

Descriptions of Courses

■ Graduate Course

IM501 Statistical Analysis and Applications

The main goal of this course is to understand statistical analysis methods and to apply them to various issues such as forecasting, planning etc. Students can exercise whole statistical modeling processes - problem identification, statistical model building, and analysis - by case studies and term project.

IM502 Decision Analysis and its Application

we will learn how to make a quality decision in the managerial to medical and to personal decision environments involving major uncertainties. It will provide the fundamental framework and approach for the major decisions we will make in our life. Also, we will discover many errors people commonly make when they make decisions intuitively and learn how to overcome these errors.

IM511 Business Economics

This course has the purpose of introducing Information & Media MBA students to the fundamental concepts of microeconomics and their application to information, telecommunications and media economics. Topics include demand and supply analysis, consumers' and producers' decision making, behavior of firms and analysis of markets, introduction to game theory and the role of government. Lecture will focus on bringing out managerial implications from economic principles. In addition, a significant emphasis will be placed on conducting case analyses and student projects which focus on application of these economic concepts to relevant issues in the aforementioned industries.

IM512 managing organization and leadership

This course is designed to provide both theoretical background and practical tools for effective management of the organization and for improving leadership capability. It covers micro OB area such as personality, motivation, leadership and team management as well as macro OB area such as organization design, culture, and organizational changes.

IM513 Marketing Strategy in the Age of New Media

The objective of this course is to introduce new paradigms of marketing in the age of new media. After discussing basic concepts and paradigms of marketing, the students will discuss the effects of new media on marketing, growing importance of experiential contents for the new media in marketing, and the evolution of marketing of consumer experiences. Case analysis and learning by doing will be emphasized.

IM514 Strategic Management

The focus of this course is on the management of the survival of the firm in a changing business environment. This course provides conceptual frameworks and diagnostic tools for analyzing a diverse spectrum of the firm's survival problems. The classes require students' active interaction and involvement. In particular, students are placed in the roles of key decision-makers or their advisors and asked to think about solutions to these survival problems in the evolving landscape of competition.

IM515 Financial Management

This course is designed to help you as an executive to understand the fundamental functions of corporate finance and corporate decision making. Precisely, we seek to answer central questions in corporate finance: which projects firms should choose and how and when they finance those projects. We overview how firms strategically raise funds to finance their projects. In particular, we integrate capital structure and corporate

finance decisions with corporate strategy in our discussion. Other topics include raising capital in financial markets, managerial incentives, information, and corporate governance.

IM516 Accounting

This course introduces the basic concepts and principles of accounting and enables students to utilize accounting information for decision making. The main topics covered in this course are basic concepts and theoretical framework of accounting, accounting process, principles of financial statements, financial statement analysis, and managerial decision making based on accounting information.

IM551 Information Technology Management & Strategy I,

IM552 Information Technology Management & Strategy II

We are at the stage of an information revolution where information technologies are redefining business models across industries, creating new markets and enabling new functionalities. Strategic decisions and management about information technologies are thus increasingly central to business success. The emphasis of this course is that an organization will not succeed with information technology investments unless these investments are aligned with the feasible business strategy and its management. The course is case oriented and will help you appreciate the potential created by IT.

IM553 Telecommunication Systems I, IM554 Telecommunication Systems II

This course conceptually introduces the key technologies of telecommunication systems and data networks. It is geared to those students who do not major in the IT (Information Technology) area but have interests in its applications to various industrial and managerial issues. Emphasis is thus placed on students' understanding of the basic concepts and principles of telecommunications technologies, while technical details are minimally covered. This course consists of two parts. Part I covers the basics of digital signal processing and data communication networks. Part II addresses the advanced topics such as broadband and wireless communications. Also covered in Part II are Internet protocols, Next Generation Internet, and wireless Internet.

IM555 Ubiquitous Management I

This course is intended to give students a technical knowledge of what is happening in the area of ubiquitous computing and to familiarise them with the most significant of the many 'visions' that guide ongoing research in the area. By reviewing current research efforts and identifying the ideas that drive them, the course aims to inspire students and help them develop their own ideas about the future of ubiquitous computing.

IM556 Ubiquitous Management II

This course is intended to give students a managerial knowledge of what is happening in the area of ubiquitous computing and to familiarise them with the most significant of the many 'visions' that guide ongoing research in the area. By reviewing current research efforts and identifying the ideas that drive them, the course aims to inspire students and help them develop their own ideas about the future of ubiquitous computing.

IM557 Media Economics

This course introduces Information & Media MBA students to the structure, working mechanism and recent trends of media industry. Specific topics include: structure and characteristics of media industry, choice of consumers and market reaction, choice of producers and market reaction, market structure and role of government, financing in the media industry and rise of new media and future of media industry. The lecture will include both theory and a number of case studies as well as student projects.

