

Techno-MBA Program Descriptions of Courses

BIT500 Management Statistical Analysis 2:3:3

This course provides first-year graduate students with necessary background of statistics. Topics include the basic concept of probability, distributions, sampling, estimation, hypothesis, regression analysis, and experimental design.

BIT526 Strategic Management 3:1:3

This course introduces concepts, theories, approaches and analytical models associated with the process of strategy formation and implementation in both profit and non-profit organizations. It also provides opportunities to make strategic analyses and to make decisions for strategic issues of real organizations through participation in class discussions and performing group term projects.

BIT505 Managerial Economics 3:0:3

This course focuses on the issues involving the rapidly changing international economic & political environments and their impacts on the decision making processes of businesses. Mutual relationships and dependence among advanced and developing economies make firms change their organizations and strategies. Students will review recent articles and relevant references.

BIT507 Economics of Strategy 3:0:3

This course provides an economic foundation for competitive advantage, competition, market analysis and business model development. Topics include a concise economics review followed by the study of horizontal and vertical boundaries of the firm, transaction costs of market exchange, industry and market analysis, diversification, strategic commitment, pricing rivalry, entry and exit, strategic positioning for and sustaining of competitive advantage. This course also discusses these topics from the digital economics point of view. This course tries to help students to gain an analytic base, generalize and form robust insights into business strategy by focusing on various case studies and thesis research in such areas as core competence, competitive analysis and business model development. A minimum level of mathematics, such as the first order derivatives of functions, is required.

BIT533 International Business 3:0:3

This course surveys some key issues in international business and seeks to enable students to develop a conceptual framework in management of the firm in international settings. In particular, this course focuses on both the forces of globalization and their impact upon the modern firm and its appropriate organizational and strategic responses to global challenges.

BIT565 Marketing 3:0:3

This course takes an analytical approach to the study of marketing problems of firms. Attention is given to the influence of the marketplace and the marketing environment on marketing decision making; the determination of the organization's products, prices, channels, and communication strategies; and organization's system for planning and controlling its marketing effort.

BIT567 Marketing Research and Analytics 3:1:3

This course covers main concepts and techniques useful for identification, collection, and analysis of information necessary for marketing decision making. Emphasis will be given to the research design for data collection and computer practice for processing and analysis of collected data. Topics include problem definition, experimental design, sampling, questionnaire design, and various multivariate data analysis techniques.

BIT569 Brand Management 3:0:3

This class is designed to deliver what brand equity is and how it is developed and applied in strategic marketing activities. Three substantial areas are: (1) the nature of brand equity, (2) the process by which brand marketing is undertaken, (3) the strategic management of brand equity.

BGM551 Energy and Environment Economics 3:0:3

This economics course examines energy issues that pertain to the environment. The objective is to apply economics to particular issues of energy markets, environmental impacts, investment in renewables, and other energy issues such as transportation and conservation.

BGM560 Environmental Issues and Policy Analysis 3:0:3

Energy policy is gaining increasing recognition as a critical component of state and national public policy, especially environmental policy. This course explores the connections between energy and environment policy and politics including the connections with Climate Change.

BGM501 Green Technologies and Green Industries 3:0:3

The purpose of this course is for students in carbon finance MBA program to understand energy and environmental technologies for climate change and explore business opportunities.

BGM640 Carbon Emission Trading Market and Carbon Finance 3:0:3

The objective of this course is to examine the implications of climate change and related policy and market issues upon businesses, followed by discussion on theory and cases of carbon markets, international climate change negotiations and related firms' strategy issues and new business opportunities.

BIT551 New Business Development and Project Management 1.5:0:1.5

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. In addition, students learn project management principles and tools to better manage new business development projects.

BIT527 Strategic Management of Technology 3:0:3

This course covers current issues and theories on technology strategy, management of technology, and venture management. The major issues covered include principles of technology management, designing and implementing technology strategy, strategic management of innovation, and new product development. Some emerging issues will also be discussed.

BGM500 Green Business Theory 3:0:3

This course deals with the linkage of strategic management and environmental management system. Topics included are development and implementation of corporate environment strategy, reactive and proactive environment management issues, environmental technology, and new business opportunities. We also discuss the issues of environmental management and business profitability, green marketing, and ISO 14000.

