

Descriptions of Courses

PMB503 Statistical Decision-making **2:3:3(6)**

The course is to enable the students to raise capability to solve real-world managerial problems through statistical and analytical methodologies.

PMB510 Leadership and Organization Management **3:0:3(4)**

This course focuses on enabling the students to analyze formal decision making processes and develop analytical capacity to deal with complex managerial issues. The students will experience the importance of 'uncertainty' in decision making, and learn analytical, systematic ways to manage it in the real-world context.

PMB511 Strategic Management **3:1:3(5)**

This course provides conceptual frameworks and diagnostic tools for analyzing a diverse spectrum of the firm's survival problems.

PMB514 Principles of Economics **3:0:3(3)**

This course is an introduction to Economics, aiming at providing students with basic theoretical concepts and methods in the fields of both micro and macro-economics and helping them apply those concepts and methods to the analysis of economic issues and business strategies.

PMB516 International Business **3:0:3(3)**

This course surveys basic issues in international business and seeks to enable students to develop a conceptual framework for managing companies in the international settings.

PMB517 Negotiation and Conflict Resolution **1.5:0:1.5(2)**

This course reviews the strategies and tactics of distributive and integrative bargaining approaches in theory and practice of business and international negotiation.

PMB520 Marketing **3:0:3(3)**

The objective of this course is to equip you with the conceptual frameworks and analytical tools required for marketing products and services and provide you with opportunities to understand marketing tools correctly and to apply them in realistic situation by analyzing marketing cases.

PMB521 Marketing Research **3:1:3(3)**

The objective of this course is to provide an understanding of marketing research methods employed by well-managed firms. It will focus on helping managers recognize the importance of systematic information gathering and analysis in making marketing decisions.

PMB522 High-Tech Marketing **1.5:0:1.5(2)**

This course deals with marketing of high-tech firms who face high uncertainties in evolution of technologies, market demands and competition. Main issues will include identifying business opportunities, market research and demand forecasting, creating and marketing new products, management of marketing mix elements and adaptation to market evolutions for high-tech firms.

PMB524 Business-to-Business Marketing **1.5:0:1.5(2)**

This course deals with marketing issues for industrial products and services for which customers are firms. Topics include characteristics of B2B marketing, organization buying process and segmentation and positioning. Also, frameworks will be provided for planning and evaluating industrial marketing functions for products and services.

PMB525 Service Marketing**1.5:0:1.5(2)**

This course deals with marketing of service offers for which the value mainly comes from intangibles. The topics include distinctive issues of service marketing, developing and implementing service marketing strategies, marketing for specific service industries, and marketing of experiences.

PMB526 Strategic Brand Management**1.5:0:1.5(2)**

This course deals with issues on how the brand equity is developed and how it can be utilized for strategic marketing activities. The main topics include the nature of brand equity, the process by which brand marketing is undertaken, and the strategic management of brand equity.

PMB529 New Business Development**1.5:0:1.5(2)**

This course addresses the issues faced by new business development managers and team. More specifically the processes, strategies and organization of new business development are discussed with real cases.

PMB530 Supply Chain Management**1.5:1:1.5(2)**

This course enables manager to maximize firm's value creation by managing these three fundamental building blocks from a supply chain or value chain perspective.

PMB532 Strategic Management of Technology and Innovation**3:0:3(4)**

The framework of the course is an evolutionary process perspective on technology strategy and innovation. Decision making processes and management issues related to the formulation and implementation will be analyzed and recent development will be discussed.

PMB534 Entrepreneurship and The Entrepreneurial Manager**1.5:0:1.5(2)**

This course deals with the issues by faced by entrepreneurial managers who wish to turn opportunity into viable organizations that create values, and empowers students to develop their own approaches, guidelines, and skills for being entrepreneurial managers. Corporate entrepreneurship and social entrepreneurship are also discussed in the class.

PMB535 Firm Valuation**3:0:3(3)**

This course will provide the basic framework for valuing projects or firms. Topics discussed in this course will include the estimation of cash flow, the determination of appropriate risk-adjusted discount rate, Net Present Value method, and IRR method.

PMB542 Management Information System**1.5:1:1.5(2)**

This course is case oriented and challenges strategic and managerial perspectives of IT and innovation.

PMB560 Financial Accounting**3:0:3(6)**

This course is placed on reading and interpreting the corporate financial statements from the perspective of the user of financial information. The role of accounting information in analyzing the performance of a firm, its valuation and financial contracting is also covered.

PMB561 Corporate Financial Policy**3:0:3(5)**

This course provides advanced theories and empirical evidences regarding corporate financing and investment decisions. Specific topics will include capital structure policy, dividend policy, M&A, and corporate governance.

PMB562 Case Studies in Finance**1.5:0:1.5(2)**

This course will cover firms' capital structure decisions, corporate valuations, mergers and acquisitions, dividend policy, real options and corporate governance.

PMB563 Investment Analysis **3:1:3(5)**

Topics that will be discussed in this course will include the relation between the expected return and risk, asset pricing theories, portfolio management, and the market efficiency.

PMB569 Futures and Options **3:0:3(5)**

Student will learn about the basic derivatives such as forward, futures, swaps and options contracts in this course. The topics discussed in this course will include the concepts, pricing, design, and hedging of them.

PMB572 Financial Statement Analysis **3:0:3(5)**

The course is designed to provide a framework to analyze financial statements and apply it in specific decision contexts such as investment and performance evaluation of a firm. It also covers business valuation and credit evaluation of a firm financial statement analysis.

