


◦ **KMU International Business School**

▪ **International Business Major**

· **기초교양 교과목**

① Comprehensive Writing and Critical Analysis **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 Comprehensive Reading and Critical Analysis **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 Essential Presentation for Effective Communication **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.

· **전공선택 교과목**

① Business Statistics **통계**  **전문** 



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 Programming for Data Analytics **통계**  **전문** 

This course introduces the foundational principles of Python programming with and emphasis on its application in data analytics. Students will develop into key Python libraries, including Pandas for data manipulation and Numpy for numerical computations. Through hands-on exercises, they will gain practical skills in extracting, analyzing, and visualizing data, equipping them with the tools necessary for data-driven business decisions.

④ Contemporary Business & Entrepreneurship **통계**  **전문** 

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 **전문**

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 **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 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.

⑬ 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.

⑭ 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.

⑮ 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.

⑯ Human Resource Management **전문**

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

⑰ 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.

⑱ Management Science [**전문**]

Systematic analysis, conceptualization, and judgment are essential for successful business decisions. This course provides students with the capability to make decisions about businesses through case studies, analysis of industry/company data, and simulation. Mathematical and statistical analyses are major tools used for this course.

⑲ Technology Management: Intellectual Property and Biz Models **장전문**

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.

⑳ Marketing Analytics **인문**

In this course, students will understand the importance of data analysis in marketing and learn the principles and functions of analytics. Students will develop the ability to solve marketing problems and communicate the results to management.

㉑ Introduction to Financial Markets **인문** **경제**

Introduction to Financial Markets introduces theories and practical knowledge related to the procurement of funds, the structure and characteristics of direct and indirect financial markets, as well as various sources of funds and their acquisition methods.

㉒ International Business Practices **경제**

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.

㉓ Sustainable Management **인문** **경제**

Modern businesses face the complex and diverse demands of various stakeholders in the ongoing process of building and maintaining relationships. In this context, this course explores the theoretical foundations of sustainable management and related concepts as effective proactive strategies for businesses. It also examines practical applications through case studies of companies.

㉔ Financial Institutions **경제**

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



㉕ Business Law **경제**

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 Startup Ecosystem and Entrepreneurial Finance **경제**

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.

②7 Corporate Financial Strategy **인문**   **경영전문**

Corporate Financial Strategy covers various financial strategies for businesses; those include the choice of capital structure, corporate investment strategies, corporate payout policies, M&A strategies, and so on.

②8 Strategic Management **경영전문**

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**   **경영전문**

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 Multinational Enterprise **경영전문**

The scope of activities of modern corporations expands from a domestic market focus to a global market, making it essential to understand the process of corporate internationalization and the unique management environment of multinational corporations. Therefore, this course covers international management theories related to the external environmental analysis of overseas markets, the nature of multinational corporations, entry strategies into foreign markets, and discusses practical cases of international management from the perspective of global business.

③1 Digital Marketing Communication **경영전문**


This course is designed to provide a systematic understanding of communication activities that are conducted to effectively achieve a company's marketing goals. In particular, the course discusses the changes in the field of marketing communication due to the development of digital media, and understands the effective planning and strategizing, execution, and evaluation of digital marketing communication.

③2 Valuation **경영전문**

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.

③③ People Analytics 

Decision-making about individuals is a core aspect of organizational operation. The advancement of information and communication technologies, including artificial intelligence and machine learning, has enabled the quantitative measurement of decision-making for individuals. This course provides a fundamental understanding and perspective on predicting the preferences, capabilities, and decisions of organizational members based on quantitative data related to their characteristics and behavior.

34. Accounting Seminar 

In this course, students apply the concepts of accounting learned in prerequisites to actual management situations through case studies. Through this process, students understand the economic impact of accounting. This course covers all the accounting courses offered by KIBS, namely, Financial Accounting, Management Accounting and Financial Statement Analysis. Therefore, this course is suitable for 1students who are familiar with all the prerequisites.