Curriculum

❑ **Graduate School of Information and Media Management**

Classification			Subject No.		Subject Name	Lecture:Lab:Credits (Homework)	Semester	Remark
General Courses			CC511	11.511	Probability and Statistics	2:3:3(6)	Winter, Spring	*IM501(*FIN502, FIN504), IM502
Mandatory Major Courses	Key Areas of Management		IM512	58.512	Managing Organization and Leadership	1.5:1:1.5(3)	Winter	*MGT510/ MGT604
			IM513	58.513	Marketing Strategy in the Age of New Media	1.5:0:1.5(3)	Spring	*MGT520/ FIN603
			IM514	58.514	Strategic Management	1.5:0:1.5(3)	Winter	*MGT511/ MGT613
			IM515	58.515	Financial Management	1.5:0:1.5(3)	Fall	*MGT561/ FIN501
			IM516	58.516	Accounting	1.5:0:1.5(3)	Spring	*MGT560 /FIN505
	Key Areas of IT/Media Management		IM551	58.551	Information Technology Strategy & Management	1.5:0:1.5(3)	Spring	
			IM553	58.553	Telecommunication Systems	1.5:0:1.5(3)	Spring	
			IM557	58.557	Media Economics	1.5:0:1.5(3)	Spring	
			IM558	58.558	Digital Media Management	1.5:0:1.5(3)	Summer	
			IM559	58.559	Business Consulting	3:0:3(5)	Fall	
			IM560	58.560	IT Modeling	1.5:0:1.5(3)		
			IM621	58.621	Value Innovation with IT	1.5:0:1.5(3)		
Electives	Analysis of IT/Media Industry	Telecommunications System, Device, Service Industry	IM554	58.554	Overview of Internet Technologies	1.5:0:1.5(3)	Fall	
			IM601	58.601	IT Industry Analysis	1.5:0:1.5(3)		
			IM602	58.602	Next-generation Mobile Communication	1.5:0:1.5(3)		
			IM603	58.603	Managing Digital Convergence	1.5:0:1.5(3)		
			IM604	58.604	Digital Device Development Strategy	1.5:0:1.5(3)		
			IM605	58.605	Telecommunications Economics and Convergence Policy	1.5:0:1.5(3)		
		SI Consulting Industry	IM555	58.555	Ubiquitous Management	1.5:0:1.5(3)		58.622
			IM622	58.622	Business Process Management	1.5:0:1.5(3)		
			IM623	58.623	Data Warehouse & Business Intelligence	1.5:0:1.5(3)		
			IM624	58.624	IT Consulting	1.5:0:1.5(3)		
			IM625	58.625	Database Design	1.5:0:1.5(3)		
			IM626	58.626	e-Business Stategy	1.5:0:1.5(3)		

Classification			Subject No.		Subject Name	Lecture:Lab: Credits (Homework)	Semester	Remark
Elective Major Courses	Analysis of IT Industry	Semiconductor and Display Industry	IM641	58.641	Analysis of Semiconductor Industry	1.5:0:1.5(3)	Fall	
			IM642	58.642	Analysis of Display Industry	1.5:0:1.5(3)		
			IM643	58.643	Semi-conductor industry process management and technology trend	1.5:0:1.5(3)		
			IM644	58.644	Manufacturing Process Management and Technology Trends in Display Industry	1.5:0:1.5(3)		
		Digital Media and Entertainment Industry	IM661	IM661	Entertainment Industry Analysis	1.5:0:1.5(3)		
			IM662	IM662	Contents Developments Strategy	1.5:0:1.5(3)		
			IM663	IM663	Entertainment Marketing	1.5:0:1.5(3)		
			IM664	IM664	Interactive Media	1.5:0:1.5(3)		
			IM665	IM665	Introduction to Media	1.5:0:1.5(3)		
			IM666	IM666	Media Industry Analysis	1.5:0:1.5(3)		
	Elective Courses		IM501	IM501	Statistical Analysis and Applications	1.5:0:1.5(3)	Winter	*FIN502, FIN504
			IM502	IM502	Decision Analysis and its Application	1.5:0:1.5(3)	Spring	
			IM511	IM511	Business Economics	1.5:0:1.5(3)		
			IM701	IM701	Business Presentation in English	3:0:3 (3)	Winter	
			IM702	IM702	Management of Technology and Entrepreneurship	1.5:0:1.5(3)	Fall	
			IM703	IM703	Data Security and DRM	1.5:0:1.5(3)		
			IM704	IM704	Introduction to Culture Technology	1.5:0:1.5(3)		
			IM705	IM705	Design Management	1.5:0:1.5(3)		
			IM706	IM706	Knowledge Management	1.5:0:1.5(3)		
			IM707	IM707	Demand Forecasting in IT Industry	1.5:0:1.5(3)		
			IM708	IM708	Valuation of IT Media Business	1.5:0:1.5(3)		
			IM709	IM709	Growth Strategy	1.5:0:1.5(3)		
			IM710	IM710	An Analysis of HR Cases in IT Industry	1.5:0:1.5(3)		
			IM711	IM711	Special Topics in Information & Media Management	1.5:0:1.5(3)		
			IM712	IM712	Financial Management Ⅱ	1.5:0:1.5(3)		
Research			IM901	IM901	Business Consulting Practice	3:0:3(5)	Fall	
			IM911	IM911	International Field Trip	3:6:3(5)	Summer	*IM931
			IM921	IM921	Info-Media In-depth Studies	3:0:3(6)	Summer	
			IM931	IM931	Domestic Field Study	3:0:3(5)	summer	

※ * mark represents a substitutive subject.

