
 Through information and communication technology, now business processes of modern firms are globally connected, and innovation on business models and processes are sought by IT. The investment of IT has been ever increasing and comprises more than half of capital investment by firms. Hence, effective management of IT is very critical in business success. Therefore, this course will outline how to manage IT from business perspectives.
- IMB560 Financial Accounting and Analysis** **3:0:3(5)**  
 This course studies the basic principles of preparing financial statements including the measurement and valuation of their components. It also covers the basic analysis of financial statements by examining the meaning and implications of the financial statements. Through this, this course provides a fundamental framework of how to use accounting information for value creation and strategic decision making.
- IMB561 Financial Strategy and Valuation** **3:0:3(5)**  
 This course is designed to introduce the foundations and the basic tools for making financial decisions. This course will cover the topics including discounted cash flows, net present value, the concept of risk, cost of capital, capital budgeting, capital structure decisions, dividend policy, and real options.
- IMB564 Business Economics Analysis** **3:0:3(5)**  
 The first half of this course is designed to help students to understand firm's decision and behavior in the framework of microeconomics by focusing on various competition situations, and to develop analytical capabilities of dealing with managerial issues in various business environments. The second half of this course focuses on understanding business environments in terms of macroeconomic situations in which business managers make their real decision.
- IMB578 Supply Chain Strategy** **1.5:0:1.5(1.5)**  
 This course covers theories and empirical cases in operations strategy for both manufacturing and service industries. Specific subjects include manufacturing capability, new product innovation, supply chain coordination, global operations, and value chain sustainability.
- IMB590 Global Business Network** **1:6:3(3)**  
 This is a four-week global business practice course co-offered with top Chinese business schools. KAIST and Chinese MBA students in one class visit each other for two weeks, and study the country's market, business environment, and management culture through lectures, site visits, and case discussions.
- IMB592 Cross Cultural Management** **3:0:3(3)**  
 The Global Immersion Program is specifically designed to provide students with a cross cultural experience to help you develop skills and attitudes necessary to become a global leader. The program focuses on 4 key skill areas: International Business Skills, Global Leadership Skills, Presentation and

Public Speaking Skills, English Proficiency Skills

**IMB593 Business Presentation 3:0:3(3)**

This course is a **MUST** for all students who are interested in developing a professional approach to public speaking. This course addresses practical skills for effective public speaking and presentation skills for global managers. It examines common issues and best practices for effective communication and presentation skills in a Western content.

**IMB605 Business Communication 1.5:1:1.5(3)**

This course focuses an intensive practice to enhance skills for English Presentation and negotiation.

**IMB607 Global Management and Law 1.5:0:1.5(3)**

Law has become more important to managers yet so in flux. This course attempts to provide an integrated treatment of law and management that show how the law provides ways for managers to minimize risk while creating value and attaining core business objectives. It covers agency, contracts, sales, e-commerce, torts, and product liability.

**IMB612 Organization Management Strategy 1.5:0:1.5(2)**

This course is designed to provide an intermediate level of knowledge in organization management. It begins with an introduction and basic concepts of organization design, and covers various organizational factors which have a significant impact on organizational effectiveness.

**IMB652 Innovation Management Consulting 1:1:1.5(3)**

This course introduces fundamental methodologies and applications in business consulting. Students will learn actual methodologies for process improvement from consulting methodologies of renowned consulting firms and real world examples.

**IMB675 Special Topics in Technology Management(1) 1:0:1(1.5)**

This is a special course reserved for new topics in the techno management area of current interest or of potential for regular course development.

**IMB676 Special Topics in Technology Management(1.5) 1.5:0:1.5(2)**

This is a special course reserved for new topics in the techno management area of current interest or of potential for regular course development.

**IMB677 Special Topics in Technology Management(2) 2:0:2(3)**

This is a special course reserved for new topics in the techno management area of current interest or of potential for regular course development.

**IMB678 Special Topics in Technology Management(3) 3:0:3(4)**

This is a special course reserved for new topics in the techno management area of current interest or of potential for regular course development.

**IMB997 Capstone Project Study 0:9:3**

This is the capstone course for the KAIST MBA program. It enables the second year MBA students to integrate what they have learned from the courses taken for the last three semesters, which include diverse management disciplines from marketing, strategy, finance, accounting, to supply chain management and IT.