

## 교과목설명

### ◦ KIBS학부 공통교양과목

① Writing & Critical Reasoning 인문 

As a modern global intellectual, the student fosters his or her writing ability and capability of expression so that he or she can express accurately and appropriately logical and creative thought, and abundant emotion through writing.

② Intensive Reading 인문 

The course has objective of students increasing English reading speed and comprehension, improving English vocabulary, becoming acquainted with some classic English literature, and understanding some of the ideological issues explored in these books.

③ Contemporary Presentation 인문 

The course aims to help students handle with confidence presentation, discuss topic with interest and ease, use English on all levels important to topic, and further become an English speaking professional presenter.

### ◦ International Business 전공

① Business Statistics   전공

This course provides basic concepts and theories of statistics so that students can think and analyze business phenomena in a statistical way.

② Principles of Economics 인문 

The course intends to help students basic structures of economic phenomena and establish foundation for doing further in-depth research on economics. In particular, the course has focus on set-up, development, and applications of economic models.

③ Business Mathematics   전공

The objective of the course is to provide students with mathematical concepts and applications useful in business activities. By the end of this course, students will have developed the skills necessary to enroll in advanced level business and finance courses.

④ Contemporary Business & Entrepreneurship  전공

The course deals with business administration and related concepts under a free capital economic system. In a more details, in addition to business environments, has the course focus on planning, implementation, control of management activities, and also individual and organizational behavior, and organizational structure.

⑤ Principles of Marketing  전공

The objective of this course is to introduce students to the concepts, analyses, and activities that comprise marketing management, and to provide examples in assessing and solving marketing problems. Topics include marketing strategy, customer behavior, segmentation, market research, product management, pricing, promotion, channels of distribution, sales force management and competitive analysis.

⑥ Principles of Accounting  전공

Accounting is an introduction to financial and managerial accounting. The course will focus on the content, interpretation, and uses of accounting information from financial statements as well as other accounting information used for planning and control by a business.

⑦ Financial Management  **전문**

Financial Management is a basic course to understand the goal and concept of investment and financing. In this course, students study time value of money, valuation theories for equity and fixed income securities, and capital budgeting theories. They also learn many theories on financial management such as portfolio theory, capital asset pricing theories, the cost of capitals, capital structure theory and dividend theory.

⑧ Organizational Behavior  **전문**

Modern people are organizational individuals. The course analyzes individual activities and thinking process as organizational individuals on both individual and organizational dimensions. On the individual dimension, the course covers attitude, learning, stress, and motivation. On organizational dimension, the course covers communication, group conflict, decision making, and leadership. The course offers basic understanding and perspectives of organizational phenomena that are required for organizational individuals.

⑨ Management Information Systems  **전문**

This course examines the significance and evolution of the MIS field as an academic discipline. Students also learn various subjects regarding MIS such as the concepts and structures, planning, development, operation, evaluation, and control of information systems.

⑩ Operations Management  **전문**

This course is designed to address key operational and logistical issues in service and manufacturing organizations that have strategic as well as tactical implications. The specific topics include role of operations management, interdependence with other key functional areas, design of effective operating systems, analytical tools appropriate for operating systems, operations management policies and techniques.

⑪ Financial Accounting  **전문**

This course provides students with a thorough understanding of the theoretical foundations underlying financial reporting; revenue recognition, and the matching of expenses; financial statement presentation; and accounting for assets.

⑫ International Corporate Finance  **전문**

Analyzes financial problems corporations face that result from operating in an international environment. Major topics include exchange risk, cost of capital for foreign operations, sovereign risks, capital budgeting from a project and parent perspective, and international taxation.

⑬ Management Accounting  **전문**

In this course, students learn about theoretical and practical issues related to accounting information for planning, budgeting, standard costing, performance evaluation, etc.

⑭ Consumer Behavior  **전문**

In this course, students learn about theoretical and practical contents about consumer behaviors. This course also applies consumer behaviorism to promotion and provides knowledge about goals of promotion, its concept, message strategy, media strategy, and performance measurement.

⑮ Negotiations  **전문**

The primary purpose of this course is to provide you with the opportunities to increase your negotiating effectiveness. In order to achieve this goal, you are expected to 1) acquire conceptual skills that are needed to become a sophisticated negotiator and 2) improve your negotiating skills through participating in various negotiation simulations. The quality of this course is determined by your deep understanding of negotiation

studies based on theory and research in organizational psychology, social psychology, and organizational behavior and by your active participation in varying negotiation exercises.

