

## Course Requirements

### □ Info&Media MBA Program (Non-Thesis Requirement)

A. Graduation Credits : 54 Credits or more

B. Mandatory General Course : 3 Credits and 1AU

- CC020 Ethics and Safety I(1AU)

- CC511 Probability and Statistics(3)

[Substitution: IM501 Statistical Analysis and Applications(1.5),

IM502 Decision Analysis and its Application(1.5)]

Course Title	Substitutive Course
IM501 Statistical Analysis and Applications (1.5)	FIN502 Introductory statistics for finance (1.5) FIN504 Statistical analysis for finance (1.5)

C. Mandatory Major Courses: 19.5 Credits

1) Key Areas of Management: **9** Credits

Course Title	Substitutive Course
IM513 Marketing Analysis and Strategy(3)	MGT520 Marketing (3)
IM514 Strategic Management(1.5)	MGT511 Strategic Management (3) MGT613 Strategic Management (3)
IM515 Financial Management(3)	MGT561 Corporate Financial Policy (3)
IM516 Accounting(1.5)	MGT560 Financial Accounting (3) FIN505 Financial Accounting I (1.5)

2) Key Areas of IT/Media Management: **10.5** Credits

IM551 Information Technology Strategy & Management (1.5)

IM553 Telecommunication Systems (1.5)

IM557 Media Economics(1.5)

IM558 Media Consumer Analysis (1.5)

IM559 Business Consulting (3)

IM560 IT Modeling (1.5)

D. Elective Courses

1) Analysis of IT/Media Industry: must take 6 Credits that provide a background in the below 4 Industry Areas

- Telecommunications System, Device, Service Industry

IM554 Overview of Internet Technologies(1.5)

IM601 IT Industry Analysis(1.5)

IM602 Next-generation Mobile Communication(1.5)

IM603 Managing Digital Convergence(1.5)

IM604 Digital Device Development Strategy(1.5)

IM605 Telecommunications Economics and Convergence Policy(1.5)

- SI Consulting Industry

IM555 Ubiquitous Management

IM621 Value Innovation with IT (1.5)

IM622 Business Process Management (1.5)

- IM623 Data Mining for Intelligence Marketing (1.5)
  - IM624 IT Consulting (1.5)
  - IM625 Database Design (1.5)
  - IM626 e-Business Strategy(1.5)
  - IM627 CRM Strategies and Cases(1.5)
  - Semiconductor and Display Industry
    - IM641 Analysis of Semiconductor Industry(1.5)
    - IM642 Analysis of Display Industry(1.5)
    - IM643 Semi-conductor industry process management and technology trend(1.5)
    - IM644 Manufacturing Process Management and Technology Trends in Display Industry(1.5)
  - Digital Media and Entertainment Industry
    - IM661 Entertainment Industry Analysis(1.5)
    - IM662 Contents Developments Strategy(1.5)
    - IM663 Entertainment Marketing(1.5)
    - IM664 Interactive Media(1.5)
    - IM665 Introduction to Media(1.5)
    - IM666 Media Industry Analysis(1.5)
- 2) Elective Courses: must take 6 Credits

E. Research: **10.5** Credits

- 1) IM901 Business Consulting Practice (3)
- 2) IM911 International Field Trip (3)
  - [Substitution : IM931 Domestic Field Study(3)]
- 3) IM941 IT/Media Practice (1.5)
- 4) IM965 Individual Studies(3)

F. English Proficiency Requirement

Students are required to complete one BUS900 course.

- This requirement is waived for students who have obtained S (Superior) Level of Oral Proficiency Interview (OPI).

G. Notes

- The revised course requirement applies to students who start the program in 2012
- The revised course requirement can be applied to students who entered in or before 2011 with the approval of the chair.
- The revised course requirement can be applied to substitutive courses(both mandatory general courses and mandatory major courses) with the approval of the chair.