Descriptions of Courses

MIM501 Research methods for IT management
This course aims to teach students the philosophy of science, general design & procedures for conducting scientific research, and commonly used research methods/techniques for studying IT management. After taking this course, students should be able to know the basic concepts required to conduct research in the area of IT management..

MIM502 Business Communication in English
This course is a MUST for all students who are interested in developing a professional approach to public speaking. This course addresses practical skills for effective public speaking and presentation skills for global managers. It examines common issues and best practices for effective communication and presentation skills in a Western content.

MIM511 IT enabled Business Transformation
In an increasingly competitive global world, businesses must transform themselves to be more productive, to gather and store customer and competitive information. This course focuses on the application of technologies including IT to transform organizations and improve their performance. Methods of introducing and implementing information technologies to enable organizational change are examined.

MIM512 IT System Design
IT design involves developing courses of action that resolves several major issues. The success depends on the alignment of business strategy with the design details, technical solutions being only one part of the resolution. The emphasis is on learning how to develop an creative and artistic blueprint for strategy, process, information, application, and apply to real business. Real-life examples and experiences will be shared.

MIM513 Business Data Communications and Networks
We will learn the basic framework and concepts for business intelligence using the diverse data gathered from the business environment. As underlying methods for the business data analysis, we use a variety data mining techniques including classification, clustering, regression analysis, association rule, and neural network model. Real data examples in the area of finance, banking, marketing, and retail business, and mobile telecommunication are used to apply the data mining techniques for obtaining strategic business intelligence.

MIM521 IT Consulting and its Application
This course aims first; at creating the strategic IT management capability ,based on in-depth examination of IT literature and cases and second; to develop the top-notch communication skills (both written and oral) through intensive rounds of write-ups, presentations, and debates. The course will be presented from the perspective of an IT professional (consultant/manager), focusing on the strategic and economic forces behind the organizations' investment in information technology.

MIM522 IT Strategy and Management
This course challenges issues in growing companies form the perspective of IT and Innovation. The emphasis is on gaining insights for creating values. Practical cases are used to enhance applicability.

MIM523 IT Venture Entrepreneurship
This course introduces the fundamentals of 'information technology entrepreneurship', a recent global phenomenon that has driven vital changes in society by empowering individuals to seek opportunity in technological and business solutions when presented with what others see as insurmountable problems. Technology entrepreneurship, whether in a startup or established company, is a spirited approach to business leadership that involves identifying high-potential, technology-intensive commercial opportunities, gathering resources such as talent and capital, and managing rapid growth and significant risks using principled decision-making skills.

MIM531 Cloud Computing and Service Oriented Architecture
This course deals with Business System Architecture and Platform as core capabilities for creating business values. Implementation details are based on Service Oriented Architecture. The emphasis is on their practical implementation and cases.

MIM532 Business Analytics and Data Mining
This course introduces the basic concepts and principles of business analytics and data mining, and enables students to apply business analytics skills to quantitative decision making problems without requiring indepth knowledge about statistics or quantitative analysis methods.

MIM533 Information Security Management
This course is intended to cover basic concepts and principal approaches in information security. We focus on an overview of key areas in information security rather than an in.depth analysis of a particular area. Major topics include security properties, vulnerabilities, attacks, policies, models, cryptography, PKI (Public Key Infrastructure), network security, evaluation, and application of them. Students will also have research opportunities in the topic area and hands.on experiences in selected information security technologies through lab sessions.

MIM534 Web & App Application Development
Web and mobile App development course covers various content business models and strategies available for businesses looking to enter the Web and mobile App sector. Starting off with a historical overview of the Web and mobile business, this course explains how web and mobile App contents have developed into the business it is today, what models have made money, and which ones haven't. This course explains how the practice of Web content strategy can be used to effectively manage the size, scope, and cost of content-heavy Web development projects.

MIM541 CRM Theories and cases
This course aims first; at creating the strategic customer relationship management capability ,based on in-depth examination of CRM literature and cases and second; to develop the top-notch

communication skills (both written and oral) through intensive rounds of write-ups, presentations, and debates. The course will be presented from the perspective of an CRM professional (consultant/manager), focusing on the tools and strategies to manage the acquisition, retention, and expansion stages of customer lifecycle.

MIM542 Electronic Commerce Management and Technology
This course aims to learn how to do business more effectively and efficiently with Electronic Commerce and e-Business. Topics include the electronic retailing, online advertisement strategy, customer relationship management, collaborative commerce, e-procurement, supply chain and supplier relationship management, e-auction, Web 2.0, security in EC and e-payment, mobile commerce, order fulfillment, online banking and online stock trading, integration of EC with ERP, and public policy issues to ensure fair trades.

MIM543 Process Innovation with ERP
This courses introduce the concept and architecture of ERP System, and explore how ERP enable the process innovation and business innovation. By observing the path that ERP has evolved to ERP II, we learn how CRM, SCM, and SRM are integrated with ERP. Even though ERP solution leads the innovation by rigidly adopting the best practice in its design, it also need to maintain the flexibility to integrate with external systems. For this purpose, we need to learn how Data Dictionary and EAI solve this problem. This course will cover comprehensive ERP cases from manufacturing and service industries.

MIM544 Mobile Business Strategy
This class covers topics in the mobile industries characterized by fast technology innovation and ever-changing business models. Students would learn implication of changing industry structures, competitive product and service strategies, and marketing strategies for mobile business.

MIM551 Digital Convergence and Management of High-Tech Industries
Through the rapid development of IT and network technology, digital convergence is now underway and new business models are further developed with them. Therefore, the understanding of the digital convergence and its implications should be clearly understood for the effective management of high-technology products and services. In this class, digital convergence and its implication on the management of high-technology new products and services are explored.

MIM552 IT & Media Industry Analysis
This course introduces students to the concepts and theories in the IT and media industry analysis and their applications in diverse sectors. Starting from the definition and scope of IT, telecom, and media industry, current issues and prospects will be covered. Students will learn the peculiar characteristics of content, platforms, devices, and components of converged industry such as firms, advertisers, consumers, and policy makers.

MIM553 Social Media and Network Analysis
Social media is not a simple way of linking people, but it is a new phenomenon how we

communicate and influence others. By understanding the role, structure, and function of it, we can understand the diverse impact of social media on individual, corporations and society in general. In this course, we learn how people interact and influence with social media and know how to analyze the behaviour of people through the social network analysis techniques.

MIM870 Special Topics in IT Management
This is a special course reserved for new topics in the IT management area of temporary interest or with potential for development as a regular course.

MIM961 IT Management International Field Trip
This course offers students an engaging global experience on how business operates and the culture is in the leading companies in information and media area. And students will have opportunities to take a look at diverse issues faced by multinational organizations - economics, regulatory, managerial, intra-organizational relationship and ethical issues as well as business outlook and opportunities for the entire region as governmental and economic structures change.

MIM962 IT Management Domestic Field Trip
This course is offered for the students who can not participate in the International Field Trip course so that they can conduct the similar field trip domestically.