⑩ SCM & Logistics  **전문**

As a subsequent course to the Principles of Marketing, the course extends basic marketing concepts to theories and practices of marketing environment, and strategic marketing issues related to organizations.

⑪ Human Resource Management  **전문**

This course provides students with general knowledge about human resource management through theories and case studies.

⑫ Investment  **전문**

In this course, students learn about theoretical and practical contents about investment such as general organizations for capital market and their functions, investor's psychological behaviors, and companies' investment policies.

⑬ Technology Management: Intellectual Property and Biz Models  **전문** 

This course examines the challenges that new ventures and incumbents must overcome when investing in emerging and evolving technologies. Lectures and case studies are divided into three broad areas: 1) understanding the dynamics of innovation in the marketplace, 2) developing successful innovations, and 3) creating sustainable innovation organizations.

⑭ Digital Innovation  **전문**

As digital technologies play a key role in creating sustainable competitive advantage, the importance of firms' innovation through digital technologies is increasing. This course is designed to provide students with an understanding digital innovation and their impact on the management of organizations. The course will cover the basic knowledge on concepts of innovation including type, source, pattern, and diffusion of innovation. In addition, we will also look at how the innovation of firms will change with emerging digital technologies such Internet, mobile technologies, big data, artificial intelligence, and Bitcoin.

⑮ Analysis of Management   **전문**

In this course, students learn about how to analyze accounting information for supporting decision-making on management and investment. In particular, this course focuses on theories and practices for evaluating financial liquidity, profitability, productivity.

⑯ International Business Practices  **전문**

The aim of this course is to provide students with an understanding of the principles and applications of international business practices so that students will be prepared to face the future complexities of the world business environment. The course will first cover the basic theories of international business practices such as comparative advantage, the standard and alternative trade theories, international factor movements, and trade policies such as tariff and non-tariff barriers. The practical topics to be handled will include international pricing and offer, sourcing, documentations, transportation, insurance, payment & collection, import and export negotiations. It also aims to apply what student learn from class to the real international business companies and help students foster their competencies to be entrepreneur globally.

⑰ Business Ethics **인문**   **전문**

The main purpose of this course is to provide you with the opportunities to apply ethical reasoning to various situations that you face in the business world. We will analyze the selected readings and cases that can help

you familiarize yourself with key ethical principles and how business practitioners handle ethically challenging situations. The quality of this course is determined by your clear reasoning and effective verbal and written communication concerning ethical issues in business and society.

②4 Financial Institutions   **전문**

In this course, students learn about roles and functions of financial institutes, pricing and economic function of financial markets.

②5 Business Law  **전문**

This course provides an introduction to legal issues involved in international trade and finance. The focus of this course is to provide an understanding of the effective management of legal risk in the global business environment. The course will provide a basic examination of international law and international business law concepts, such as corporate, employment and contract law principles.

②6 Entrepreneurship & Venture Business   **전문**

This course covers theoretical and practical issues related to entrepreneurship, from ideation to startup business modeling.

②7 International Marketing  **전문**

This course will present an overview of the unique aspects of marketing in the international business environment and provide the framework upon which multinational marketing management can be based. Emphasis will be placed on the role of the international marketing manager in the development of marketing strategies for a variety of markets in diverse cultural, political and economic situations. Attention will be on the decision making process in the areas of foreign market analysis, target identification, product planning, promotion and channels of distribution.

②8 Strategic Management  **전문**

This course focuses on the creation of competitive advantage. It examines functional, business and corporate level strategies and the tools to enter new markets, both domestically and internationally. Case studies will be used to apply the concepts learned in lectures.

②9 Seminar in Special Topics **인문**   **전문**

This course has the objective to induce student's intellectual curiosity and activate their relationship through the face to face study method. It will also help to prepare the students for graduate courses. Different topics of social studies and different methods such as seminar, research, workshop, field study will be used as announced by the professor.

③0 Business Software Practice   **전문**

The course provides students with practical training of various PC applications for business such as OA suites and other productivity tools. It focuses on 'managerial application's of the software packages rather than 'technique's of them. With this course, the students can improve their ability to create high-quality reports or presentation materials used in schools or offices.

③1 Contemporary Issues in Business **인문**  

This course intends to provide students with opportunities for meeting CEO's and other key figures in a wide spectrum of businesses and discussing contemporary business issues with them.