PMB590 Cross Cultural Management **1.5:0:1.5(2)**

The ability to communicate cross-culturally and understand diverse perspectives is a necessity in order to achieve a competitive advantage in our global economy. It involves the study of international business practices and managing diversity in the context of understanding multi-cultural and international affairs.

PMB593 Business Communication **1.5:0:1.5(1)**

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.

PMB594 Global Immersion Practice **1.5:0:1.5(1)**

The Global Immersion Program is specifically designed to provide students with a cross cultural experience to help you develop International Business Skills, Global Leadership Skills, Presentation skills and English Proficiency Skills.

PMB595 Analysis of Chinese Political Economy **3:0:3(3)**

This course is designed to help students understand the system of Chinese political economy and to gain insight into the Chinese economic system by studying and analyzing various components of Chinese politics, administration, economy and business environment.

PMB604 Human Resource Management Systems and Strategy **3:0:3(3)**

This course focuses on how to design and execute human resource management strategies and adopts an integrative perspective, drawing upon fundamental courses constituting the core curriculum in management. It covers both analytical and managerial approaches to develop the concepts and strategies that enable general managers to enhance the value of the human resources, i.e., people, in their organizations.

PMB618 Organization Design and Innovation **1.5:0:1.5(2)**

This course is designed to provide an intermediate level of knowledge in organization design and innovation. It also addresses such internal factors as the organizational life-cycle, organizational culture, and the challenge of innovation that influence organization design.

PMB623 Integrated Marketing Communications **1.5:0:1.5(2)**

This course focuses on how to plan, implement, and control advertising activities in harmony with other communication tools of sales promotion, personal selling, PR, word-of-mouth, the Internet, and social media to achieve marketing goals.

PMB624 Consumer Behavior **3:0:3(3)**

This course is intended to introduce students to a wide range of concepts and theories in consumer

marketing and psychology, and to explore the strategic implications of analyzing customer choice for marketers through the analyses of eight business cases. Focusing on information processing theory, this course further provides students in-depth knowledge about how consumers acquire, organize, and utilize marketing stimuli information when forming their attitudes and making preferential choices.

PMB626 Marketing Channels Strategy

3:0:3(3)

In this course students learn what functions are needed for effective and efficient distribution, who channel participants are to undertake the functions, and how the participants are organized and governed. This course also offers opportunities to acquire the knowledge and skills to manage a firm's distribution channels so as to reach its marketing objective.

PMB641 Strategic Customer Relationship

1.5:0:1.5(2)

The course will be presented from the perspective of an CRM professional (consultant/manager), focusing on the tools and strategies to manage the acquisition, retention, and expansion stages of customer lifecycle.

PMB644 Advanced Accounting

3:0:3(3)

This course covers in-depth topics to prepare, understand, interpret, and use financial statements in accordance with International Financial Reporting Standards (IFRS). It includes various topics for intra-entity events (e.g., debt and equity financing, EPS, pension, lease, etc) and inter-entity events (e.g., consolidation, translation, etc).

PMB661 Mergers and Acquisitions

3:0:3(3)

This course is designed to provide students with understanding of financial and economic implications of mergers and acquisitions. It also covers practical aspects of mergers and acquisitions through the case studies.

PMB664 Fixed Income Securities

3:0:3(5)

This course discusses the basics of fixed income securities and the market. It also discusses the interest rate risk and credit risk associated with fixed income securities. Basic interest rate term structure models will be introduced and associated derivative products will be discussed.

PMB672 Financial Market Risk management

1.5:0:1.5(2)

The topics discussed in this course will include measuring and managing the market risk and credit risk of financial instruments, and other operational risk management issues in running the financial institutions.

PMB678 Management Accounting

3:0:3(5)

This lecture covers the basic concepts and foundations for management accounting, cost allocations, performance of divisions and individuals, decision-making using management accounting information, and cost and benefit analysis.

PMB997 Capstone Project Study

0:9:3

It enables students to integrate what they have learned from the course taken for semesters, which include diverse management disciplines from marketing, strategy, finance, accounting, to supply chain management and IT.

College of Business English and Chinese Descriptions of 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.

BUS926 English for Financial Issues 3:1:0(1)

This course is designed to facilitate discussion of finance in English. So that students can parpare for and participate in core finance issues effectively and confidently. .

BUS927 Business Presentation 3:1:0(2)

The purpose of this subject is to provide ME students with a range of skills, knowledge, and options for presenting in a professional and interesting manner, and knowledge on how to present to a range or audiences. Participants will be require to perform a variety of speeches on a regular basis and participants will be expected to provide constructive criticism and feedback to others, thereby creating a shared and mutually beneficial learning environment.

BUS928 Teaching Effectiveness in English 3:1:0(2)

The purpose of this subject is to provide PhD students with a range of skills, knowledge, and options for teaching in English in a professional and interesting manner, and knowledge on how to present information to students well. Participants will be required to learn a variety of teaching methods and will be expected to teach small groups and provide constructive criticism and feedback to others, thereby creating a shared and mutually beneficial learning environment.

BUS929 Academic Writing in English 3:1:0(2)

.The purpose of this subject is to provide ME and PhD students with rigorous practice in developing their ideas in writing. Students are expected to become experts in writing full paragraphs, referencing, using evidence to support their ideas and checking their own materials. Students are also expected to develop feedback skills in order to create a supportive learning environment.

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.

BUS932 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.