

## Course Description

### leadership & communication 1, 2

The basic principle of leadership and cases are introduced, and the communication training is provided with case studies. The students will be asked to present their experiences on the successful leadership and communication.

### Information Technology

This course explores the development of information communication technology and the core technique of policy-information communication technology. In addition, we will discuss about techniques and policies to guide the market by looking at the development direction and prospect of information communication technology.

### Environment Technology

Environment policies and international cooperation environment technology development theory. The issues that entire human beings have to solve together in the 21st century are energy, environment, water and substantiality. We are going to have a close look at these important issues in the history of civilization and are going to discuss about the ways and policies to solve the problem.

### Bio Technology

Understanding of new technology and development of bio-technology - We will learn essential elements of bio-technology that will lead the 21st century's industry. Moreover, we are going to discuss biotechnology's development direction, prospect and strategies to develop the industry.

### Nano Technology

Theory and development process of nano-technology. We will learn basic skills in order to comprehend nano-technology. We are also going to find development direction and policy direction of nano-technology and industry by looking at various cases that applied nano-technology.

### Convergence Technology

We will learn basic theories and technologies of convergence technologies among science, technology, and humanities and social sciences. Through the diverse cases of convergence technologies, we will pursue the ways in which we utilize convergence technology as a major driver in our national economy and technology.

### Food. Disease. Life

In the 21st century, food, disease and life are issues that entire human being shave to solve together. We are going to have a close look at these important issues in the history of civilization and are going to discuss about the ways and policies to solve the problem.

### Science and Technology Policy

This course explores how the development of science and technology can influence and be influenced by public policy. Students will learn the changing inter-relationship between science and politics and analyze the role played by various participants—scientists, government officials, and lay people—in the policy-making process.

### Science Journalism Theory

We will introduce various theories acquired during science journalism research, introduce each field of science journalism, while pursuing acquisition of new theories and knowledge.

### Research Methodology in Science Journalism

This course aims to increase understanding of various research methodologies related with mass media. Particularly, it provides essential concepts and statistical knowledge to help in writing master's thesis in science journalism.

### Technology Marketing & Open Innovation

This course will introduce and discuss technology marketing and open innovation. The background of technology marketing will be introduced, and open innovation, new technology innovation method, is to be discussed. Then M&A and IP market is to be discussed. Finally, personal project will be developed and evaluated.

### Modern Science, Technology and Civilization

This course aims to survey the history of science and technology in the 19th and 20th centuries, with special emphasis on the social and cultural backgrounds.

### Financial Engineering

We will learn the multidisciplinary field involving financial theory, the methods of financing, using tools of mathematics, computation and the practice of programming to achieve the desired end results. In this course, we will study the basic concepts in order to develop our understanding of financial engineering and discuss our contemporary issues related to financial management and consulting industries.

### Medical Journalism and Health Policy

This course will provide students with a broad overview of health policy and analysis method so students will be able to enhance ability to recognize, investigate, analyze and narrate health policies, issues and concerns, focusing on the untangling of complexities and controversies.

### Information Media Industry

We are going to put emphasis on understanding the industrial aspect of information media which became high-tech industry in the 21st century and finding out connection between information media industry and culture industry.

### Prediction & Planning of Future

In this course, we will introduce scientific methodologies for estimating the change of future society. Based on this, we will highlight solving methods for the problems that mankind are encountered based on science and technology. To meet this, we will invite specialists from various fields who can foresee the future in fusion ways, have lectures, and discuss about them. The purpose of this lecture is to search for the grand progress directions for the future of Korea.

### Culture Technology & Content

In this course, we are going to provide philosophical basis in order to apply social science to research of media and journalism and mainly introduce quantitative research methodologies that are used in scientific research such as questionnaire and content analysis.

### Understanding Social Media

Social media have rapidly changed the norms of both science journalism and our society. This course analyzes the nature of social media, including social networking sites and user-generated content models in order to provide new perspectives and knowledge on science journalism/communication to the students.

### IP Management

This course is designed to provide students with fundamental knowledge on intellectual property management topics through case simulations. It will cover strategic management issues of patents, trademarks, designs, trade secrets, and copyrights. It will also explore issues of IP transactions such as licensing, valuation, negotiation, and M&A's.

### Brand & Design Management

To learn how to enhance the customer satisfaction as well as the competitive edge by upgrading quality of products and services through strategic applications of design into management in order to cope with ever-changing needs of customers and trends.

### Social Cognitive Neuroscience

This class is designed to provide introduction of neural mechanisms underlying social cognition and behavior. Neural mechanisms underlying the empathy, social isolation, free-riding and cooperation, deception based on neuroimaging and behavioral investigations will be introduced. Particularly, the effect of media and journalism for public perception and behaviors will be intensively discussed.

### Future Strategy Planning

In this course, we will estimate the change of future society in the 21st global era and highlight important science

and technology for solving the emerging issues that the earth and mankind are encountered. Moreover, the role of science culture in the era of fusion will be introduced. We will invite strategists from various fields, have relay lectures, and discuss with the lecturers. The purpose of this lecture is to search for grand development strategies for the future of Korea throughout the class.

#### Risk communication

Fear of catastrophe has become a principle subject of concern in today's media, creating a political/economic sphere for discussing how to manage risks such as air pollution, floods, climate change, flu pandemics, nuclear meltdowns and food contamination.