Descriptions of Courses

■ Graduate School of Information and Media Management

IM501   Statistical Analysis and Applications
The main goal of this course is to understand statistical analysis methods and to apply them to various issues such as forecasting, planning etc. Students can exercise whole statistical modeling processes - problem identification, statistical model building, and analysis - by case studies and term project.

IM502   Decision Analysis and its Application
we will learn how to make a quality decision in the managerial to medical and to personal decision environments involving major uncertainties. It will provide the fundamental framework and approach for the major decisions we will make in our life. Also, we will discover many errors people commonly make when they make decisions intuitively and learn how to overcome these errors.

IM511   Business Economics
This course has the purpose of introducing Information & Media MBA students to the fundamental concepts of microeconomics and their application to information, telecommunications and media economics. Topics include demand and supply analysis, consumers' and producers' decision making, behavior of firms and analysis of markets, introduction to game theory and the role of government. Lecture will focus on bringing out managerial implications from economic principles. In addition, a significant emphasis will be placed on conducting case analyses and student projects which focus on application of these economic concepts to relevant issues in the aforementioned industries.

IM512   Managing Organization and Leadership
This course is designed to provide both theoretical background and practical tools for effective management of the organization and for improving leadership capability. It covers micro OB area such as personality, motivation, leadership and team management as well as macro OB area such as organization design, culture, and organizational changes.

IM513   Marketing Strategy in the Age of New Media
The objective of this course is to introduce new paradigms of marketing in the age of new media. After discussing basic concepts and paradigms of marketing, the students will discuss the effects of new media on marketing, growing importance of experiential contents for the new media in marketing, and the evolution of marketing of consumer experiences. Case analysis and learning by doing will be emphasized.

IM514   Strategic Management
The focus of this course is on the management of the survival of the firm in a changing business environment. This course provides conceptual frameworks and diagnostic tools for analyzing a diverse spectrum of the firm's survival problems. The classes require students' active interaction and involvement. In particular, students are placed in the roles of key decision-makers or their advisors and asked to think about solutions to these survival problems in the evolving landscape of competition.

IM515   Financial Management I
This course is designed to help you as an executive to understand the fundamental functions of corporate finance and corporate decision making. Precisely, we seek to answer central questions in corporate finance: which projects firms should choose and how and when they finance those projects.

IM516   Accounting
This course introduces the basic concepts and principles of accounting and enables students to utilize accounting information for decision making. The main topics covered in this course are basic concepts and theoretical framework of accounting, accounting process, principles of financial statements, financial statement analysis, and managerial decision making based on accounting information.

IM551   Information Technology Management & Strategy
We are at the stage of an information revolution where information technologies are redefining business models

across industries, creating new markets and enabling new functionalities. Strategic decisions and management about information technologies are thus increasingly central to business success. The emphasis of this course is that an organization will not succeed with information technology investments unless these investments are aligned with the feasible business strategy and its management. The course is case oriented and will help you appreciate the potential created by IT.

IM553   Telecommunication Systems
This course conceptually introduces the key technologies of telecommunication systems and data networks. It is geared to those students who do not major in the IT (Information Technology) area but have interests in its applications to various industrial and managerial issues. Emphasis is thus placed on students' understanding of the basic concepts and principles of telecommunications technologies, while technical details are minimally covered. Topics covered are the basics of digital signal processing and data communication networks.

IM554   Overview of Internet Technologies
This course conceptually introduces the key Internet technologies which make various forms of multimedia data move around on the Internet. It is geared to those students who do not major in the IT (Information Technology) area but have interests in its applications to various industrial and managerial issues. Emphasis is thus placed on students' understanding of the basic concepts and principles of those technologies, while technical details are minimally covered. Topics covered include TCP/IP Protocol, Addressing, Routing, Realtime multimedia and Mobile Internet.

