

# Description of Courses

## **BIT500 Management Statistical Analysis**

2:3:3(6) The course is to enable to the students to raise capability to solve real-world managerial problems through statistical and analytical methodologies.

## **BAF501 Corporate Finance**

3:0:3(5)

This course provides advanced theories and empirical evidences regarding corporate financing and investment decisions. Specific topics will include capital structure policy, dividend policy, M&A, and corporate governance.

## **BAF502 Financial Accounting**

3:0:3(6)

This course is placed on reading and interpreting the corporate financial statements from the perspective of the user of financial information. Te role of accounting infromation in analyzing the performance of a firm, its valuation and financial contracting is also covered.

## **BIT505 Managerial Economics**

3:0:3(3)

This course is an introduction to Economics, aiming at providing students with basic theoretical concepts and methods in the fields of both micro and macro-economics and helping them apply those concepts and methods to the analysis of economic issues and business strategies.

## **BIT525 Leadership and Organization Management**

3:0:3(4)

This course focuses on enabling the students to analyze formal decision making processes and develop analytical capacity to deal with complex managerial issues. The students will experience the importance of 'uncertainty' in decision making, and learn analytical, systematic ways to manage it in the real-world context.

## **BIT526 Strategic Management**

3:1:3(5)

This course provides conceptual frameworks and diagnostic tools for analyzing a diverse spectrum of the firm's survival problems.

## **BIT565 Marketing**

3:0:3(3)

The objective this course are to equip you with the conceptual frameworks and analytical tools required for marketing products and services and provide you with opportunities to understand marketing tools correctly and to apply them in realistic situation by analyzing marketing cases.

## **BAF504 Investment Analysis**

3:1:3(5)

Topics that will be discussed in this course will include the relation between the expected return and risk, asset pricing theories, portfolio management, and the market efficiency.

## **BAF603 Futures and Options**

3:0:3(5)

Student will learn about the basic derivatives such as forward, futures, swaps and options contracts in this course. The topics discussed in this course will include the concepts, pricing, design, and hedging of them.

## **BAF608 Mergers and Acquisitions**

3:0:3(3)

This course is designed to provides students with understanding of financial and economic implications of mergers and acquisitions. It also covers practical aspects of mergers and acquisitions through the case studies.

## **BAF616 Fixed Income Securities**

3:0:3(5)

This course discusses the basics of fixed income securities and the market. It also discusseds the interest rate risk and credit risk associated with fixed income securities. Basic interest rate term structure models will be introduced and associated derivative products will be discussed.

## **BAF625 Case Studies in Finance**

1.5:0:1.5(2)

This course will cover firms' capital structure decisions, corporate valuations, mergers and acquisitions, dividend policy, real options and corporate governance.

## **BAF664 Financial Statement Analysis**

3:0:3(5)

The course is designed to provide a framework to analyze financial statements and apply it in specific decision contexts such as investment and performance evaluation of a firm. It also covers business valuation and credit evaluation of a firm financial statement analysis.

## **BAF666 Managerial Accounting**

3:0:3(5)

This lecture covers the basic concepts and foundations for management accounting, cost allocations, performance of divisions and individuals, decision-making using management accounting information, and cost and benefit analysis.

## **BAF667 Advanced Financial Accounting**

3:0:3(3)

This course covers in-depth topics to prepare, understand, interpret, and use financial statements in accordance with International Financial Reporting Standards (IFRS). It includes various topics for intra-entity events (e.g., debt and equity financing, EPS, pension, lease, etc) and inter-entity events (e.g., consolidation, translation, etc).

**BAF668 Tax Strategy** 3:0:3(1)

Traditional finance and strategy courses do not consider the role of taxes. Similarly, traditional tax courses often ignore the richness of the decision context in which tax factors operate. The objective of this course is to develop a framework for understanding how taxes affect business decisions. This course deals mainly with income tax, capital gains tax and value added tax and related tax codes.

**BIT503 Business Analytics** 3:0:3

In this course, we will focus on the highly dynamic business analytics fields to a number of relatively invariant disciplinary perspectives: understanding the role and potential contribution of business analytics in organizations is critical as it helps managers make informed decisions about its successful deployment and use. You will be given a series of frameworks that can be applied to analyze the opportunities and risks associated with business analytics applications used in organizations.

**BIM696 Digital Innovation** 1.5:1:1.5(2)

This course is case oriented and challenges strategic and managerial perspectives of IT and innovation.

**BIT531 Managing Venture Growth** 3:0:3

This course deals with central issues associated with managing sustainable growth as start-ups grow over time. A specific emphasis in this course is placed upon how start-ups manage financial, human and social capital and how they identify opportunities and challenges within a given industry and formulate a successful entry strategy. In doing so, this course will help students to understand how to develop organizational practices, systems and culture, and thus ultimately achieve competitive advantage.

**BIT533 International Business** 3:0:3(3)

This course surveys basic issues in international business and seeks to enable students to develop a conceptual framework for managing companies in the international settings.

**BIT534 Strategic Management of Technological Innovation** 3:0:3(4)

The framework of the course is an evolutionary process perspective on technology strategy and innovation. Decision making processes and management issues related to the formulation and implementation will be analyzed and recent development will be discussed.

**BIT535 Human Resource Management Systems and Strategy** 3:0:3(3)

This course focuses on how to design and execute human resource management strategies and adopts an integrative perspective, drawing upon fundamental courses constituting the core curriculum in management. It covers both analytical and managerial approaches to develop the concepts and strategies that enable general managers to enhance the value of the human resources, i.e., people, in their organizations.

**BIT536 Innovation Strategy and Organization** 3:0:3(1)

This course is designed to provide an intermediate level of knowledge in innovation strategy and organization management. Open and user innovation paradigms are introduced with background theories and real cases. It also discusses a new approach to management of organizations for open and innovation strategies.

