

## Table of Curriculum(2016)

Classification	Course No.	Computer Code	Course Name	Lecture; Lab.; Credit (Assignment)	Semester	Note	
Mandatory major courses	Management	IM513	58.513	Marketing Analysis and Strategy	3:0:3(3)	Spring	◎MGT520
		IM514	58.514	Strategic Management	1.5:0:1.5(3)	Summer	◎MGT511, MGT613
		IM515	58.515	Financial Management	3:0:3(3)	Spring	◎MGT561, FMB501
		IM516	58.516	Accounting	1.5:0:1.5(3)	Winter	◎MGT560, FMB502
	IT/Media	IM551	58.551	Information Technology Strategy & Management	3:0:3(5)	Winter	
		IM557	58.557	Media Management & Economics(3)	3:0:3(5)	Spring	
		IM559	58.559	Business Consulting	3:0:3(5)	Fall	
		IM561	58.561	Business Analytics	3:0:3(5)	Spring	
	Elective major courses	IM503	58.503	Statistical Analysis and Decision Modeling	3:0:3(5)	Spring	◎MGT503, FMB500
		IM512	58.512	Managing Organization and Leadership	1.5:1:1.5(3)	Fall	
IM553		58.553	Information & Communications Systems	1.5:0:1.5(3)	Spring		
IM554		58.554	Overview of Internet Technologies	1.5:0:1.5(3)	Spring		
IM555		58.555	Ubiquitous Management I	1.5:0:1.5(3)	Spring		
IM558		58.558	Media Consumer Psychology and Advertising	3:0:3(5)	Fall		
IM560		58.560	Information Technology Modeling	1.5:0:1.5(3)	Spring		
IM601		58.601	IT Industry Analysis	1.5:0:1.5(3)	Fall		
IM603		58.603	Managing Digital Convergence	1.5:0:1.5(3)			
IM605		58.605	Telecommunications Economics and Convergence Policy	1.5:0:1.5(3)			
IM621		58.621	Value innovation with IT	1.5:0:1.5(3)	Fall		
IM622		58.622	Business Process Management	1.5:0:1.5(3)			
IM623		58.623	Data Mining for Intelligence Marketing	3:0:3(5)	Spring		
IM624		58.624	IT Consulting	1.5:0:1.5(3)	Fall		
IM626		58.626	e-Business Strategy	3:0:3(5)	Fall		
IM627		58.627	CRM Strategies and Customer Analysis	3:0:3(5)	Fall	◎MGT641	
IM661		58.661	Entertainment Industry Analysis	1.5:0:1.5(3)	Spring		
IM662		58.662	Contents Development Strategy	1.5:0:1.5(3)	Fall		
IM663		58.663	Entertainment Marketing	1.5:0:1.5(3)	Summer		
IM664		58.664	Social Media and Interactive Management	1.5:0:1.5(3)	Spring		
IM665		58.665	Media in Business Environment	1.5:0:1.5(3)	Spring		
IM666		58.666	Media Industry Analysis	1.5:0:1.5(3)	Fall		
IM671		58.671	Business Presentation in English I	3:0:3(3)	Winter	◎BUS 900	
IM672		58.672	Management of Technology and Entrepreneurship	1.5:0:1.5(3)			
IM673		58.673	Data Security and DRM	1.5:0:1.5(3)			
IM675		58.675	Design Management	1.5:0:1.5(3)			
IM676		58.676	Knowledge Management	1.5:0:1.5(3)			
IM678		58.678	Valuation of IT Media Business	1.5:0:1.5(3)			
IM679		58.679	Growth Strategy	1.5:0:1.5(3)			
IM681		58.681	Special Topics in Information &	1.5:0:1.5(3)	Fall		

