

## **Descriptions of Courses**

### **MIM501 Research methods for IT management**

This course aims to teach students the philosophy of science, general design & procedures for conducting scientific research, and commonly used research methods/techniques for studying IT management. After taking this course, students should be able to know the basic concepts required to conduct research in the area of IT management..

### **MIM502 Business Communication 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.

### **MIM511 Technology-based Business Transformation**

In an increasingly competitive global world, businesses must transform themselves to be more productive, to gather and store customer and competitive information. This course focuses on the application of technologies including IT to transform organizations and improve their performance. Methods of introducing and implementing information technologies to enable organizational change are examined.

### **MIM512 IT System Design**

IT design involves developing courses of action that resolves several major issues. The success depends on the alignment of business strategy with the design details, technical solutions being only one part of the resolution. The emphasis is on learning how to develop an creative and artistic blueprint for strategy, process, information, application, and apply to real business. Real-life examples and experiences will be shared.

### **MIM513 Business Data Communications and Networks**

We will learn the basic framework and concepts for business intelligence using the diverse data gathered from the business environment. As underlying methods for the business data analysis, we use a variety data mining techniques including classification, clustering, regression analysis, association rule, and neural network model. Real data examples in the area of finance, banking, marketing, and retail business, and mobile telecommunication are used to apply the data mining techniques for obtaining strategic business intelligence.

### **MIM521 IT Consulting and its Application**

This course aims first; at creating the strategic IT management capability ,based on in-depth examination of IT literature and cases and second; to develop the top-notch communication skills (both written and oral) through intensive rounds of write-ups, presentations, and debates. The course will be presented from the perspective of an IT professional (consultant/manager), focusing on the strategic and economic forces behind the organizations' investment in information technology.

### **MIM522 IT Strategy and Management**

This course challenges issues in growing companies form the perspective of IT and Innovation. The emphasis is on gaining insights for creating values. Practical cases are used to enhance applicability.

### **MIM523 IT Venture Entrepreneurship**

This course introduces the fundamentals of 'information technology entrepreneurship', a recent global phenomenon that has driven vital changes in society by empowering individuals to seek opportunity in technological and business solutions when presented with what others see as insurmountable problems. Technology entrepreneurship, whether in a startup or established company, is a spirited approach to business leadership that involves identifying high-potential, technology-intensive commercial opportunities, gathering resources such as talent and capital, and managing rapid growth and significant risks using principled decision-making skills.

### **MIM531 Cloud Computing and Service Oriented Architecture**

This course deals with Business System Architecture and Platform as core capabilities for creating business values. Implementation details are based on Service Oriented Architecture. The emphasis is on their practical

implementation and cases.

#### **MIM532 Business Intelligence and Data Mining**

We will learn the basic framework and concepts for business intelligence using the diverse data gathered from the business environment. As underlying methods for the business data analysis, we use a variety data mining techniques including classification, clustering, regression analysis, association rule, and neural network model. Real data examples in the area of finance, banking, marketing, and retail business, and mobile telecommunication are used to apply the data mining techniques for obtaining strategic business intelligence.

#### **MIM533 Information Security Management**

This course is intended to cover basic concepts and principal approaches in information security. We focus on an overview of key areas in information security rather than an in-depth analysis of a particular area. Major topics include security properties, vulnerabilities, attacks, policies, models, cryptography, PKI (Public Key Infrastructure), network security, evaluation, and application of them. Students will also have research opportunities in the topic area and hands-on experiences in selected information security technologies through lab sessions.

#### **MIM534 Web & App Application Development**

Web and mobile App development course covers various content business models and strategies available for businesses looking to enter the Web and mobile App sector. Starting off with a historical overview of the Web and mobile business, this course explains how web and mobile App contents have developed into the business it is today, what models have made money, and which ones haven't. This course explains how the practice of Web content strategy can be used to effectively manage the size, scope, and cost of content-heavy Web development projects.

#### **MIM541 CRM Theories and cases**

This course aims first; at creating the strategic customer relationship management capability ,based on in-depth examination of CRM literature and cases and second; to develop the top-notch communication skills (both written and oral) through intensive rounds of write-ups, presentations, and debates. 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.

#### **MIM542 Electronic Commerce Management and Technology**

This course aims to learn how to do business more effectively and efficiently with Electronic Commerce and e-Business. Topics include the electronic retailing, online advertisement strategy, customer relationship management, collaborative commerce, e-procurement, supply chain and supplier relationship management, e-auction, Web 2.0, security in EC and e-payment, mobile commerce, order fulfillment, online banking and online stock trading, integration of EC with ERP, and public policy issues to ensure fair trades.

#### **MIM543 Process Innovation with ERP**

This courses introduce the concept and architecture of ERP System, and explore how ERP enable the process innovation and business innovation. By observing the path that ERP has evolved to ERP II, we learn how CRM, SCM, and SRM are integrated with ERP. Even though ERP solution leads the innovation by rigidly adopting the best practice in its design, it also need to maintain the flexibility to integrate with external systems. For this purpose, we need to learn how Data Dictionary and EAI solve this problem. This course will cover comprehensive ERP cases from manufacturing and service industries.

#### **MIM544 Mobile Business Strategy**

This class covers topics in the mobile industries characterized by fast technology innovation and ever-changing business models. Students would learn implication of changing industry structures, competitive product and service strategies, and marketing strategies for mobile business.

#### **MIM551 Digital Convergence and Management of High-Tech Industries**

Through the rapid development of IT and network technology, digital convergence is now underway and new business models are further developed with them. Therefore, the understanding of the digital convergence and its implications should be clearly understood for the effective management of high-technology products and services. In

this class, digital convergence and its implication on the management of high-technology new products and services are explored.

#### **MIM552 IT & Media Industry Analysis**

This course introduces students to the concepts and theories in the IT and media industry analysis and their applications in diverse sectors. Starting from the definition and scope of IT, telecom, and media industry, current issues and prospects will be covered. Students will learn the peculiar characteristics of content, platforms, devices, and components of converged industry such as firms, advertisers, consumers, and policy makers.

#### **MIM553 Social Media and Network Analysis**

Social media is not a simple way of linking people, but it is a new phenomenon how we communicate and influence others. By understanding the role, structure, and function of it, we can understand the diverse impact of social media on individual, corporations and society in general. In this course, we learn how people interact and influence with social media and know how to analyze the behaviour of people through the social network analysis techniques.

#### **MIM561 IT Management 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.

#### **MIM562 Special Topics in IT Management**

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

## **Descriptions of English/Chinese 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 I is not a prerequisite for this course. The material covered in this course is different from American Immersion I. 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.