**BIT538 Cross Cultural Management** 1.5:0:1.5(2)

The ability to communicate cross-culturally and understand diverse perspectives is a necessity in order to achieve a competitive advantage in our global economy. It involves the study of international business practices and managing diversity in the context of understanding multi-cultural and international affairs.

**BIT549 Negotiation and Conflict Resolution** 1.5:0:1.5(2)

This course reviews the strategies and tactics of distributive and integrative bargaining approaches in theory and practice of business and international negotiation.

**BIT553 New Business Development** 1.5:0:1.5(2)

This course addresses the issues faced by new business development managers and team. More specifically the processes, strategies and organization of new business development are discussed with real cases.

**BIT554 Entrepreneurship and The Entrepreneurial Manager** 1.5:0:1.5(2)

This course deals with the issues by faced by entrepreneurial managers who wish to turn opportunity into viable organizations that create values, and empowers students to develop their own approaches, guidelines, and skills for being entrepreneurial managers. Corporate entrepreneurship and social entrepreneurship are also discussed in the class.

- BIT555 Organization Design and Innovation** 1.5:0:1.5(2)  
This course is designed to provide an intermediate level of knowledge in organization design and innovation. It also addresses such internal factors as the organizational life-cycle, organizational culture, and the challenge of innovation that influence organization design.
- BIT566 Marketing Channels Strategy** 3:0:3(3)  
In this course students learn what functions are needed for effective and efficient distribution, who channel participants are to undertake the functions, and how the participants are organized and governed. This course also offers opportunities to acquire the knowledge and skills to manage a firm's distribution channels so as to reach its marketing objective.
- BIT567 Marketing Research and Analytics** 3:1:3(3)  
The objective of this course is to provide an understanding of marketing research methods employed by well-managed firms. It will focus on helping managers recognize the importance of systematic information gathering and analysis in making marketing decisions.
- BIT568 Consumer Behavior** 3:0:3(3)  
This course is intended to introduce students to a wide range of concepts and theories in consumer marketing and psychology, and to explore the strategic implications of analyzing customer choice for marketers through the analyses of eight business cases. Focusing on information processing theory, this course further provides students in-depth knowledge about how consumers acquire, organize, and utilize marketing stimuli information when forming their attitudes and making preferential choices.
- BIT579 Strategic Brand Management** 1.5:0:1.5(2)  
This course deals with issues on how the brand equity is developed and how it can be utilized for strategic marketing activities. The main topics include the nature of brand equity, the process by which brand marketing is undertaken, and the strategic management of brand equity.
- BIT580 Integrated Marketing Communications** 1.5:0:1.5(2)  
This course focuses on how to plan, implement, and control advertising activities in harmony with other communication tools of sales promotion, personal selling, PR, word-of-mouth, the Internet, and social media to achieve marketing goals.
- BIT581 High-Tech Marketing** 1.5:0:1.5(2)  
This course deals with marketing of high-tech firms who face high uncertainties in evolution of technologies, market demands and competition. Main issues will include identifying business opportunities, market research and demand forecasting, creating and marketing new products, management of marketing mix elements and adaptation to market evolutions for high-tech firms.
- BIT582 Business-to-Business Marketing** 1.5:0:1.5(2)  
This course deals with marketing issues for industrial products and services for which customers are firms. Topics include characteristics of B2B marketing, organization buying process and segmentation and positioning. Also, frameworks will be provided for planning and evaluating industrial marketing functions for products and services.
- BIT583 Service Marketing** 1.5:0:1.5(2)  
This course deals with marketing of service offers for which the value mainly comes from intangibles. The topics include distinctive issues of service marketing, developing and implementing service marketing strategies, marketing for specific service industries, and marketing of experiences.
- BIT584 Pricing Strategies** 1.5:0:1.5(2)  
This course introduces practical tools for pricing, how to measure consumer demand with real data, and links and tradeoffs between a variety of pricing strategies. Since pricing is a fundamentally quantitative exercise, this course integrates concepts from Data-Driven Marketing, Microeconomics, and Competitive Strategy.
- BIT628 Analysis of Chinese Political Economy** 3:0:3(3)  
This course is designed to help students understand the system of Chinese political economy and to gain insight into the Chinese economic system by studying and analyzing various components of Chinese politics, administration, economy and business environment.
- BIT800 Special Topics in Management** 1.5:0:1.5  
For MBA students who have completed basic courses in business, such as strategy, marketing, finance, new business and entrepreneurship, etc, this course intends to learn how to integrate functional knowledges to start and manage a new business in a company as an entrepreneur. It will also provide opportunities to get a close look at actual companies by visiting, observing and engaging extensive interactions with company representatives as well as attending global exhibitions or short-term workshop where next generation innovations are firstly introduced to the marketplace.

**BIT802 Global Business Communication**

**1.5:0:1.5(1)**

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.

**BIT804 Research Methods**

**3:0:3**

This course provides general knowledge for writing academic thesis in the area of business. Main focus will be on quantitative research methods, though some qualitative research methods widely used in the field may be covered as well.

**BIT808 Global Immersion Practice**

**1.5:0:1.5(1)**

The Global Immersion Program is specifically designed to provide students with a cross cultural experience to help

**BIT960 Thesis for Graduate Students**

**0:0:0**

It enables the MBA students to integrate what they have learned from the courses and to solve real and wpecific problem by building diverse management disciplines.

**BIT904 Capstone Project Study**

**0:9:3**

It enables students to integrate what they have learned from the course taken for semesters, which include diverse management disciplines from marketing, strategy, finance, accounting, to supply chain management and IT.