IM555   Ubiquitous Management
This course is intended to give students a technical knowledge of what is happening in the area of ubiquitous computing and to familiarize them with the most significant of the many 'visions' that guide ongoing research in the area. By reviewing current research efforts and identifying the ideas that drive them, the course aims to inspire students and help them develop their own ideas about the future of ubiquitous computing.

IM557   Media Economics
This course introduces Information & Media MBA students to the structure, working mechanism and recent trends of media industry. Specific topics include: structure and characteristics of media industry, choice of consumers and market reaction, choice of producers and market reaction, market structure and role of government, financing in the media industry and rise of new media and future of media industry. The lecture will include both theory and a number of case studies as well as student projects.

IM558   Media Consumer Analysis
This course provides a survey of selected media psychology theories and how they can be applied to real-life management situations (e.g., encouraging consumers to make certain selection at the market, providing better product/service based on theory-driven design, etc.). In particular, this course will focus on the psychology of digital media consumers and information technology (IT) users so that students will have a better understanding of IT and media consumers, and improve their products or services in real environment.

IM559   Business Consulting
This course is a lecture to develop basic knowledges and skills for IT business consulting. Students learn key methodologies and principles and take a deep insight from investigating real cases.

IM560   IT Modeling
This course deals with the issues in business process modeling and database modeling. First, in the business process modeling part, we will learn about the concept of process modeling and the related techniques such as BPMN(Business Process Modeling Notation), UML (Unified Modeling Language), XPDL (XML Process Definition Language). Second, in database modeling part, this course will provide the basic concept of database, and data modeling techniques including ERD (entity relationship diagram) and normalization. It also covers the data manipulation language such as SQL (Structured Query Language) and QBE (query by example).

IM601   IT Industry Analysis
This class, as an elective subject within IT industry analysis category, deals with main trend and future prospect in telecommunications service industry in Korea and oversee countries. To this end, we will first study leading telecommunications technologies, on which bases future trend of telecommunications service industry will be

analyzed.

IM602 Next-generation mobile communication
The vision of ubiquitous computing is becoming realized, enabled by the tremendous and continued growth of wireless communications and network technologies. The objective of this course is to give an insight into the world of mobile computing and wireless networks. After reviewing the various types of mobile wireless communications, some key emerging mobile wireless technologies are studied along with their advantages and limitations. Various issues with regard to ubiquitous information access from a wireless network are then discussed.

IM603 Managing Digital Convergence
This course deals with the managerial issues in the digital convergence. Specifically, issues on concepts of digital convergence, media industry structure and convergence, strategic management under media convergence, changes of consumer demand and culture, new convergence product development process are major topics.

IM604 Digital Device Development Strategy
This course explores the unique aspects of creating an effective strategy in digital device development. The focus is on a set of tools and concepts for developing firm and corporate strategy for digital device producers. These tools are useful for deciding which technologies to invest in and shaping firm strategy to effectively respond to the behavior of competitors, customers, suppliers and complementors in these industries.

IM605 Telecommunications Economics and Convergence Policy
This course aims to examine the structure and operation of the telecommunications industry utilizing the tools developed in the area of microeconomic and industrial organization theories. It also studies current issues and policies especially about convergence in telecommunications industry.

IM621 Value innovation with IT
This course takes the next logical step of training the students to identify new value innovations driven by new technologies. The word "technologies" refers to either specific technologies or technology platforms. An example of a technology is RFID. An example of a technology platform is Peer to Peer Computing.

IM622 Business Process Management
This course covers methodologies and theories for business process management that is required for innovation in business model to strengthen organization's strategic advantages. We discuss the importance of business model innovation in today's business environment through many cases. Then, we cover methodologies in selecting, analyzing, and re-designing "core" business processes key to firm's strategic goals. BPM solutions and BPM consulting practices will be introduced through guest lectures, and hands-on projects for real-world problems.

IM623 Data Warehouse & Business Intelligence
Data Warehouse & Business Intelligence This course deals with the issues in data management and data analysis. In the part of data management, we will learn about the concept of data warehouse and the need for data warehouse. And, in relation to the data analysis, this course will provide the basic concept of data mining and the data mining techniques. Furthermore, we will apply the data management and data analysis technique to the real case problem using the business intelligence concept.