BIT537 Business and Society 3:0:3

This course will study frameworks and concepts of responsible and sustainable management. The approaches to be taken are multi-stakeholder approaches - integrating ethics issues, transparency, governance, social responsibility, environmental responsibility and economic responsibility of firms. This is an emerging paradigm of business management - as a comprehensive corporate risk management framework and also as a sustainable value creation framework. Sustainability reporting (SR), ranking and evaluation models and socially responsible investment (SRI) will also be discussed.

BIM632 Electronic Commerce Management and Technology 3:1:3

Electronic Commerce (EC) and eBusiness were born with the propagation of the Internet. EC and eBusiness have drastically changed the way of retailing, manufacturer's direct marketing, banking and services. EC deals with the corporate relations with external customers, suppliers and other partners,

while eBusiness deals with the eTransformation of internal part of business including manufacturing and procurement process. This course studies the key trends, principle technologies for EC and eBusiness, and business strategies by reading texts, practicing sites, and discussing cases. Role playing is exercised under real world case scenarios.

BIM691 Management Information System 3:1:3

The purpose of this course is to present the relationships among the key components of MIS. This course reviews fundamentals on hardware, software, I/O devices, file and data management, system analysis and design, project management, decision support systems, expert systems, and telecommunications. This course does not intend to merely review the basics of computers, but to emphasize more advanced topics like hardware selection, software development strategy, MIS organization and research methodology. All faculty members who are experts in each issue will teach the relevant topics.

BIM694 Blockchain and Enterprise Data Management 3:0:3

Whilst data in enterprises increases enormously as the scope of business expands, it is not easy to find a novel methodology for enterprise-wide data infrastructure development. Idea of enterprise-wide development strategy would be experimented in detail during the last half of the course.

BIM634 Information Security Management 3:0:3

A complete information security system consists of -- in the order from bottom to top -- network security, operating system security and database security. Data cryptologies, digital signatures, digital certifications are also dealt with.

BAF502 Financial Accounting 3:0:3

This course covers basic concepts of accounting and its role in the capital market. The topics include accounting process, meanings and interpretation of financial statements, understanding of financial statement items, basics of financial statement analysis, and investment and loan decision using accounting information.

BAF501 Corporate Finance 3:0:3

This course is designed to provide a conceptual framework for understanding the field of corporate finance. The issues addressed in this course include time value of money, relation between risk and return, capital budgeting, capital structure, dividend policy and corporate governance. This course will emphasize the logical structure of various theories and empirical evidence on them.

BAF625 Case Studies in Finance 3:0:3

The principal objective of this course is to study cases in Finance so that students develop practical skills to solve real business problems by applying Finance theories and tools. This course will provide students with a highly interactive and dynamic learning experience. The prerequisite for this course is Corporate Finance (MGT 561) or equivalent graduate Finance courses. All in-class discussions are in English.

BAF504 Investment Analysis 3:1:3

The course serves as an introduction to the theory of investments. It will address the major concepts and issues associated with the allocational role of financial market. It will cover a theoretical foundation for the portfolio choice, the valuation of financial securities, the financing and investment decisions of firms, and the structure of financial markets.

BIT508 Korean Economy 3:0:3

This course is a blend of a survey of various theories on economic growth and an analysis of the Korean economy. In order to build a framework for the analysis of the Korean economy, various growth models, including neoclassical growth models, endogenous growth models, and R&D-based growth models, will be studied. Based on the intermediate knowledge on economic growth, the process and characteristics of the development of the Korean economy will be analyzed and discussed. A working knowledge of calculus is

needed.

First, we will review some stylized facts on economic growth. Then, by studying existing growth models, we try to understand why some countries produce much more output per worker than others. In particular, the focus will be on the mechanics of the accumulation of various production factors such as labor or human capital, physical capital, and technological knowledge. In addition, recent models emphasizing R&D (technology) and social infrastructure as major determinants of economic growth will also be studied.

Second, we will apply the predictions and implications of the various growth models to the evolution of the Korean economy. In doing so, we will discuss government policies, business strategies, and social infrastructure as well as future strategies for economic prosperity.

