

Information and Media MBA

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Overview

□ Info&Media MBA Program

The Info & Media MBA aims to provide management education specialized in the IT/Broadcasting/Telecom/Media/Content convergence industry, unlike the Techno MBA which provides general management training.

Therefore, the curriculum is focused not only on general management training, but also on courses related to the recent trends, industry and technology of IT media.

In particular, the program consists of courses in management & marketing strategy related to the changes of platforms & networks, the appearance of smart devices, vitalization of social media, and changes in the smart business environment under the circumstance of the rapidly changing trends of Entertainment and Media Contents.

The majority of the student body consists of MBA students from the IT/Media related industry. The Info & Media MBA is a 54 credit/1-year program and provides a 2 week customized training program in the area of Media Entertainment during the summer semester in the University of Southern California of L.A. in USA.