IM558 Digital Media Management

This course is the study of the principles and practices of digital media management. The course examines the breadth of the decision-making issues involved in operations, personnel, finance, program content, sales, marketing, alliance, and government regulation. This course provides students with an understanding of how digital media firms operate within a complex social, political, and multi-cultural environment.

IM601 IT Industry Analysis

This class, as an elective subject within IT industry analysis category, deals with main trend and future prospect in telecommunications service industry in Korea and overseas countries. To this end, we will first study leading telecommunications technologies, on which bases future trend of telecommunications service industry will be analyzed.

IM602 Next-generation mobile communication

The vision of ubiquitous computing is becoming realized, enabled by the tremendous and continued growth of wireless communications and network technologies. The objective of this course is to give an insight into the world of mobile computing and wireless networks. After reviewing the various types of mobile wireless communications, some key emerging mobile wireless technologies are studied along with their advantages and limitations. Various issues with regard to ubiquitous information access from a wireless network are then discussed.

IM603 Managing Digital Convergence

This course deals with the managerial issues in the digital convergence. Specifically, issues on concepts of digital convergence, media industry structure and convergence, strategic management under media convergence, changes of consumer demand and culture, new convergence product development process are major topics.

IM604 Digital Device Development Strategy

This course explores the unique aspects of creating an effective strategy in digital device development. The focus is on a set of tools and concepts for developing firm and corporate strategy for digital device producers. These tools are useful for deciding which technologies to invest in and shaping firm strategy to effectively respond to the behavior of competitors, customers, suppliers and complementors in these industries.

IM605 Telecommunications Economics and Convergence Policy

This course aims to examine the structure and operation of the telecommunications industry utilizing the tools developed in the area of microeconomic and industrial organization theories. It also studies current issues and policies especially about convergence in telecommunications industry.

IM621 Value innovation with IT

This course takes the next logical step of training the students to identify new value innovations driven by new technologies. The word "technologies" refers to either specific technologies or technology platforms. An example of a technology is RFID. An example of a technology platform is Peer to Peer Computing.

IM622 Business Process Management

This course covers methodologies and theories for business process management that is required for innovation in business model to strengthen organization's strategic advantages. We discuss the importance of business model innovation in today's business environment through many cases. Then, we cover methodologies in selecting, analyzing, and re-designing "core" business processes key to firm's strategic

goals. BPM solutions and BPM consulting practices will be introduced through guest lectures, and hands-on projects for real-world problems.

IM623 Data Warehouse & Business Intelligence

Data Warehouse & Business Intelligence This course deals with the issues in data management and data analysis. In the part of data management, we will learn about the concept of data warehouse and the need for data warehouse. And, in relation to the data analysis, this course will provide the basic concept of data mining and the data mining techniques. Furthermore, we will apply the data management and data analysis technique to the real case problem using the business intelligence concept.

IM624 IT Consulting

This course provides an overview, techniques, and cases on SI industry's major IT consulting methodologies (i.e., Information Strategy Planning, Enterprise Resource Planning, Customer Relationship Management, Knowledge Management, Business Process Management, etc.) for students interested in pursuing a career as an IT consultant or corporate CIO.

IM625 Database Design

This course is an application course about database design. Topics include database development environment, entity-relationship modeling, logical data modeling, physical data modeling, and structured query language. Students will also learn database design examples in the area of customer relation management, supply chain management, enterprise resource planning, and human resource management.

IM641 Analysis of Semiconductor Industry

In this course, the students understand the characteristics of the technology, demand and supply of the semiconductor industry. Providing relative business cases as well as theoretical framework for the analysis, this course increases the understanding of the future trend of the semiconductor industry.

IM642 Analysis of Display Industry

In this course, the students understand the technology, performance requirements, cost structure and supply chain issues in the display industry. With theoretical framework, we access the current status and future potential of the worldwide electronic display market and emerging display technologies.

IM643 semi-conductor industry process management and technology trend

This course is an application course about semi-conductor industry manufacturing and management, and aims at learning basic concepts regarding semi-conductor industry process management and technology trend analysis. Students will learn methods about how to conduct industry analysis and technology forecasting. By learning semi-conductor manufacturing processes and general management skills, students also gain capabilities for business strategy development and detailed process management.

IM644 Manufacturing Process Management and Technology Trends in Display Industry

In this course, students will understand technological trends in electronic display industry and study concepts whose use avail competitive advantage in the management of manufacturing process. Key issues in manufacturing process management and strategy will be covered under theoretical framework.

IM661 Entertainment & Media

This course provides an overview on entertainment and media industry and their main management issues. Target industries of interest include movie, broadcasting, music, online-game, performance in entertainment and high-speed internet, wireless communication, and wireless internet in new media. Students of this course will develop competence to create new business model from integrating technical possibilities of new media

with diverse entertainment business.

IM662 Contents Development Strategy

In this course, students understand digital content planning and development methodologies through examination of empirical case studies on digital contents development in various fields. We also learn about each medium in its technical, cultural, and social contexts and the strategies for marketing and distribution of contents through appropriate media.