BAF617 Money and Banking 3:0:3

This course presents a comprehensive analysis of the economic role of financial intermediaries and the art of central banking. This course also covers the theoretical framework on monetary policy and the supply of money. It emphasizes the practical implications of macroeconomic policy on the real sector of the economy and financial markets.

BAF619 Management of Financial Institutions 3:0:3

This course will focus on (a) the nature and the role of financial institutions on the economy and (b) several aspects of financial institutions management. First, this course will overview the financial system in Korea, and examine the role of the financial market and financial instruments. Second, this course addresses the various issues concerning the management of various financial institutions, focusing on risk management. Also, the recent trend and developments in the financial service industry will be studied.

BAF603 Futures and Options 3:0:3

This course introduces the pricing models used in options and futures markets, and risk management techniques. This is to help students understand options and futures in more detail by examining the structures of the markets, analyzing pricing models and examining related empirical results.

BAF664 Financial Statement Analysis 3:1:3

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 using financial statement analysis.

BIT506 Macroeconomic Analysis 3:0:3

This course serves as a graduate course in the field of Macroeconomic Analysis. The course will cover advanced theoretical models and empirical analyses on macroeconomic aspects. The topics are (1) the Ramsey model and Overlapping-Generation models, (2) classical and endogenous economic growth theories and empirical analysis, (3) traditional and Real-Business-Cycle economic fluctuations, (4) microeconomic foundations of incomplete nominal adjustments, (5) advanced theories and empirical analysis of investment and consumption, (6) macroeconomic aspects of monetary and fiscal policy, and (7) open macroeconomic aspects of technology and innovation.

BIT805 Global Immersion Practice 3:3:3

The primary objective of this course is to help MBA students to grow as global managers through global / international experiences. This course consists of subjects such as global leadership, international negotiation, global management principles, community services, etc, that encourage students to experience and practice what they have learned in classroom lectures.

BIT685 Supply Chain Management 3:0:3

The primary objective of this course is to teach MBA students strategic issues in operations and supply chain management (SCM), which top managers in service as well as manufacturing industries must understand, in order to maximize value creation.

BIT628 Analysis of Chinese Political Economy 3:0:3

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

BIT629 Laws on Investment in China 3:0:3

The purpose of this lecture is to help the students understand the various legal system and practice relating to investment in China, in order for them to make informed decisions in uncertain situation relating to investment in China.

BIT630 The Analysis of Chinese Industry 3:0:3

The objective of this course is to analyze the Chinese economic and trade structure and to map out the current conditions and possible improvement of economic cooperation between Korea and China; to improve students' work ability and to help choose the career through detailed analysis on China's main industries such as electronics, automobile, textile, etc.

BIT631 Negotiation in China 3:0:3

The purpose of this lecture is to provide the students with basic knowledge necessary for negotiation with Chinese and the hands-on opportunities to exercise the measure which can be taken in various situation in the course of negotiation with Chinese.

BIM693 Decision Analysis and Its Applications 3:1:3

This course is composed of two main parts: Individual and Group DSS, more details, concepts and classifications of DSS, decision making methodologies, electronic meeting system, model management system, man-machine interface using multimedia, Executive Information Systems, model building using spreadsheet, etc. This course emphasizes the teaching of basic methods and techniques selected on DSS and the improvement of students' competency via their term projects and homework. Students are expected to demonstrate their knowledge on DSS through classroom presentations.

BIT535 Human Resource Management Systems and Strategy 3:0:3

This course focuses on how to design and execute human resource management strategies. The course objective is not to deal with technical details of personnel management (e.g., the specifics of job evaluation methods, the mechanics of interviewing, the specifics of employment law, the psychometric aspects of test validation), but to address fundamental human resource issues from a strategic perspective, adopting a general manager's viewpoint. Having an effective system for obtaining, mobilizing, and managing the organization's human assets should be as important as other value-creating activities such as conceiving of innovative product design, forging a successful marketing strategy, cultivating an advanced production technology, all of which are critical in enhancing the firm's competitive advantage in the global market. This course 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 enhance the value of human resources (i.e., people) in their organizations.

BIT539 Intellectual Property Management 3:0:3

This course is designed to provide students with key issues regarding intellectual property, whose importance today cannot be overemphasized, in terms of its strategic management for profit maximization. It will cover strategic management issues of patents, trademarks, designs, trade secrets, and copyrights through diverse classroom activities including lectures, case studies, and group discussions.

