

## Descriptions of Courses

- GG501 Introduction to Green Business** **3:0:3**  
This course deals with green business issues for each business disciplines by identifying the research issues and methodologies, and studies case analysis. Thus this course is the milestone course for the following courses in green business. The subjects include green marketing, green strategies, green finance, green accounting, carbon finance, green value chain, green IT, green technology management, green venture and so forth.
- GG510 Green Technologies and Green Industries** **3:0:3**  
The purpose of this course is to understand energy and environmental technologies for climate change and explore business opportunities. It covers the technologies for renewable energy, energy saving, carbon capture and storage, and safe nuclear energy.
- GG511 Creating Green Business and Commercialization** **1.5:0:1.5**  
The purpose of this course is to provide ways to venture green technology business. The course examines risk and opportunities in venture companies through various cases.
- GG513 Green Production and Carbon Reduction** **1.5:0:1.5**  
This course practices future potential possibilities and current issues in carbon gas emission from power plant station and industrial circles. Students learn following topics : 1) scientific technology in carbon gas air sampling, convergence, and reuse techniques, 2) economical values in carbon gas air sampling and preservation, and 3) rules and laws of other geographical areas such as US, EU, and Australia.
- GG514 Case Analysis of Renewable Energy business** **3:0:3**  
This course focuses on discussing domestic and foreign cases of renewable energy technologies, businesses and market. Through presentations and discussion, we intend to develop successful models of renewable energy business.
- GG515 Smart Grid** **1.5:0:1.5**  
This course aims to design smart grid so as to reduce the gap of supply and demand and manage the peak time. The subjects include energy storage system and demand response system
- GG531 Green Accounting** **1.5:0:1.5**  
This course covers the concept and principles of financial and managerial accounting for green firms. The course examines such topics including product costing, activity-based costing, life cycle costs, environmental budget matrix and control. It also deals with the issue of sustainable performance evaluation and financial statement analysis (FSA).
- GG532 Carbon Emission Trading Market and Carbon Finance** **1.5:0:1.5**  
This course analyze effects of direct and indirect investment in carbon emission trading market. Learn investment strategy in climate change, roles of financial markets, and practice principle theories in carbon financial items.
- GG535 Valuation of Green Firms** **1.5:0:1.5**  
In this course, green industry is analyzed and we explore various valuation techniques and investment criteria for green companies. Using such methods as DDM, DCF, RIM, EVA, and Real Options, we evaluate green firms on Environment, Society, and Governance (ESG).
- GG536 Green Fund Investment Strategy** **1.5:0:1.5**  
This course introduces the relationship between risk and rate of return for green funds and explore the applicability and the efficiency of green fund market. The course covers management techniques of green funds and study theory and application of green funds. In this course, the issue of socially responsible investment is also covered.

**GG537 Green Derivatives** **1.5:0:1.5**

This course examines derivatives with underlying assets such as energy, metals, CO2 emission allowance. Market micro-structure, trading strategy, pricing and hedging issues of commodities market will be covered in this class.

**GG538 Case Study in Green Finance** **1.5:0:1.5**

This is a case study class on green financial markets. This course examines structures and characteristics of green financial markets and the cases of emerging green derivatives market. There will be student presentations at later stages of the course.

**GG540 Green Marketing** **1.5:0:1.5**

Environmental issues affect firms in many ways. To the marketing professional, environmental issues may provide a new market niche or product category through green marketing programs. This course will better prepare students for a marketing career.

**GG542 Green Innovation and Strategy** **1.5:0:1.5**

The objective of this course is to examine the implications of climate change and related policy and market issues upon businesses, followed by discussion on theory and cases of carbon markets, international climate change negotiations and related firms' strategy issues and new business opportunities.

**GG545 Green Value Chain and Carbon Management** **1.5:0:1.5**

To manage carbon emission and energy consumption, the green value chain is an effective method for analyzing the data about green accounting. This course investigates the methodologies for analyzing and controlling carbon and energy management.

**GG550 Green IT** **1.5:0:1.5**

The course teaches basic concepts of Green IT. It aims to understand principles and approach refinements in Green IT such as green house gas reduction technology, energy saving technology, global warming issues, smart grid operation management and more.