IM663 Entertainment Marketing

The objective of this course is to provide students with general knowledge about what entertainment marketing is, how it is managed, how consumers experience and use entertainment products, services and experiences, and how this managerial and cultural knowledge can help managers and marketers across a wide range of industries to deliver superior customer value.

IM664 Interactive Media

In this course, students understand the fundamental principles and the underlying production processes involved in making works of interactivity in stand-alone, immersive, and networked environments. This course will familiarize students with basic concepts and issues surrounding interactive media through cultural, scholarly, and technical intersections.

IM665 Introduction to Media

This course looks at the nature of mediated communication, the functions of media, the history of transformations in media and the institutions that help define media's place in society. Over the course we will explore different theoretical perspectives on the role and power of media in society in influencing our social values, political beliefs, identities and behaviors. And we will look at the ways in which the dynamics of class, gender, generation and race influence both the production and reception of media. Through the readings, lectures, and discussions as well as their own writing and oral presentations, students will have multiple opportunities to engage with critical debates in the field as well as explore the role of media in their own lives.

IM701 Business Presentation in English

This course is a MUST for all students who are interested in developing a professional approach to public speaking. 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.

IM702 Management of Technology and Entrepreneurship

This course covers current issues and theories on strategic management of technology and entrepreneurship. The major issues covered include principles of technology management, designing and implementing technology strategy, R&D project and personnel management, entrepreneurship and entrepreneurial process, managing high-tech ventures, preparing the business plan, venture capital and venture policy. Some special issues are also discussed.

IM703 Data Security and DRM

This course offers students wide understanding of issues and problems related to data security in info-media business area, followed by the solutions and technologies. And the course take a deep look at the total system of the distribution and protection of digital contents, DRM(Digital Rights Management), to understand its concept, architecture, and applications.

IM704 Introduction to Culture Technology

The evolution of digital technology has been basically changing the whole society and there is no exception in culture and art area. Digital technology has opened new way of artistic expressions, changed our culture and industrial structures, and given birth to new culture industries. This course provide structured understanding of the interrelation between culture and art and digital technology, especially focusing on the digital technologies applied to culture and art industry.

IM705 Design Management

In this course, students understand the relation between management and design and learn key theories of design management and practical cases. The background and status of design management and efficient administration of human and other resources of design team will be covered.

IM706 Knowledge Management

This course introduces KM theory, cases, and implementation methodologies for corporate KM implementation. Students will learn about KM Strategy Planning, KM Map, KM organization, KM process, KM system, Community of Practice(CoP), and Knowledge Ecology and, for a real company, will conduct a KM diagnosis and master planning task.

IM707 Demand forecasting in IT industry

This course introduces a variety of analytical methods to forecast the demand of a new product. It will include a number of statistical models such as regression analysis, diffusion model, and choice analysis etc, and the exercise of each model will be provided. These methodologies are important and very practical for developing marketing strategies and supporting the decision making.

IM708 Valuation of IT Media business

This course introduces the theoretical framework for the analysis of fundamental value of IT Media business and their applications into real cases. This course focuses on the methodology and models for valuation of IT Media business based on the general theoretical framework of corporate valuation. This course deals with the characteristics of IT Media business and their impact on the value analysis.

IM709 Information Technology Industry Cases

This course is designed to provide students with a firm understanding of real-life IT business realities. The objects of the course is help students (i) learn the basic concepts, terms, principles that can applied to the IT industry, (ii) analyze the activities of the leading IT conglomerates, and (iii) become familiar with the key strategic issues that are particular to that IT industry. Possible IT businesses include Semiconductor, Consulting, Electronic commerce, Portal, Telecommunication, Movies, Entertainment, and Media.

IM710 An Analysis of HR Cases in IT Industry

The most admired IT-related companies have commonality to maximize their performance improvement with having well-defined and cultivated hi-potentials. In this class, MBA students, through analyses of innovative HR cases, learn how to effectively utilize core competencies in corporations.

IM711 Special Topics in Information & Media Management

This is a special course reserved for new topics in the information & media management area of temporary interest or with potential for development as a regular course.

IM901 Business Consulting Practice

In this course, students construct a team and exercise business consulting. I the change of this practice, students have a good opportunity to apply theoretical frameworks they learned to business fields and increase their knowledge and ability of problem solving and team-based project will improve the students in terms of reasonable and structured decision making, communication skills, and cooperation with members.

IM911 International Field Trip

This course offers students an engaging global experience on how business operates and the culture is in the leading companies in information and media area. And students will have opportunities to take a look at diverse issues faced by multinational organizations - economics, regulatory, managerial, intra-organizational relationship and ethical issues as well as business outlook and opportunities for the entire region as governmental and economic structures change.

IM921 Independent study for graduate studies

In this class, students will do independent studies with advisors over the major problems in the IT and Media industries. Specially, issues will be selected based on the criticality of the problems. Students will experience the whole process of modeling, analysis, insight generation, and strategy development.