BIT540 Basic Laws of Management 3:0:3

Law continues to become more and more important to managers. This course attempts to provide an integrated treatment of law and management that shows 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.

BIT541 Legal Aspects of Business Association 3:0:3

The fierce competition in today's open, global market requires managers and entrepreneurs to successfully perform three main tasks: Sourcing, corporate learning, and market positioning. This course will cover various forms of business organizations created to achieve these three tasks, the advantages and disadvantages of each form, corporate governance issues, the rights & duties of directors, officers, and major shareholders, public and private offerings of securities, securities fraud and insider trading.

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 at the time of teaching may be covered as well.

BIM551 Digital strategy in High-tech Industries 3:0:3

Through the rapid development of IT and network technology, digital convergence is now underway and new business models are further developed with them. Therefore, the understanding of the digital convergence and its implications should be clearly understood for the effective management of high-technology products and services. In this class, digital convergence and its implication on the management of high-technology new products and services are explored.

BIT626 Management Consulting 2:3:3

This course is designed as a capstone program for MBA students to integrate their knowledge and experience in various management areas. Students, as a team, must contact the firm they are interested in and execute consulting projects to advise solutions for its management problems. The performance of their consulting outcomes will be evaluated by the managers of their client firms.

BIT570 Marketing Communication Strategies 3:0:3

Among various marketing activities, Marketing Communications (or Promotions) directly connect consumers and firms. Among promotion activities of a company, budgets for advertising and sales promotions amount to 60-70% of the total promotion budgets. This course will deal with concepts, roles, and effects of advertising and sales promotions. Also, it will deal with major theories explaining how consumers respond to the advertising and sales promotions.

BIT568 Consumer Behavior 3:0:3

This course deals with issues related to purchasing and consumption by the consumer. We are mainly interested in understanding and predicting consumer behavior based on theories of consumer psychology. Emphasis will be given more to cognitive theory and social cognitive psychology. We will also spend some time on consumer attitude theory that is valuable for predicting consumer behavior. For every issue, we will also spend some time discussing consumer behavior in the internet environment.

BIT566 Marketing Channels Management 3:0:3

Distribution is to deliver products and services to end-users. 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 objectives. Any student with a background of organizational behavior and industry organization will particularly benefit from this course.

BIT528 Entrepreneurship and Innovative Startups 3:1:3

This course deals with the essence and characteristics of entrepreneurship and the attitude, skills, and knowledge (ASK) required for entrepreneurs. In addition, the entrepreneurial management approach will be

discussed compared to the traditional management approach. Students are requested to prepare the business plan to acquire practical experiences.

BIT542 Business and Management in East Asia 3:0:3

The course aims to upgrade students' knowledge and insight about the economy and business of the East Asian region, with special emphasis on four countries of Korea, Japan, China and Taiwan. The course focuses on the following four topics: institutional characteristics of the region's economy, ownership and governance of large corporations, strategy and management of major firms, and production and innovation networks developing in the region.

BIT529 Venture Capital 3:1:3

The paradigm shift of Korea from the conglomerate to small & medium firms, particularly the start-ups, has been an important issue in recent years. This deals with the venture capital industry and how corporate finance concepts are applied to venture capital. Also, invited venture capitalists and entrepreneurs discuss on their experiences and issues facing their particular industries.

BAF667 Advanced Financial Accounting 3:0:3

This course is designed to study the topics presented in the introductory accounting course in more detail. The topics include all the areas of accounting such as lease accounting, pension accounting, accounting for derivatives, and deferred tax, etc., other than consolidation and government accounting which are covered in the advanced accounting course.

BIM602 Data Mining for Intelligence Marketing 3:1:3

This course presents techniques for identifying valid, novel, useful and understandable patterns in data. It introduces predictive models from data: classification, regression, and probability estimation, and it discusses the discovery of clusters and association rules.

BIT625 Consulting Methodology 3:1:3

The aim of the course is to provide the students with theoretical and practical knowledge in consultation work. It deals especially with basic techniques for consulting and in-depth case studies, so the students can get opportunities to consult.