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			Media Management I			
	IM684	58.684	Business Presentation in EnglishII	1.5:0:1.5(3)	Summer	
	IM685	58.685	Special Topics in Information & Media ManagementII	1.5:0:1.5(3)	Summer	
	IM686	58.686	Econometric Foundation for Business Analytics	1.5:0:1.5(3)	Spring	
	IM687	58.687	Management of Enterprise Data	1.5:0:1.5(3)	Fall	
	IM688	58.688	Social Media Analytics	1.5:0:1.5(3)	Fall	
	IM689	58.689	Spreadsheet Modeling and Decision Analysis	1.5:0:1.5(3)	Fall	
	IM690	58.690	Managing Financial IT Service	1.5:0:1.5(3)	Spring	
	IM691	58.691	Digital Media & Corporate PR Strategy	1.5:0:1.5(3)	Fall	
	IM692	58.692	Arts & Culture Management	1.5:0:1.5(3)	Fall	
	IM693	58.693	Neuro-Business	1.5:0:1.5(3)	Fall	
	IM694	58.694	Advanced Business Analytics	3:0:3(5)	Fall	
<b>Research</b>	IM901	58.901	Business Consulting Practice	3:0:3(5)	Fall	
	IM911	58.911	International Field Trip	3:6:3(5)	Summer	©IM931
	IM931	58.931	Domestic Field Study	3:0:3(5)	Summer	
	IM941	58.941	IT and Media Practice	1.5:0:1.5(3)	Fall	
	IM965	58.965	Independent study for graduate studies	3:0:3(5)	Summer	

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Mandatory major courses	Management	IM513	58.513	Marketing Analysis and Strategy	3:0:3(3)	Spring	©MGT520
		IM514	58.514	Strategic Management	1.5:0:1.5(3)	Summer	©MGT511, MGT613
		IM515	58.515	Financial Management	3:0:3(3)	Spring	©MGT561, FMB501
		IM516	58.516	Accounting	1.5:0:1.5(3)	Winter	©MGT560, FMB502
	IT/Media	IM551	58.551	Information Technology Strategy & Management	3:0:3(5)	Winter	
		IM557	58.557	Media Management & Economics(3)	3:0:3(5)	Spring	
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		IM561	58.561	Business Analytics	3:0:3(5)	Spring	
	Elective major courses	IM503	58.503	Statistical Analysis and Decision Modeling	3:0:3(5)	Spring	©MGT503, FMB500
		IM512	58.512	Managing Organization and Leadership	1.5:1:1.5(3)	Fall	
IM553		58.553	Information & Communications Systems	1.5:0:1.5(3)	Spring		
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IM627		58.627	CRM Strategies and Customer Analysis	3:0:3(5)	Fall	©MGT641	
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<b>Research</b>	IM901	58.901	Business Consulting Practice	3:0:3(5)	Fall	
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## Substitute Course List (2016)

Substitute courses offered by other departments					
Category	Courses offered by the department		Courses offered by other departments		
	Course no.	Course title	Course no.	Course title	Remark
Graduate Course	IM627	CRM Strategies and Customer Analysis	MGT641	CRM and Service Management	unidirectional substitution
Graduate Course	CC511	Probability and Statistics	MGT503	Management Statistical Analysis	unidirectional substitution
Graduate Course	IM516	Accounting	MGT560	Financial Accounting	unidirectional substitution
Graduate Course	IM516	Accounting	FMB502	Financial Accounting	unidirectional substitution
Graduate Course	IM515	Financial Management	MGT561	Corporate Financial Policy	unidirectional substitution
Graduate Course	IM515	Financial Management	FMB501	Financial Management	unidirectional substitution
Graduate Course	IM514	Strategic Management	MGT511	Strategic Management	unidirectional substitution
Graduate Course	IM514	Strategic Management	MGT613	Strategic Management	unidirectional substitution
Graduate Course	IM513	Marketing Analysis and Strategy	MGT520	Marketing	unidirectional substitution
Graduate Course	CC511	Probability and Statistics	FMB500	Statistical Analysis for Finance	unidirectional substitution

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Graduate Course	CC511	Probability and Statistics	MGT503	Management Statistical Analysis	unidirectional substitution
Graduate Course	IM516	Accounting	MGT560	Financial Accounting	unidirectional substitution
Graduate Course	IM516	Accounting	FMB502	Financial Accounting	unidirectional substitution
Graduate Course	IM515	Financial Management	MGT561	Corporate Financial Policy	unidirectional substitution
Graduate Course	IM515	Financial Management	FMB501	Financial Management	unidirectional substitution
Graduate Course	IM514	Strategic Management	MGT511	Strategic Management	unidirectional substitution
Graduate Course	IM514	Strategic Management	MGT613	Strategic Management	unidirectional substitution
Graduate Course	IM513	Marketing Analysis and Strategy	MGT520	Marketing	unidirectional substitution
Graduate Course	CC511	Probability and Statistics	FMB500	Statistical Analysis for Finance	unidirectional substitution

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