❑ MIS-MBA

Classification	Subject No.	Subject Name	Lecture:Lab.: Credit (Homework)	Semester	Remark
General Courses	CC511	Probability and Statistics	2:3:3(6)	Spring · Fall	*MGT502, MGT503
Mandatory Major Courses	MGT541	Electronic Commerce and eBusiness	3:1:3(5)	Spring	
	MGT542	Management Information Systems	3:1:3(6)	Spring	
	MGT543	Information Systems Analysis and Design	3:1:3(6)	Fall	
	MGT651	Practice in MIS	3:1:3(5)	Fall	
Elective Major Courses (areas of management)	MGT504	Quantitative Analysis for Management	3:0:3(4)	Fall	
	MGT510	Leadership and Organization Management	3:1:3(4)	Spring	
	MGT511	Strategic Management	3:1:3(5)	Spring	
	MGT514	Principles of Economics	3:0:3(3)	Fall	
	MGT515	Economics of Strategy	3:0:3(4)	Spring	
	MGT520	Marketing	3:0:3(3)	Spring	
	MGT530	Operations Strategy and Supply Chain Management	3:1:3(3)	Fall	
	MGT560	Financial Accounting	3:0:3(6)	Spring	
	MGT561	Corporate Financial Policy	3:0:3(5)	Fall	
	MGT564	Microeconomic Analysis	3:0:3(3)	Spring	
	MGT577	Macroeconomic Analysis	3:0:3(5)	Spring	
Elective Major Courses (areas of management information systems)	MGT505	Management and Programming	3:1:3(5)	Spring	
	MGT521	Marketing Research	3:1:3(3)	Fall	
	MGT544	Database Management	3:1:3(3)	Spring · Fall	
	MGT547	Strategy Use of Information Technology	3:1:3(5)	Spring	
	MGT548	Data Modeling	3:1:3(3)	Spring · Fall	
	MGT550	eBusiness Technology	3:1:3(5)	Fall	
	MGT552	Security Management in Information Systems	3:1:3(4)	Fall	
	MGT553	Internet Marketing	3:1:3(3)	Fall	
	MGT587	Introduction of Internet Technology	3:1:3(5)	Fall	
	MGT601	Decision Analysis Theory and Application	3:1:3(6)	Fall	
	MGT603	Computer Simulation	3:1:3(5)	Spring	
	MGT640	Enterprise Integrated Information System	3:1:3(3)	Spring	

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Classification	Subject No.	Subject Name	Lecture:Lab.: Credit (Homework)	Semester	Remark
Elective Major Courses (areas of management information systems)	MGT641	CRM and Service Management	3:1:3(4)	Spring	
	MGT642	Financial Information Systems	3:1:3(6)	Fall	
	MGT643	Accounting Information Systems	3:1:3(3)	Spring	
	MGT646	Information System Audit	3:1:3(6)	Fall	
	MGT647	Management of Information Systems	3:1:3(4)	Fall	
	MGT650	Data Mining	3:1:3(4)	Spring	
	MGT652	Consulting Methodology	3:1:3(5)	Spring, Fall	
	MGT740	Intelligent Information System	3:1:3(5)	Fall	
	MGT742	Application of Decision Support Systems	3:0:3(5)	Fall	
	MGT779	Special Topics in MIS	3:1:3(3)	Spring, Fall	
	MGT843	Distributed Information System in Internet Environment	3:1:3(5)	Fall	
Research	MGT960	Thesis for Graduate Students			
	MGT965	Independent Study for Graduate Students (Management Consulting Project)			
	MGT966	Seminar for Graduate Students	1:0:1		
	MGT998	Internship Program	0:6:1(1)	Summer · Winter	
	MGT999	International Internship	0:6:1(1)	Summer · Winter	

