

Descriptions of Courses

□ IMBA Program

IMB504 Managerial Statistics and Decision-making 3:1:3(5)

The primary objective of this course is to enable the students to raise capability to solve real-world managerial problems through statistical and analytical methodologies. It will nurture effective management capability and leadership by integrating objective and quantitative perspectives with more strategic and qualitative approaches.

IMB510 Leadership in Organizations 1.5:0:1.5(2)

This course is about the new science of leadership. It presumes that we are all deficient in some way in terms of our cognitive ability, resources, or talents and that the way to acquire leadership power is not through the personal development of those skills but by being able to access the skills you need through experts who possess those skills. The goal of this course is to provide you with the coherent set of techniques needed to lead in environments characterized by complexity, interaction, and interconnectedness.

IMB511 Global Strategic Management 3:0:3(5)

An overarching question of modern corporations is how to be better than other competitors in the long run. To address this question, this course provides theoretical frameworks for strategic management geared toward gaining sustainable competitive advantage over rivals for a long period time. Using various business cases of global companies, this course allows students to obtain strategic mind and capabilities for strategic analysis that can readily be applicable to real business world.

IMB512 Research Methods 3:0:3(5)

This course introduces fundamental concepts and applications in research methodologies. From lectures, case studies and exercises, students will experience in research design and acquire an ability to collect and analyze empirical data.

IMB517 Negotiation for Managers 1.5:0:1.5(3)

Students will learn the essentials of negotiation skills and techniques, which have been identified and developed by the modern interdisciplinary studies in negotiation. They will study various analytical frameworks and key concepts through application of these to the actual managerial context. Simulations and evaluation practices will enable students to attain the ability for a continued improvement in their future negotiations.

IMB520 Marketing Management 3:0:3(5)

The objective of this course are (1)to define the strategic role of marketing in the firm, (2)to introduce students to the key elements of marketing analysis, (3) to provide a sound conceptual and theoretical tool kit for analysing marketing problems, and (4)to advance students' understanding of the marketing process as a framework of looking at the world.

IMB529 China Marketing 1.5:0:1.5(3)

This course deals with the marketing strategy and practice issues for successful entry to China market, where long history and cultural diversity coexist with the rapid economic development. Students will study the marketing environments and cases for developing marketing mix and marketing implementation.

IMB531 Supply Chain Management 1.5:0:1.5(1.5)

This course enables MBA students to understand strategic supply chain management (SCM). Theories and methods in SCM (such as the design and operations of value creation processes and strategic issues related

with inventory, capacity, and quality) will be covered and real-world business cases will also be discussed.

IMB539 China SCM **3:0:3(6)**

China has developed her manufacturing capability dramatically. This course focuses on the manufacturing strategy, supply chain strategy, and distribution and logistics of global and local manufacturing companies. Case discussion and practical issues will be more emphasized.

IMB540 Business and Society **3:0:3(5)**

Business management is in essence an economic activity. The consequences, however, are deep and wide both in the society and the natural environment. This course deals with the socio-ecological consequences of management, their subsequent influence to business, and the managerial challenges related to the complex relationship between business and society.

IMB541 Management of Information Technologies **3:0:3(5)**

Through information and communication technology, now business processes of modern firms are globally connected, and innovation on business models and processes are sought by IT. The investment of IT has been ever increasing and comprises more than half of capital investment by firms. Hence, effective management of IT is very critical in business success. Therefore, this course will outline how to manage IT from business perspectives.

IMB560 Financial Accounting and Analysis **3:0:3(5)**

This course studies the basic principles of preparing financial statements including the measurement and valuation of their components. It also covers the basic analysis of financial statements by examining the meaning and implications of the financial statements. Through this, this course provides a fundamental framework of how to use accounting information for value creation and strategic decision making.

IMB561 Financial Strategy and Valuation **3:0:3(5)**

This course is designed to introduce the foundations and the basic tools for making financial decisions. This course will cover the topics including discounted cash flows, net present value, the concept of risk, cost of capital, capital budgeting, capital structure decisions, dividend policy, and real options.

IMB564 Business Economics Analysis **3:0:3(5)**

The first half of this course is designed to help students to understand firm's decision and behavior in the framework of microeconomics by focusing on various competition situations, and to develop analytical capabilities of dealing with managerial issues in various business environments. The second half of this course focuses on understanding business environments in terms of macroeconomic situations in which business managers make their real decision.

IMB590 Global Business Network **1:6:3(3)**

This is a four-week global business practice course co-offered with top Chinese business schools. KAIST and Chinese MBA students in one class visit each other for two weeks, and study the country's market, business environment, and management culture through lectures, site visits, and case discussions.

IMB592 Cross Cultural Management **3:0:3(3)**

The Global Immersion Program is specifically designed to provide students with a cross cultural experience to help you develop skills and attitudes necessary to become a global leader. The program focuses on 4 key skill areas: International Business Skills, Global Leadership Skills, Presentation and Public Speaking Skills, English Proficiency Skills

IMB593 Business Presentation **3:0:3(3)**

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.

IMB605 Business Communication **1.5:1:1.5(3)**

This course focuses an intensive practice to enhance skills for English Presentation and negotiation.

IMB607 Global Management and Law **1.5:0:1.5(3)**

Law has become more important to managers yet so in flux. This course attempts to provide an integrated treatment of law and management that show how the law provides ways for managers to minimize risk while creating value and attaining core business objectives. It covers agency, contracts, sales, e-commerce, torts, and product liability.

IMB652 Innovation Management Consulting **1:1:1.5(3)**

This course introduces fundamental methodologies and applications in business consulting. Students will learn actual methodologies for process improvement from consulting methodologies of renowned consulting firms and real world examples.

IMB675 Special Topics in Technology Management(1) **1:0:1(1.5)**

This is a special course reserved for new topics in the techno management area of current interest or of potential for regular course development.

IMB676 Special Topics in Technology Management(1.5) **1.5:0:1.5(2)**

This is a special course reserved for new topics in the techno management area of current interest or of potential for regular course development.

IMB677 Special Topics in Technology Management(2) **2:0:2(3)**

This is a special course reserved for new topics in the techno management area of current interest or of potential for regular course development.

IMB678 Special Topics in Technology Management(3) **3:0:3(4)**

This is a special course reserved for new topics in the techno management area of current interest or of potential for regular course development.

IMB997 Capstone Project Study **0:9:3**

This is the capstone course for the KAIST MBA program. It enables the second year MBA students to integrate what they have learned from the courses taken for the last three semesters, which include diverse management disciplines from marketing, strategy, finance, accounting, to supply chain management and IT.

College of Business English and Chinese Descriptions of 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.