IM624 IT Consulting
This course provides an overview, techniques, and cases on SI industry's major IT consulting methodologies (i.e., Information Strategy Planning, Enterprise Resource Planning, Customer Relationship Management, Knowledge Management, Business Process Management, etc.) for students interested in pursuing a career as an IT consultant or corporate CIO.

IM625 Database Design
This course is an application course about database design. Topics include database development environment, entity-relationship modeling, logical data modeling, physical data modeling, and structured query language. Students will also learn database design examples in the area of customer relation management, supply chain management, enterprise resource planning, and human resource management.

IM641 Analysis of Semiconductor Industry
In this course, the students understand the characteristics of the technology, demand and supply of the semiconductor industry. Providing relative business cases as well as theoretical framework for the analysis, this

course increases the understanding of the future trend of the semiconductor industry.

IM642   Analysis of Display Industry
In this course, the students understand the technology, performance requirements, cost structure and supply chain issues in the display industry. With theoretical framework, we access the current status and future potential of the worldwide electronic display market and emerging display technologies.

IM643   Semi-Conductor Industry Process Management and Technology Trend
This course is an application course about semi-conductor industry manufacturing and management, and aims at learning basic concepts regarding semi-conductor industry process management and technology trend analysis. Students will learn methods about how to conduct industry analysis and technology forecasting. By learning semi-conductor manufacturing processes and general management skills, students also gain capabilities for business strategy development and detailed process management.

IM644   Manufacturing Process Management and Technology Trends in Display Industry
In this course, students will understand technological trends in electronic display industry and study concepts whose use avail competitive advantage in the management of manufacturing process. Key issues in manufacturing process management and strategy will be covered under theoretical framework.

IM661   Entertainment Industry Analysis
This course provides an overview on entertainment industry and their main management issues. Target contents of interest include movie, drama, music, online-game in entertainment and high-speed internet, wireless communication, satellite, and wireless internet in new media. Students of this course will develop competence to create new business model from integrating technical possibilities of new media with diverse entertainment business.

IM662   Contents Development Strategy
In this course, students understand digital content planning and development methodologies through examination of empirical case studies on digital contents development in various fields. We also learn about each medium in its technical, cultural, and social contexts and the strategies for marketing and distribution of contents through appropriate media.

IM663   Entertainment Marketing
The objective of this course is to provide students with general knowledge about what entertainment marketing is, how it is managed, how consumers experience and use entertainment products, services and experiences, and how this managerial and cultural knowledge can help managers and marketers across a wide range of industries to deliver superior customer value.

IM664   Interactive Media
In this course, students understand the fundamental principles and the underlying production processes involved in making works of interactivity in stand-alone, immersive, and networked environments. This course will familiarize students with basic concepts and issues surrounding interactive media through cultural, scholarly, and technical intersections.

IM665   Introduction to Media
This course looks at the nature of mediated communication, the functions of media, the history of transformations in media and the institutions that help define media's place in society. Over the course we will explore different theoretical perspectives on the role and power of media in society in influencing our social values, political beliefs, identities and behaviors. And we will look at the ways in which the dynamics of class, gender, generation and race influence both the production and reception of media. Through the readings, lectures, and discussions as well as their own writing and oral presentations, students will have multiple opportunities to engage with critical debates in the field as well as explore the role of media in their own lives

IM666   Media Industry Analysis
This course traces the evolutionary process of the new media in terms of the economic and other social scientific theories to explain and predict the major trends of the time, namely, the convergence of communication & information technologies, business mergers & acquisitions, and market globalization. Target industries of interest include high-speed internet, wireless communication, and wireless internet in new media. Behaviors of the major

players in the new media environment--the industry, the government, and the consumers--and their interactions are scrutinized to assess problems and promises of the new media industry. Students of this course are strongly encouraged to create new business model by integrating technical possibilities of the new media with diverse business opportunities.

