

## Descriptions of Courses

### ☐ SE MBA Program

#### SMB507 Energy, Environment, and Social Enterprise 1.5:0:1.5(2)

Energy and environment issues are gaining increasing recognition as a critical area of social enterprise. This course introduces these issues and provides social business logic and methods to solve the energy and environmental problems.

#### SMB510 Leadership in Organizations 1.5:0:1.5

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

#### SMB511 Strategic Management 3:1:3(5)

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.

#### SMB512 International Development and Business 1.5:0:1.5(2)

International development issues are gaining increasing recognition as a critical area of social enterprise. This course introduces these issues and provides social business logic and methods to solve the international development problems.

#### SMB513 Social Entrepreneur I 1:2:1.5

This course is about theories and practices of local development and community business. We understand the principles of community business with the theoretical background of local development, local governance, and regional innovation system. Various cases of community businesses across urban and rural area will be discussed.

#### SMB514 Social Entrepreneur II 1:2:1.5

This course is about theories and practices of local development and community business. We understand the principles of community business with the theoretical background of local development, local governance, and regional innovation system. Various cases of community businesses across urban and rural area will be discussed.

#### SMB515 Capability Development for Social Entrepreneurs I 1:0:1

This course provides students with opportunities for developing attitudes, perspectives, and capabilities required for promising social entrepreneurs. Through the group coaching course led by regular workshops and seminars, students are expected to establish their vision and mission as a social entrepreneur based on the values of their personal life and develop their capabilities. In addition, this course can help students overcome in a sound manner the crisis and issues they will face in their academic and business start-up process.

SMB516 Capability Development for Social Entrepreneurs II 1:0:1

The purposes of this course are to learn appropriate approaches and behavior patterns and to develop dynamic capabilities in implementing students' vision and mission as social entrepreneurs. Through a group coaching course led by regular workshops and seminars, this course can help students respond to the issues they will face in their academic and business start-up process.

SMB518 Social Entrepreneurship: Applications 1.5:0:1.5

This purpose of this course is to understand social venture creation processes and to learn how to mobilize social entrepreneurship through the case studies of successful social entrepreneurs and social enterprises. In addition this course tries to identify students' career development processes toward future social entrepreneurs.

SMB520 Marketing 3:0:3(3)

The objectives of this course are to:

- (1) Provide you with an understanding of the marketing problems faced by managers.
- (2) Equip you with the conceptual frameworks and analytical tools required for marketing products and services.
- (3) Enhance your skills to identify crucial marketing issues and make logical decisions to solve the issues.
- (4) Provide you with opportunities to understand marketing tools correctly and to apply them in realistic situation by analyzing marketing cases.

SMB530 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.

SMB531 Exploring Social Issues and Business Opportunities 2:0:2

This course will explore social issues and the business opportunities for social venture creation. A variety of social issues will be analyzed for in-depth discussion and students are requested to search their own social venture opportunities. Special lectures will be delivered by a number of specialists from each field for an in-depth understanding.

SMB532 Idea Generation Methods in Social Ventures 1:0:1

This course deals with the process of business idea generation for a social venture creation intensively as developing the explored social issues and potential business opportunities into the practical business model. Students are requested to generate their own business idea for social venture creation by a cooperative work experience and a collective creativity through the whole networking in class. Various methods for idea generation and exploring business opportunities will be discussed from facilitated workshop.

SMB533 Designing and Commercialization for Social Ventures 0.5:3:1.5

This course focuses on implementing the business model and customizing strategy development for social ventures from the finished business plan; prototyping and verification of products & services. Business models of students will be upgraded and scaled as analyzing and measuring the results of prototyping.

SMB534 Strategies and Funding 0.5:3:1.5

This course deals with the process of investment and means of securing various resources to execute a business plan for social venture creation. Students are required to complete a their own investment plan,

carry out activities related to the funding such as approaching & attracting impact investors and communicating. Their investment plans should be submitted for IR party which will be held during the semester. These plans will be discussed in class with academic advisor and class members. The final business plan for social venture creation will be completed after supplementing the strategies.

#### SMB535 Managerial Economics & Policy

3:0:3

This course teaches microeconomic theory and its applications into social policy issues. By studying the foundations of managerial economics, students are expected to enhance their understanding the principles of market mechanisms and policy practices that assist to enhance the students' capabilities for managing social enterprises.

#### SMB536 Social Enterprise & Management

3:0:3

To lay a foundation for social entrepreneurship and social enterprise, this course offers a set of theoretical and analytical tools for managing social enterprises derived from social entrepreneurship. By examining various social-enterprise cases through useful and applicable management frameworks and methods, students are expected to enhance their capabilities to analyze and manage social enterprises.

