• KMU International Business School

International Business Major

·기초교양 교과목

① Comprehensive Writing and Critical Analysis <u>인문</u> 🚳

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 Comprehensive Reading and Critical Analysis <u>인문</u> 🚳

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 Essential Presentation for Effective Communication <u>인문</u> 🚳

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.

·전공선택 교과목

Business Statistics 🍪 문건문

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 <u>인문</u> ③

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 🚳 문전문

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 ③전문

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 문전문

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 ₿전문

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 문전문

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 ④전문

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 문전문

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 🚳 문전문

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 응전문

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 문전문

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.

16 SCM & Logistics 문전문

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.

① Human Resource Management @전문

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

18 Investment 문전문

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 companie's investment policies.

(19) Technology Management: Intellectual Property and Biz Models (3) 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.

2 Digital Innovation 3 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.

2 Analysis of Management 48 문전문

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.

22 International Business Practices @전문

This course is designed to provide an opportunity to analyze real world cases using the relevant materials covered in sessions. By covering the nature of international business and how it differs from purely domestic firms, special attention will be given to the various issues that stem from international business environment (e.g., economic, political, legal, and cultural aspects) and how they affect the strategic decisions of multinational enterprises.

② Business Ethics <u>인문</u> இ한 전문

The aim of this course is to equip students with a deep understanding of the importance of business ethics, sustainability, and stakeholder management from a managerial perspective. Students will discover how the most successful business decision makers balance and protect the interests of various stakeholders, including investors, employees, consumers, the community, and the environment. By doing so, students will be able to examine in detail the social, legal, political, and ethical responsibilities of a business to all external and internal groups that have a stake, or interest, in that business.

@ Financial Institutions @전문

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

② 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 용전 전문

This course is designed to introduce the core concepts and theories of entrepreneurship and venture business. By covering how entrepreneurship emerged as a discipline, special attention will be given to the nature of entrepreneurship (e.g., history, definition, entrepreneurial environment, resources, mind set and process) and how the various entrepreneurial behavior (social entrepreneurship, corporate entrepreneurship, and family entrepreneurship) affects not only venture businesses but large conglomerates as well.

International Marketing 응전문

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.

② Seminar in Special Topics <u>인문</u> 응 조건

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.

③ 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.

③ Marketing Communication @전문

This course aims to equip students with the tools and strategies in identifying target audiences and creating the programs to successfully deliver key messages to them. The focus is placed on the latest IMC(integrated marketing communication) practices.

32 Valuation 율<mark>전문</mark>

The focus of this course is on the valuation of companies. The course covers current conceptual and theoretical valuation frameworks and translates those frameworks into practical approaches for valuing companies. The course teaches how to develop the required information for valuing companies from financial statements and other information sources in a real-world setting.

③ Contemporary Issues in Business <u>인문</u> 🚳

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.

③ Strategy and Leadership @전문

Developing and implementing strategy is an essential leadership skill. You will explore the key role of creating a vision that will shape the future of your organization and how to inspire and motivate others to share it. Through the use of assessment instruments, combined with the knowledge and skills developed in the preceding modules, you will develop your own personal plan for what leadership means to you, what it means to your organization, and how you can build leadership capacity in others. The two primary objectives of the course are to: (1) introduce and apply analytic frameworks to formulate and implement strategies at the general manager level and (2) integrate managerial skills acquired in other courses and through personal experience.

Focusing on the leader's critical role of developing and implementing strategy, this course provides students with general knowledge about leadership through various theories and case studies.