IM701   Business Presentation in English
This course is a MUST for all students who are interested in developing a professional approach to public speaking. This course addresses practical skills for effective public speaking and presentation skills for global managers. It examines common issues and best practices for effective communication and presentation skills in a Western content.

IM702   Management of Technology and Entrepreneurship
This course covers current issues and theories on strategic management of technology and entrepreneurship. The major issues covered include principles of technology management, designing and implementing technology strategy, R&D project and personnel management, entrepreneurship and entrepreneurial process, managing high-tech ventures, preparing the business plan, venture capital and venture policy. Some special issues are also discussed.

IM703   Data Security and DRM
This course offers students wide understanding of issues and problems related to data security in info-media business area, followed by the solutions and technologies. And the course take a deep look at the total system of the distribution and protection of digital contents, DRM (Digital Rights Management), to understand its concept, architecture, and applications.

IM704   Introduction to Culture Technology
The evolution of digital technology has been basically changing the whole society and there is no exception in culture and art area. Digital technology has opened new way of artistic expressions, changed our culture and industrial structures, and given birth to new culture industries. This course provide structured understanding of the interrelation between culture and art and digital technology, especially focusing on the digital technologies applied to culture and art industry.

IM705   Design Management
In this course, students understand the relation between management and design and learn key theories of design management and practical cases. The background and status of design management and efficient administration of human and other resources of design team will be covered.

IM706   Knowledge Management
This course introduces KM theory, cases, and implementation methodologies for corporate KM implementation. Students will learn about KM Strategy Planning, KM Map, KM organization, KM process, KM system, Community of Practice (CoP), and Knowledge Ecology and, for a real company, will conduct a KM diagnosis and master planning task.

IM707   Demand forecasting in IT industry
This course introduces a variety of analytical methods to forecast the demand of a new product. It will include a number of statistical models such as regression analysis, diffusion model, and choice analysis etc, and the exercise of each model will be provided. These methodologies are important and very practical for developing marketing strategies and supporting the decision making.

IM708   Valuation of IT Media business
This course introduces the theoretical framework for the analysis of fundamental value of IT Media business and their applications into real cases. This course focuses on the methodology and models for valuation of IT Media business based on the general theoretical framework of corporate valuation. This course deals with the characteristics of IT Media business and their impact on the value analysis.

IM709   Growth Strategy
Evidence suggests that profit grown through increasing revenues can boost stock price much more than 25% than profit grown by reducing costs. Growth strategists assert that profitable growth is the result of more than good luck – it can be actively targeted and managed. This course helps students learn how to analyse and design businesses

that can lead to sustainable profitability. We will introduce the fundamentals in profitable growth. Furthermore, we will cover the topics such as Core Definition, Adjacency Expansion, Managing Innovation, Open Business Model, Network Business, and Business Feasibility Analysis. The emphasis is on IT media companies.

IM710   An Analysis of HR Cases in IT Industry
The most admired IT-related companies have commonality to maximize their performance improvement with having well-defined and cultivated hi-potentials. In this class, MBA students, through analyses of innovative HR cases, learn how to effectively utilize core competencies in corporations.

IM711   Special Topics in Information & Media Management
This is a special course reserved for new topics in the information & media management area of temporary interest or with potential for development as a regular course.

IM712   Financial Management II
This course is designed to help you understand the theory and practice in corporate finance strategy. Precisely, we discuss issues in raising capital, capital structure, dividend policy, the market for corporate control (mergers and acquisitions), and contemporary issues in corporate governance. In-depth case analysis discussion will be given in class.

IM901   Business Consulting Practice
In this course, students construct a team and exercise business consulting. I the change of this practice, students have a good opportunity to apply theoretical frameworks they learned to business fields and increase their knowledge and ability of problem solving and team-based project will improve the students in terms of reasonable and structured decision making, communication skills, and cooperation with members.

