

<Overview>

Why KCB Professional MBA?

Professional MBA is for students who want to continue to work and, at the same time, upgrade their careers to become professionals by taking evening classes. In general, it requires three years to complete Professional MBA. There is also an acceleration path for students who wish to complete the program in two and half years.

<Course Requirements>

Students are required to earn total 48 credits to complete the degree.

Professional MBA

General Course	Mandatory Course	Elective	Research	Total
3 credits	18 credits	24 credits	3 credits	48 credits

A. General Course : 3 credits

PMB503 Statistical Decision-making

B. Mandatory Course : 18 credits (among 21 credits)

PMB510 Leadership and Organization Management (3)

PMB511 Strategic Management (3)

PMB514 Principles of Economics (3)

PMB 520 Marketing (3)

PMB560 Financial Accounting (3)

PMB561 Corporate Financial Policy (3)

MGT593 Supply Chain Management (3)

C. Elective : 24 credits

<Strategy & Organization>

PMB516 International Business (3)

PMB527 Negotiation and Conflict Resolution (1.5)

PMB529 New Business Development (1.5)

PMB532 Strategic Management of Technology and Innovation (3)

PMB534 Entrepreneurship and The Entrepreneurial Manager (1.5)

PMB595 Analysis of Chinese Political Economy (3)

PMB604 Human Resource Management Systems and Strategy (3)

PMB614 Innovation Strategy and Organization (3)

PMB618 Organization Design and Innovation (1.5)

<Finance>

PMB535 Firm Valuation (3)

PMB562 Case Studies in Finance (1.5)

PMB563 Investment Analysis (3)

PMB569 Futures and Options (3)

PMB572 Financial Statement Analysis (3)

PMB644 Advanced Accounting (3)

PMB661 Mergers and Acquisitions (3)

PMB664 Fixed Income Securities (3)

PMB672 Financial Market Risk management (1.5)

PMB678 Management Accounting (3)

PMB679 Tax Strategies (3)

<Marketing>

PMB521 Marketing Research (3)

PMB522 High-Tech Marketing (1.5)

PMB524 Business-to-Business Marketing (1.5)

PMB525 Service Marketing (1.5)

PMB526 Strategic Brand Management (1.5)

PMB622 Pricing Strategies (1.5)

PMB623 Integrated Marketing Communications (1.5)

PMB624 Customer Behavior (3)

PMB626 Marketing Channels Strategy (3)

PMB641 Strategic Customer Relationship (1.5)

D. Research : 3 credits

PMB997 Capstone Project Study