

## Descriptions of Courses

### □ Executive MBA Program

#### EMB510 Leadership & Organizational Change

This course provides the basic frameworks and theories of organizational behavior and management of organizations. The main course subjects include personality, motivation, and human relationships at the individual level, management of conflicts and teams, leadership, organizational structures and cultures for managing efficient and effective organizational change in a turbulent environment.

#### EMB511 Strategic Management

Why do some firms perform so much better than others? The answer, in great part, lies in their strategies, which are the focus of this course. This course will provide for the development of managerial skills and in developing winning strategies for the evolving and sometimes turbulent business environment a firm competes in. This course will help executive managers understand their corporate capabilities and to learn how to leverage them to create competitive advantages. Managers will learn that strategy must follow the firm's long-term goals; it encompasses choices of products and markets, how the firm will serve customers better than competitors, what vehicles will be used to grow or shift the mix of businesses, decisions about the sequencing of initiatives, and a clear, compelling economic logic. This course is designed to provide personalized learning through the individual participation of executive members and various case studies.

#### EMB513 Global Strategic Management

The main objective of this course is to understand the strategic management of multinational firms (MNCs) (i.e. firms that operate in more than two countries). Executive members will study how firms decide whether and how to develop operations in foreign countries and how firms can become successful once their operations cross national boundaries. In particular, this course focuses on both the forces of globalization and their impact upon the modern firm and its appropriate organizational and strategic response to global challenges. Most of the information in this course is presented through in-class readings, participation, discussions, and case studies.

#### EMB514 Managerial Economics

This course provides an economic foundation for competitive advantage, competition, market analysis and business model development. Topics include a concise economics review followed by horizontal and vertical boundaries of the firm, transaction costs of market exchange, industry and market analysis, diversification, strategic commitment, pricing rivalry, entry and exit, strategic positioning for and sustaining of competitive advantage. This course also discusses these topics from the digital economics point of view. This course tries to help students gain an analytic base, and generalizable and robust insights of business strategy by studying various case studies and thesis research in such areas as core competence, competitive analysis and business model development. A minimum level of mathematics, such as the first order derivatives of functions, is required.

#### EMB515 Global Economy & Corporate Management

The objective of this course for students is two-fold: 1) developing an in-depth understanding of today's global economic environment and 2) fostering and training skills and abilities for applying such knowledge to actual business practices.

#### EMB520 Marketing Management

This course takes an analytical approach to the study of marketing problems of firms. Attention focuses

on the influence of the marketplace and the marketing environment on marketing decision making; focus is also given to the determination of the organization's products, prices, channels, and communication strategies; and the organization's system for planning and controlling its marketing effort.

#### EMB530 Operation Managements & SCM

This course deals with the strategy, design and diagnosis, development, operations and improvement of supply chains, on which business information and physical goods flow. Success of a business is determined by the competition among supply networks rather than the competition among individual firms. Competitiveness of a supply network depends on how the value creation activities of constituent firms are integrated and provide the values the market needs (price, speed, quality, variety, etc.). In order for a network to be successful, the product and process developments, information management (demand forecasting, order management, production planning), procurements, operations, logistics, and service activities of individual firms should be coordinated and/or integrated. This course prepares students to be able to approach the supply chain integration issues by providing strategic and analytic tools that can be used to evaluate the value creation and value transfer processes over a supply chain.

#### EMB531 Innovation Management & Entrepreneurship

This course covers current issues, theories and practices on technology strategy, management of technology, R&D management, and entrepreneurial management. The major issues covered include principles of technology management and entrepreneurship, analysis of core technological competences, formulating and implementing technology strategy, R&D project and professional management, entrepreneurial process, internal corporate venturing, and new business development. Some emerging issues will also be discussed.

#### EMB541 E-Business Strategy

Electronic Commerce (EC) and E-Business were born with the propagation of the Internet. EC and E-Business have drastically changed retailing, manufacturer's direct marketing, banking and services. EC deals with the corporate relations with external customers, suppliers and other partners, while E-Business deals with the E-Transformation of internal parts of businesses including the manufacturing and procurement process. This course studies the key trends, principle technologies for EC and E-Business, and business strategies by reading texts, practicing sites, and discussing cases. Role playing is performed under real case scenarios.

#### EMB542 IT Management

This course is designed to provide a managerial perspective on the strategic and economic impact behind an organization's investment in information technologies. Students will learn major IS management issues such as IS strategic planning, IS architecture, IS organization, end user computing, IS implementation, and the evaluation of IS impact.

#### EMB543 Social Responsibility Management

This course will focus on the frameworks and concepts of responsible and sustainable management. The approaches used are those of multi-stakeholder approaches - integrating ethics issues, transparency, governance, social responsibility, environmental responsibility and the economic responsibility of firms. This is an emerging paradigm of business management both as a comprehensive corporate risk management framework and also as a sustainable value creation framework. Substantiality reporting (SR), ranking and evaluation models and socially responsible investment (SRI) will also be discussed.