BIT543 Intellectual Property 3:0:3

The aim of this course is to provide a grounding in the US trade secrets, copyright, patent, and trademark law.

BAF608 Mergers and Acquisitions 3:0:3

This course will cover various topics concerning mergers and acquisitions. Topics include theories and empirical evidence on M&A, valuation of a firm, takeover defense strategies, accounting issues in M&A, legal aspects of M&A, corporate governance issues in M&A, and IT problems in M&A.

BAF616 Fixed income Securities 3:0:3

This course provides the concepts and analytical tools for bond portfolio management. The bond valuation model, the estimation of an implied spot curve, duration, convexity, and immunization are major issues to be dealt with in this course. After students are equipped with skills such as traditional bond analytics, these concepts are extended to address how to identify and manage risk in the real world.

BAF666 Managerial Accounting 3:0:3

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. The state of art of traditional cost accounting for example departmental

accounting, job order accounting, process accounting, standard cost accounting will be presented as the base of management accounting. Activity-based costing, strategic cost accounting, balanced scorecard, and capital budgeting will be presented in the advanced course.

BIT652 Lean Launchpad Class 3:0:3

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

BIT689 Service Management 3:0:3

The focus of this course is on the management of service operations and how to design successful service models to achieve a competitive advantage in the service sector. This course will cover theories and tools to design service process and facility location, to develop new service, to achieve better service quality, and to forecast demand for services. Their real-world applications will also be discussed using business cases.

BIT687 Quantitative Analysis for Management 3:0:3

This course enables MBA students to understand quantitative analysis methods for management. The quantitative techniques that are covered include optimization and decision tree analysis under uncertainty. These techniques are applied to business cases with excel.

BIT688 Operations Management 3:0:3

In this course, the students study the problems evolving in the management of firms' operations system. In particular, the students are expected to practice issues that MBA students must understand, including how firms determine their production and ordering decisions under customers' demand uncertainty and how firms would incorporate their forecasting results into their production planning.

BIT530 Corporate Entrepreneurship and New Business Development 3:1:3

Corporate entrepreneurship is the practice of employing entrepreneurial skills and approaches within an organization. The purpose of this course is to develop and enhance corporate entrepreneurship in the established companies. In addition, strategies and processes of new business development are discussed. Students will have chances to get required capabilities, techniques, and lessons needed for the recognition, evaluation, and realization of opportunities throughout the class discussion and the team project.

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.

BIT627 Strategic Sustainability Consulting 3:0:3

The purpose of this course is for students in Green and Carbon Finance MBA program to understand consulting methodology related to strategic sustainability in the context of climate change.

BGM652 Energy Industries and R&D Policy 3:0:3

The purpose of this course is for students in Green and Carbon Finance MBA program to provides an overview of strategic management of technology and innovation in the context of climate change.

BIT544 International Negotiation 3:0:3

The purpose of this course is for students in Green and Carbon Finance MBA program to provides an overview of negotiation theories and practices of international importance - bilateral, regional and multilateral.

BIT903 Korean Business and Culture 3:2:3

This course is offered for incoming exchange students and foreign students who need and desire a basic understanding of Korean society, the Korean business environment and Korean language. Classroom lectures will cover the areas of politics (domestic and Asia region), society, business, mass media, and the characteristics of the Korean Economy. Field trips to the industry area will be planned to help enhance understanding. With this basic understanding, students will acquire skills for doing business in Korea.

BIT960 Thesis for Graduate Students 0:0:0

BIT965 Independent Study for Graduate Students 0:0:0

BIT966 Seminar for Graduate Students 1:0:1

BIT998 Internship Program 0:6:1

This course is designed to provide students with realistic field experience in the management area. Students will participate in special projects or in daily operation tasks in the consulting, manufacturing or service industries. They are expected to apply management theories, and practice what they have learned from other courses, to have hands-on experiences, and to build a personal network with other industrial experts during the course.

BIT999 International Internship 0:6:1

This course was created to provide MBA students with an improved understanding of global issues and equip them with professional and international competence. This internship program will develop practical skills that integrate a student's academic learning into real life situations. In addition, this internship program will allow students to experience collaborative and multicultural work, as students work side by side with non-Korean employees and within different work and management contexts.