IM911   International Field Trip
This course offers students an engaging global experience on how business operates and the culture is in the leading companies in information and media area. And students will have opportunities to take a look at diverse issues faced by multinational organizations - economics, regulatory, managerial, intra-organizational relationship and ethical issues as well as business outlook and opportunities for the entire region as governmental and economic structures change.

IM921   Independent study for Graduate Studies
In this class, students will do independent studies with advisors over the major problems in the IT and Media industries. Specially, issues will be selected based on the criticality of the problems. Students will experience the whole process of modeling, analysis, insight generation, and strategy development.

Descriptions of English /Chinese Courses

BUS910   Basic Fluency I   3:1:0(1)
This class is designed to help students develop basic communicative skills in terms of ease, speed and smoothness of speech.   The content of the class allows maximum discussion on a wide variety of basic topics. (Beginning/Low Intermediate)

BUS911   Basic Fluency II   3:1:0(1)
This class is designed to help students further develop their communicative skills to enhance conversational ability. Course content focuses on discussion, consensus, problem-solving and current events.   (Low/Mid Intermediate)

BUS912   Newspapers-Reading and Discussion   3:1:0(1)
This class uses various newspapers to investigate current events. The class will focus on the skills of reading, narration, and discussion. Students will develop an understanding of how to obtain information efficiently and how to express that information concisely. Topics for discussion will vary, but they will be selected based on the interests of the students and the instructor.   (High Intermediate/Advanced)

BUS913   Case Studies in Business   3:1:0(2)
This class is designed for students who want to discuss issues in business while improving their communicative skills. This course focuses on case studies and background information in the areas of management, marketing, negotiations, and conflict resolution. It is ideal for the students who want to develop basic analytical skills as well as those who want to evaluate their personal management skills. (High Intermediate/Advanced)

BUS914   American Popular Culture English   3:1:0(1)
This is a video-based course designed to teach students about American popular culture through television and movies. The primary focus of this course is on developing the listening skills of students, but other skills will also be developed. Various listening comprehension exercises will be done with video to build skills to facilitate interaction with native speakers of English. Additionally, the textbook World Class English is used to develop conversation and writing skills. This course is designed for beginners to Mid-Intermediate level students.

BUS915   Business English - Blended   3:1:0(1)
This course uses video and reading materials to increase the business knowledge of students. Videos dealing with business issues are used to develop the listening skills of students, as well as teach them how to function as global citizens in an increasingly international world. Additionally, readings and exercises from the book Business Communication Essentials are used to give students practical knowledge about how to write short business messages. Specifically, students will get hands-on experience writing various types of business letters, memo's and E-mail. The book World Class English is used to develop conversation and further writing skills of students. Although all four language skills will be enhanced in this course, the focus will be on developing listening and writing skills. This course is designed for students from OPI Level 4 to AS.

BUS916   Real Life English   3:1:0(1)
This is a debate and discussion course designed to enhance the conversational ability of students. Formal debates are held between teams of students through the use of movie segments. The textbook World Class English is used to further develop conversational and writing ability. This course prepares students to think on their feet when dealing with real-life situations in English. For Intermediate-level and higher.

BUS917   Job Search English Skills   3:1:0(2)
This class develops English language skills to help students obtain employment in Korea and around the world. Topics covered include starting the job search, cover letters, resumes, and interviews. Additionally, students will take several practice TOEIC tests since it is a requirement for many companies. For Intermediate-level and higher students.

BUS918   Business English Writing - Blended   3:1:0(1)
This course is an introduction to English Business writing. This course assumes that students have acquired a reasonable fluency in spoken English (minimum OPI Level 3) and have a good working knowledge of English sentence structure. The main thrust of this course is to focus on the basic elements of paragraph and essay writing. Then to focus on writing short business reports, proposals, and executive summaries.

