Division of Information & Media MBA Curriculum (For Students of 2018)

1. Course Requirement (Non-Thesis Requirement)

Students in the Graduate School of Information & Media Management are required to complete a total of **45** credits or more.

General Courses	Mandatory Major	Elective	Research	Total (Credits)
3 credits & 1AU	**21**	**15**	**6**	**45**

1. General Courses: 3 Credits & 1AU

CC020 Ethics and Safety I (1AU) - online teaching + Test

CC511 Probability and Statistics (3)

[Substitution: IM503 Statistical Analysis and Decision Modeling (3),
MGT503 Management Statistical Analysis (3)
FMB500 Statistical Analysis for finance (3)]

2. Mandatory Courses: 21 Credits

1) Area of Management Mandatory: 9 Credits

Course Title	Substitutive Course
IM513 Marketing Analysis and Strategy(3)	MGT520 Marketing (3)
IM514 Strategic Management(1.5)	MGT511 Strategic Management (3) MGT613 Strategic Management (3)
IM515 Financial Management(3)	MGT561 Corporate Financial Policy (3) FMB501 Financial Management (3)
IM516 Accounting(1.5)	MGT560 Financial Accounting (3) FMB502 Financial Accounting (3)

2) Area of Major Mandatory: 12Credits

IM511 Information Technology Strategy & Management (3)

IM557 Media Management & Economics (3)

IM559 Business Consulting (3)

IM561 Business Analytics (3)

3. Elective Courses: 15 Credits

1) Students should take more than 12 credits in Elective courses offered in IM MBA program.

2) **Concentration**

- Students may select up to 2 areas of concentration out of 3 areas listed below.
- Each area of concentration requires a minimum of **6 credits**.

△ Business Analytics

IM623 Data Mining for Intelligence Marketing (3)

IM627 CRM Strategies and Customer Analysis (3)

IM694 Advanced Business Analytics (3)

△ IT Management

IM623 Data Mining for Intelligence Marketing (3)

IM626 e-Business Strategy (3)

MIM534 Web & App Application Development (3) [IMMS Program]

△ Media Management

IM558 Media Consumer Psychology and Advertising (3)

IM627 CRM Strategies and Customer Analysis (3)

MIM551 Digital Convergence and Management of High-Tech Industries (3) [IMMS Program]

5. Research: 6 Credits

1) IM901 Business Consulting Practice (3)

2) IM911 International Field Trip (3) [Substitution: IM931 Domestic Field Study (3)]

6. English Proficiency Requirement

1) Students are required to complete one MGT900 course. This requirement is waived for students who have obtained S (Superior) Level of Oral Proficiency Interview (OPI).

2) This requirement is waived for students who have taken "IM671 Business Presentation in English Ⅰ(3)" and it will be counted as 3 credits of Elective courses offered in IM MBA program.

7. Notes

- The revised course requirement applies to students from entering the program in 2018.
- The revised course requirement can be applied to students who entered in or before 2017 with the approval of the chair.
- The revised course requirement can be applied to substitutive courses with the approval of the chair.