❏ Telecom-MBA

Classification	Subject No.	Subject Name	Lecture:Lab.: Credit (Homework)	Semester	Remark
General Courses	CC511	Probability and Statistics	2:3:3(6)	Spring, Fall	*MGT502 *MGT503
Mandatory Major Courses	MGT580	Applications of Telecommunications Systems	3:1:3(6)	Spring	
	MGT582	Economics of Telecommunications	3:0:3(6)	Fall	
	MGT586	Telecommunication Business Analysis	3:1:3(5)	Fall	
	MGT680	Internet Business Strategy and Case Studies	3:1:3(5)	Spring	
Elective Major Courses (areas of Telecommunications)	MGT502	Statistical Decision Analysis and Forecasting	3:1:3(6)	Spring, Fall	
	MGT503	Management Statistical Analysis	2:3:3(6)	Spring	
	MGT541	Electronic Commerce and eBusiness	3:1:3(5)	Spring	
	MGT550	eBusiness Technology	3:1:3(5)	Spring	
	MGT554	Digital Economics	3:1:3(4)	Fall	
	MGT581	Introduction to Computing Technology	2:3:3(4)	Spring	
	MGT584	Progress in Internet and its Analysis	3:0:3(4)	Spring	
	MGT585	Technology and Telecommunication Policy	3:0:3(4)	Fall	
	MGT587	Introduction of Internet Technology	3:1:3(5)	Fall	
	MGT592	Global Immersion Practice for Telecommunications	3:3:3(5)	Summer	*MGT591
	MGT681	Design and Management of Telecommunication Networks	3:1:3(5)	Fall	
	MGT683	International Telecommunications Policy	3:0:3(4)	Fall	
	MGT684	Wireless Communications	3:0:3(5)	Spring	
	MGT685	Broadband Communications	3:0:3(5)	Spring	
	MGT686	Digital Signal Processing	3:1:3(5)	Fall	
	MGT780	Special Topics in Telecommunication Management	3:1:3(4)	Spring · Fall	
Elective Major Courses	MGT510	Leadership and Organization Management	3:1:3(4)	Spring	
	MGT511	Strategic Management	3:1:3(5)	Spring	
	MGT520	Marketing	3:0:3(3)	Spring	
	MGT521	Marketing Research	3:1:3(3)	Fall	
	MGT542	Management Information Systems	3:1:3(6)	Fall	
	MGT548	Data Modeling	3:1:3(5)	Fall	
	MGT560	Financial Accounting	3:0:3(6)	Spring	

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Classification	Subject No.	Subject Name	Lecture:Lab.: Credit (Homework)	Semester	Remark
Elective Major Courses	MGT561	Corporate Financial Policy	3:0:3(5)	Fall	
	MGT563	Investment Analysis	3:1:3(5)	Spring	
	MGT569	Futures and Options	3:0:3(5)	Fall	
	MGT601	Decision Analysis Theory and Application	3:1:3(6)	Fall	
	MGT632	Strategic Management of Service Operations	3:0:3(5)	Spring	
	MGT646	Information System Audit	3:1:3(6)	Spring	
	MGT650	Data Mining	3:1:3(4)	Spring	
	MGT775	Special Topics in Management I	1:0:1(1)	Spring, Fall	
	MGT776	Special Topics in Management II	2:0:2(2)	Spring, Fall	
	MGT777	Special Topics in Management III	3:0:3(3)	Spring, Fall	
Research	MGT960	Thesis for Graduate Students			
	MGT965	Independent Study for Graduate Students			
	MGT966	Seminar for Graduate Students	1:0:1	Spring	
	MGT998	Internship Program	0:6:1(1)	Summer, Winter	
	MGT999	International Internship	0:6:1(1)	Summer, Winter	

English /Chinese Course Curriculum

☐ English Proficiency Course

Classification	Subject No.	Subject Name	Lecture:Lab.: Credit (Homework)	Semester	Remark
English Proficiency Course	BUS910	Basic Fluency I	3:1:0(1)	Spring, Fall	
	BUS911	Basic Fluency II	3:1:0(1)	Spring, Fall	
	BUS912	Newspapers-Reading and Discussion	3:1:0(1)	Spring, summer, Fall	
	BUS913	Case Studies in English	3:1:0(2)	Spring, Summer, Fall	
	BUS914	American Popular Culture English	3:1:0(1)	Spring, Fall	
	BUS915	Business English - blended	3:1:0(1)	Spring, Summer, Fall	
	BUS916	Real Life English	3:1:0(1)	Spring, Fall	
	BUS917	Job Search English Skills	3:1:0(2)	Summer	
	BUS918	Business English Writing - Blended	3:1:0(1)	Spring, Summer, Fall	
	BUS919	Academic English Writing II	3:1:0(5)	Spring, Fall	
	BUS920	Listening Skills I	3:1:0(1)	Spring, Fall	
	BUS921	Listening Skills II	3:1:0(1)	Spring, Fall	
	BUS922	American Immersion I	3:1:0(1)	Spring, Fall	
	BUS923	American Immersion II	3:1:0(1)	Spring, Fall	
	BUS924	American Classic Films	3:1:0(1)	Spring, Fall	
	BUS925	English Debates & Critical Communication Skills	3:1:0(1)	Spring, Summer, Fall	
	BUS926	English for Financial Issues	3:1:0(1)	Spring, Fall	

☐ Chinese Course

Classification	Subject No.	Subject Name	Lecture:Lab.: Credit (Homework)	Semester	Remark
Research	BUS930	Elementary Business Chinese	3:0:0(1)	Spring, Fall	
	BUS931	Intermediate Business Chinese I	3:0:0(1)	Spring, Fall	
	BUS932	Intermediate Business Chinese II	3:0:0(1)	Spring, Fall	
	BUS933	Advanced Business Chinese I	3:0:0(1)	Spring, Fall	
	BUS934	Advanced Business Chinese II	3:0:0(1)	Spring, Fall	

※ Credits and Grading: Zero-credit courses, S/U