#### SMB537 Social Finance and Impact Investment

1.5:0:1.5(2)

This course is about theories and practices of social finance market which financially supports social ventures. We reviews global trends of social finance and discuss the advancement of social capital market: impact investment, venture philanthropy, carbon finance, microfinance, and social impact bond. Impact assessment and valuation which make social capital market work functionally will be discussed.

#### SMB538 Social Entrepreneurship

1.5:0:1.5(2)

This course deals with entrepreneurship and the issues faced by entrepreneurial managers who pursue the opportunity and create values. Characteristics and drivers of social entrepreneurship and needed capabilities for social entrepreneurs will be discussed in the class and the field.

#### SMB539 Building a Business Plan for Social Ventures

0.5:3:1.5

This course is designed to build a business plan for social ventures which is drawn from the idea generation, opportunities exploration, and business model development. Students will be taught how to write a business plan and their own business plans will be reviewed and developed by an academic advisor, mentors, as well as peer members.

#### SMB540 Business and Society

3:0:3(4)

The importance of Corporate Social Responsibility (CSR) has been increasingly recognized by both business and society. This course provides the theory on social issues and business practice and discusses the related issues to solve the social problems.

#### SMB541 Management of Information Technologies

3:0:3

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.

#### SMB560 Financial Accounting

3:0:3(6)

The purpose of this course is to study and understand corporate financial reporting. Emphasis is placed on reading and interpreting the corporate financial statements from the perspective of the user of financial information. The role of accounting information in analyzing the performance of a firm, its valuation and financial contracting is also covered. Since the main objective of the course is to provide accounting knowledge to the future managers of the companies, mechanics of accounting procedures will be covered at a minimum level, only to the extent necessary to understand the financial statements.

#### SMB561 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.

#### SMB564 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.

#### SMB581 Social Services and Business Innovation

1.5:0:1.5(2)

This course studies the management theories and practices of business innovation in the field of social services: social work, education, and healthcare etc. The course is theoretically based on the principles of service marketing and operations management and addresses the issues of strategy, design, operations and improvement in social service industry.

#### SMB582 Local Development and Community Business

1.5:0:1.5(2)

This course is about theories and practices of local development and community business. We understand the principles of community business with the theoretical background of local development, local governance, and regional innovation system. Various cases of community businesses across urban and rural area will be discussed.

#### SMB591 SE Business Development and In-depth Case Studies

2:0:2

The objects of this course is to provide students with a firm understanding of real world social enterprises that leads to drafting their own business plan after business development. Students are expected to select and analyze in depth the real world cases of domestic/overseas social enterprises and look into critical success factors and key issues that are particular to SEs.

#### SMB592 Business Statistics and Market Research in SE

3:0:3

Through this course, students will learn about business statistics techniques and market research methodologies (qualitative, quantitative) to make statistical and analytical decisions on real world business problems. Students will also be offered an opportunity to conduct an actual market research of the business area they plan to develop. They are expected to apply qualitative and quantitative techniques to the market research and analyze marketability of their business ideas.

#### SMB594 Global Immersion Practice in SE

1:3:2

The Global Immersion Program is specifically designed to provide knowledge, experience, and insight

essential to managing students' own social enterprise in the future. The course will be conducted either by visiting social enterprises abroad to gain hands-on field experience or attending global forums or conferences that will give profound inspirations.

SMB687 Special Topics in Social Enterprises I 3:0:3

SMB688 Special Topics in Social Enterprises II 2:0:2

SMB689 Special Topics in Social Enterprises III 1.5:0:1.5

SMB690 Special Topics in Social Enterprises IV 1:0:1

These courses are designed to provide students with an opportunity to study in depth the special topics that may rise regarding social enterprises. Students are expected to present case analysis and discuss possible topics such as local development and community business; ICT and social innovation; social finance and impact investment; social service and business innovation; and energy environment problems and social enterprise.

SMB960 Seminar for Social Enterprises I 1:0:1

This course is designed to provide students with an opportunity to be exposed to real businesses for social entrepreneurship. Students are expected to attend the seminar delivered by guest speakers, such as top managers in social enterprises and related experts in the field of social entrepreneurship.

SMB961 Seminar for Social Enterprises II 1:0:1

This course is designed to provide students with an opportunity to be exposed to real requirements and processes for creating social ventures. Students are expected to attend the seminar delivered by guest speakers, such as experts in social venturing processes, fund managers for social impact funds, and leaders in non-government organizations and/or in government agencies.

SMB998 Business Apprentice in Social Enterprises 0:3:1

The object of this course is to expose the students to experience in person the launching and managing processes of social enterprises and further analyze them. Students are expected to identify and understand the distinct characteristics and issues that are particular to social enterprises through internship or consulting in SEs.

## 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 1 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 of 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.