BUS919   Academic English Writing II   3:1:0(5)
This course uses the North American style of teaching to develop academic writing skills in English. It is student centered in its approach in that students will write critiques on articles they read and lead class discussions on them. Additionally, students write a 5-10 page term paper which is to be completed in 3 drafts. PLEASE NOTE: THIS IS A RIGOROUS COURSE AND STUDENTS SHOULD BE PREPARE TO DO SEVERAL HOURS OF HOMEWORK EACH WEEK. For Mid-Intermediate-level and higher students.

BUS920   Listening Skills I   3:1:0(1)
This course is aimed at mid-intermediate to high-intermediate students (OPI 3, 4, 5). In this course you will improve your ability to listen to material found in many settings including academic settings. You will gain a better understanding of the listening process and how to listen actively. You will also develop the necessary skills needed to take effective notes in an academic lecture.

BUS921   Listening Skills II   3:1:0(1)
This course is aimed at high-intermediate to advanced students (OPI 5, 6, AS). In this course you will improve your ability to listen to material found in many settings including academic settings. You will gain a better understanding of the listening process and how to listen actively. You will also develop the necessary skills needed

to take effective notes in an academic lecture.

BUS922   American Immersion I   3:1:0(1)
This course is designed to help students function better if they plan to go to America to further their studies. American culture is the main focus of the course, both from a historical and contemporary perspective.   This course will use the textbook The American Ways and the television series Friends as the basis for instruction.   All four language skills will be developed: listening, speaking, reading and writing.   It is designed for high-intermediate level students and above

BUS923   American Immersion II   3:1:0(1)
This course is designed to help students function better if they plan to go to America to further their studies. American culture is the main focus of the course, both from a historical and contemporary perspective. This course will use the textbook The American Ways and the television series Friends as the basis for instruction.   All four language skills will be developed: listening, speaking, reading and writing.   Please be advised that American Immersion 1 is not a prerequisite for this course. The material covered in this course is different from American Immersion 1. Both courses are designed for high-intermediate level students and above

BUS924   American Classic Films   3:1:0(1)
In this course students will improve their listening and speaking skills while seeking to understand the content and cultural issues associated with three classic, Oscar winning American films.   We will explore the historical and social issues that provide the setting for the films.   You will be responsible for learning and understanding the content of the films in addition to the language skills practiced.

BUS925   English Debate and Critical Communication Skills   3:1:0(1)
The purpose of this course is to introduce students to the art of proper debate.   The course will focus on the purpose of debate, the rules of debate, and the development of a sound argument within a debate.   Debating is an art that requires the combination of a logical and sound argument with the ability to communicate that argument in an oral format.   Debating is the art of oral persuasion.

BUS930   Elementary Business Chinese Ⅰ   3:0:0(1)
This course is designed for beginners learning necessary Chinese expressions for daily commercial communication and skills for polite social intercourse.

BUS931   Intermediate Business Chinese Ⅰ   3:0:0(1)
Ability to use appropriate to design to the teaching of business Chinese in three-in-one training pattern that combines the language as a carrier with commercial activities and cross-cultural knowledge. This course is prepared for beginners who acquire language skills for business information exchange.

US932   Intermediate Business Chinese Ⅱ   3:0:0(1)
Ability to use appropriate to design to the teaching of business Chinese in three-in-one training pattern that combines the language as a carrier with commercial activities and cross-cultural knowledge. This course is prepared for beginners who acquire language skills for business information exchange.

BUS933   Advanced Business Chinese Ⅰ   3:0:0(1)
Ability to use appropriate to design to the teaching of advanced business Chinese in three-in-one training pattern that combines the language as a carrier with commercial activities and cross-cultural knowledge. Designed for the training of intermediate learners in language skills for business information exchange.

BUS934   Advanced Business Chinese Ⅱ   3:0:0(1)
Ability to use appropriate to design to the teaching of advanced business Chinese in three-in-one training pattern that combines the language as a carrier with commercial activities and cross-cultural knowledge. Designed for the training of intermediate learners in language skills for business information exchange.