#### EMB561 Corporate Finance

In a drastically changing business environment, students will learn the knowledge and judgement necessary

for adequate financial decision making. They will examine the basic issues related to capital budgeting, risk and capital, capital structure, cost of capital, dividend policy, valuation and merger & acquisitions.

#### EMB562 Accounting & Financial Statement Analysis

This course examines the usage of financial statements in evaluation of the firm and its prospects.

#### EMB571 International Field Trip I

This course offers KAIST graduate business students an engaging experience on how business operates in the United States, China, or Europe in comparison to South Korea. Emphasis is placed on the economic, regulatory and managerial issues faced by multinational organizations—including ethical issues, intra-organizational relationships. The business outlook and opportunities for the entire region as governmental and economic structures change are also focused on.

#### EMB572 International Field Trip II

This course offers the students an engaging experience on how business operates in foreign countries, in comparison to South Korea, through an intensive education at an overseas business school and visits to the foreign corporate sites. The students will have an opportunity to understand the cultural, economic and social issues of the country they visit and learn the critical success factors for Korean firms to compete in foreign markets.

#### EMB601 Managerial Decision Analysis

Various probability models and statistical analysis are introduced to be able to reduce uncertainty. Decision models and methods for a quality decision are also introduced under uncertainty. Statistical and decision analysis are practiced for solving the related problems from industry as case studies.

#### EMB604 Managerial Quantitative Analysis

This course explores analytical theories and models to help managers make optimal decisions. Based on the “bounded rationality” as suggested by decision theorists, the course focuses on understanding and solving diverse and complex management problems by taking into account management environment uncertainties and learning theories. Some of the key issues will include decision making under uncertainty, definition and value assessment of management information, and resource allocation through mathematical programming.

#### EMB631 Business Forecasting and Strategies

Forecasting models and methods are introduced for analyzing the effect of management strategies in the related markets. Case studies on forecasting and marketing strategies on major products over various industries are practiced, including forecasting systems related to SCM and CRM.

#### EMB632 Negotiation & Conflict Management

This course reviews the strategies and tactics of distributive and integrative bargaining approaches in the theory and practice of business and international negotiation. Students also practice, through various simulations and case studies, skills to achieve the best available objectives in various business and international negotiation settings.

#### EMB633 Enterprise Risk Management

The course provides various schemes of risk management to future entrepreneurial managers rather than academicians. The main course subjects include basic mathematical skills of finance (valuation of assets, portfolio theory, options, etc.), foreign exchange risk, operational risk, market & competition risk for increasing value of enterprises by effectively managing various risks in a corporate environment.

#### EMB641 Strategic Customer Relationship Management (CRM)

This course provides an overview of CRM from the strategic marketing perspective and explains how new information technologies can be deployed and managed to optimize interactive relationships between a firm and its customers. The main issues are economics of customer relationships, customer investment allocation, measurement of service quality, concepts of CRM, architecture and tools of CRM, customer optimization and practical applications.

#### EMB642 Knowledge Management (KM)

Based on the understanding of knowledge management concepts, concrete implementation methodologies and cases, this course provides a vision, system, process, and organizational culture for effectively establishing the corporate knowledge management strategies critical for achieving competitiveness in the 21st century knowledge-based competitive environment.

#### EMB643 6 Sigma Management

This course promotes understanding of the six-sigma technique globally regarded as the new paradigm for the enterprise-wide quality management and deals with issues on six-sigma implementation and performance evaluation.

#### EMB670 Management of Cross Culture & Diversity

This course is designed to provide participants with an intellectual and experiential forum for developing the interpersonal, inter-cultural communications and interaction skills necessary for international managers. As we move into the 21st century, where globalization is dramatically shifting and demographics are changing, it is vital that our workforce have a solid and practical understanding of the interrelationships between the self and the world economy.

#### EMB671 Global Business Communication

The primary objective of this courses is to help MBA students grow as global managers through global / international experiences. This courses consists of subjects such as global leadership, international negotiation, global management principles, community services and so on that encourage students to experience and practice what they have learned in classroom lectures.

#### EMB690 Special Topic in EMBA I

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

#### EMB691 Special Topic in EMBA II

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

#### EMB964 Field Application Project

This course is designed to provide students with realistic field experience in the management area. Students will participate in special projects or in daily operating in the consulting, manufacturing or service industries. They are expected to apply management theories, and practice what they have learned from other courses, to have hands-on experiences, and to build a personal network with other industry experts during the course.

#### EMB965 Independent Subject Study

## 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 1. 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 prepare 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 required 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.