

Major Course Completion Requirements for Information and Media MBA (2016)

Coursework Master's Degree Program

Please check the common graduation requirements.

■ **Credit Requirement for Graduation:** Required to complete a total of more than 45 credits

■ **Mandatory General Courses:** 3 Credits and 1AU

○ CC020 Ethics and Safety I(1AU)

CC511 Probability and Statistics(3)

[Substitution: IM503 Statistical Analysis and Decision Modeling(3)

MGT503 Management Statistical Analysis(3),

FMB500 Statistical Analysis for Finance(3)

■ **Mandatory Major Courses:** 21 Credits or more

1) **Key Areas of Management: 9 Credits**

Course Title	Substitutive Course
IM513 Marketing Analysis and Strategy(3)	MGT520 Marketing (3)
IM514 Strategic Management(1.5)	MGT511 Strategic Management (3) MGT613 Strategic Management (3)
IM515 Financial Management(3)	MGT561 Corporate Financial Policy (3) FMB501 Financial Management
IM516 Accounting(1.5)	MGT560 Financial Accounting (3) FMB502 Financial Accounting(3)

2) **Key Areas of IT/Media Management: 12 Credits**

IM551 Information Technology Strategy & Management(3)

IM557 Media Management & Economics(3)

IM559 Business Consulting(3)

IM561 Business Analytics(3)

■ **Elective Courses:** 15 Credits or more

○ IM MBA students must take 12 or more credits that offered in IM MBA program.

■ **Tracks (optional)**

1) IM MBA students can choose up to 2 tracks and must take 9 or more credits for

each track.

- 2) Students can take all credits for each course even if Mandatory Major and Elective Courses overlap with 3 tracks.
- 3) It will be confined to one field if you take some overlapping courses in 3 tracks.

1. Business Analytics Track

- IM561 Business Analytics(3)
- IM623 Data Mining for Intelligence Marketing(3)
- IM627 CRM Strategies and Customer Analysis(3)

2. IT Management Track

- IM551 Information Technology Strategy & Management(3)
- IM623 Data Mining for Intelligence Marketing(3)
- IM626 e-Business Strategy(3)

3. Media Management Track

- IM557 Media Management & Economics(3)
- IM558 Media Consumer Psychology and Advertising(3)
- IM627 CRM Strategies and Customer Analysis(3)

■ Research Courses:: 6 Credits or more

- IM MBA students must take 6 or more credits for Research Courses including IM911 International Field Trip(3).

Course Title	Substitutive Course
IM901 Business Consulting Practice (3)	-
IM911 International Field Trip (3)	IM931 Domestic Field Study(3)

■ English Proficiency Requirement :

- Students are required to complete one BUS900 course. This requirement is waived for students who have obtained S (Superior) Level of Oral Proficiency Interview (OPI).
- This requirement is waived for students who have taken the Elective Courses, IM671 Business Presentation in English I. Also the students can take 3 credits for Elective Courses.

□ Transitional Measures

- 1) The revised course requirement applies to students who start the program in 2016.
- 2) The revised course requirement can be applied to students who entered in or

before 2015 with the approval of the chair.

- 3) The revised course requirement can be applied to substitutive courses(both mandatory general courses and mandatory major courses) with the approval of the chair.

Major Course Completion Requirements for Information and Media MBA (2017)

For Reference

Coursework Master's Degree Program

Please check the common graduation requirements.

■ **Credit Requirement for Graduation:** Required to complete a total of more than 45 credits

■ **Mandatory General Courses:** 3 Credits and 1AU

○ CC020 Ethics and Safety I(1AU)

CC511 Probability and Statistics(3)

[Substitution: IM503 Statistical Analysis and Decision Modeling(3)

MGT503 Management Statistical Analysis(3),

FMB500 Statistical Analysis for Finance(3)

■ **Mandatory Major Courses:** 21 Credits or more

1) **Key Areas of Management:** 9 Credits

Course Title	Substitutive Course
IM513 Marketing Analysis and Strategy(3)	MGT520 Marketing (3)
IM514 Strategic Management(1.5)	MGT511 Strategic Management (3) MGT613 Strategic Management (3)
IM515 Financial Management(3)	MGT561 Corporate Financial Policy (3) FMB501 Financial Management
IM516 Accounting(1.5)	MGT560 Financial Accounting (3) FMB502 Financial Accounting(3)

2) **Key Areas of IT/Media Management:** 12 Credits

IM551 Information Technology Strategy & Management(3)

IM557 Media Management & Economics(3)

IM559 Business Consulting(3)

IM561 Business Analytics(3)

■ **Elective Courses:** 15 Credits or more

○ IM MBA students must take 12 or more credits that offered in IM MBA program.

■ **Tracks (optional)**

1) IM MBA students can choose up to 2 tracks and must take 9 or more credits for

each track.

- 2) Students can take all credits for each course even if Mandatory Major and Elective Courses overlap with 3 tracks.
- 3) It will be confined to one field if you take some overlapping courses in 3 tracks.

1. Business Analytics Track

IM623 Data Mining for Intelligence Marketing(3)
IM627 CRM Strategies and Customer Analysis(3)
IM694 Advanced Business Analytics(3)

2. IT Management Track

IM623 Data Mining for Intelligence Marketing(3)
IM626 e-Business Strategy(3)
MIM534 Web & App Application Development(3)

3. Media Management Track

IM558 Media Consumer Psychology and Advertising(3)
IM627 CRM Strategies and Customer Analysis(3)
MIM551 Digital Convergence and Management of High-Tech Industries(3)

■ Research Courses: 6 Credits or more

- IM MBA students must take 6 or more credits for Research Courses including IM911 International Field Trip(3).

Course Title	Substitutive Course
IM901 Business Consulting Practice (3)	-
IM911 International Field Trip (3)	IM931 Domestic Field Study(3)

■ English Proficiency Requirement :

- Students are required to complete one BUS900 course. This requirement is waived for students who have obtained S (Superior) Level of Oral Proficiency Interview (OPI).
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□ Transitional Measures

- 1) The revised course requirement applies to students who start the program in 2017.
- 2) The revised course requirement can be applied to students who entered in or

before 2016 with the approval of the chair.

- 3) The revised course requirement can be applied to substitutive courses(both mandatory general courses and mandatory major courses) with the approval of the chair.