

Description 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 this course are 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.
- 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.

PMB541 Research Methods 3:0:3

This course provides general knowledge for writing academic thesis in the area of business. Main focus will be on quantitative research methods, though some qualitative research methods widely used in the field may be covered as well.

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. Te role of accounting infromation 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 I 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.

PMB596 Global Immersion Practice II 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.

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.

PMB614 Innovation Strategy and Organization **3:0:3(1)**
 This course is designed to provide an intermediate level of knowledge in innovation strategy and organization management. Open and user innovation paradigms are introduced with background theories and real cases. It also discusses a new approach to management of organizations for open and innovation strategies.

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.

PMB622 Pricing Strategies **1.5:0:1.5(2)**
 This course introduces practical tools for pricing, how to measure consumer demand with real data, and links and tradeoffs between a variety of pricing strategies. Since pricing is a fundamentally quantitative exercise, this course integrates concepts from Data-Driven Marketing, Microeconomics, and Competitive Strategy.

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 provides 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 discusseds 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.

PMB679 Tax Accounting **3:0:3(1)**
 Traditional finance and strategy courses do not consider the role of taxes. Similarly, traditional tax courses often ignore the richness of the decision context in which tax factors operate. The objective of this course is to develop a framework for understanding how taxes affect business decisions. This course deals mainly with inco, tax, capital gains tax and value added tax and related tax codes.

PMB960 Thesis for Graduate Students **0:0:0**
 It enables the MBA students to integrate what they have learned from the courses and to solve real and wpecific problem by building diverse management disciplines.

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.