**GG555 Environmental and Energy System Risk Management** **1.5:0:1.5**

This course covers topics of environmental and energy system risk analysis and management strategies for green growth perspective. Basic concepts of hazard identification, dose-response/effect relationship, exposure assessment, risk characterization and risk communication are discussed.

**GG570 Green Growth Policy** **3:0:3**

This course covers concept of green growth, the policy options to promote green growth, and methodological issues of assessing socio-economic impacts of green growth policies. The green policy issues are handled with methodology and case analysis.

**GG571 Green Technology R&D and Green Industry Policy** **1.5:0:1.5**

The purpose of this course is to provide an overview of strategic management of technology and innovation in the context of green technologies. The course studies the green technology management both corporate and government point of view.

**GG572 Energy and Environment Economics** **3:0:3**

This course is devised to discuss economical issues in energy and environmental problems. Particularly, it introduces current issues in energy market, tradable permit system, power market, and environmental market.

**GG573 Climate Change and International Collaboration** **1.5:0:1.5**

This course aims to understanding of international cooperation system in climate change. Special focus will be

given to the formation of GGGI(Global Green Growth Institute), the first full-fledged int'l organization set up by Korean initiative, based upon the strategy of coalition of like-minded countries. We will also seek synergic ways of cooperation among 'green' international bodies including the Green Climate Fund, of which headquarters Korea hosted recently. Students interested in working with int'l organizations are more than welcome.

**GG574 Environmental Policy** **3:0:3**

In environmental policy area, traditional command and control approaches are replaced by economic incentive-based approaches due to information asymmetry. This course deals with the incentive-based regulation mechanisms such as emission charges, the emission trading system, and the deposit system. We focus on the interaction of governmental policy and corporate strategies.

**GG575 Green Resource Policy** **1.5:0:1.5**

This course deals with policies of waste management policies. As a waste management strategy, 4R (Reduce, Reuse, Recycle, and Recover) strategy will be discussed with example. Four methods for energy from waste will be investigated.

**GG580 Green Collaboration with Developing Countries** **1.5:0:1.5**

This course deals with the green policy of developing countries using Clean Development Mechanism and Green Climate Fund. The national green policy of China and India will be studied in depth.

**GG581 Green Growth Sociology** **1.5:0:1.5**

To realize green growth, social agreement is critical for successful implementation. Wind turbine and ocean energy projects require public agreement concerning environmental reservation, and the perception of safety is key for the deployment of nuclear power plants. This course seeks the methods of resolving such social conflicts.

**GG587 Green City** **1.5:0:1.5**

City is the major consumer of energy. To save energy and reduce carbon emission within the city, energy saving methods in designing green city and green buildings need to be created. Students will study the concept of green city and green building and the method of waste recycle infrastructure with the perspective of technology and policy.

**GG588 Food, Forest and Water Policy** **1.5:0:1.5**

Food and forest are the foundation of survival and growth that is possible only by providing water, particularly at developing countries. Farming bio mass and developing CDM and ODA projects are important opportunities for developing countries.

**GG589 Green Transportation** **1.5:0:1.5**

In order to save energies and reduce carbon emission in transportation, green transportation methods in electric vehicles, green ship and green air craft should be developed. In this course, students learn the concept of green transportations and industry trend.

**GG590 Research on Korean Green Policy** **1.5:0:1.5**

This course analyzes and diagnoses the strength and weakness of Korea's green growth. This course seeks the solution for Korea by discussing key issues for climate change and sustainable growth.

**GG601 Research Methodology for Green Business** **3:0:3**

This course studies the research methodologies for green business and green policy. Based on the background of research methodology for social science, this course identifies unique subjects that are necessary for the green growth research.

**GG602 Research on Green Growth** **1.5:0:1.5**

The course invites experts in green growth area from international organization, embassy, CEOs, and policy makers in order to expand the scope of understanding and develop the research topics. This course encourages students to organize academic plans, develop research projects and build career plans through series of special topics. Students are expected to develop research topics on their interesting subjects.

**GG603 Special Topics in Green Business** **3:0:3**

This course covers special topics on the emerging research issues of green business. Even though these contemporary topics are not suitable to get established as a regular course, they are important for the development of new research topics.

**GG951 Green Project** **0:3:3**

This capstone course aim to perform research project on green growth individually or in team. Students should fulfill a report and article.

### **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 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.