

# Programs (2018)

## ■ Information & Media MBA Program

The Info & Media MBA is a 1-year program(45 credits) and aims to provide management education specialized in the Business Analytics/IT/Media/Broadcasting/Telecom/Content convergence industry, unlike the Techno MBA which provides general management training.

Therefore, the curriculum is focused not only on general management training, but also on courses related to the recent trends, industry and technology of Business Analytics & IT Media. In particular, the program consists of courses in management & marketing strategy related to the changes of platforms & networks, the appearance of smart devices, vitalization of social media, and changes in the smart business environment under the circumstance of the rapidly changing trends of IoT & Entertainment/Media Contents with business analytics applications.

The majority of the student body consists of MBA students from the IT/Media related industry. The Info & Media MBA provides a customized international field trip in the area of IT/Media Entertainment in the University of California, Irvine and Stanford University in USA for a week during the summer semester.

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