

# Descriptions of Courses

## **PMB510 Leadership and Organization Management**

**3:0:3(4)**

It presumes that we are all deficient in some way in terms of our cognitive ability, resources, or talents and that the way to acquire leadership power is not through the personal development of those skills but by being able to access the skills you need through experts who possess those skills. The goal of this course is to provide you with the coherent set of techniques needed to lead in environments characterized by complexity, interaction, and interconnectedness

## **SMB507 Energy, Environment, and Social Enterprise**

**1.5:0:1.5(2)**

Energy and environment issues are gaining increasing recognition as a critical area of social enterprise. This course introduces these issues and provides social business logic and methods to solve the energy and environmental problems.

## **SMB511 Strategic Management**

**3:1:3(5)**

The focus of this course is on the management of the survival of the firm in a changing business environment. This course provides conceptual frameworks and diagnostic tools for analyzing a diverse spectrum of the firm's survival problems. The classes require students' active interaction and involvement. In particular, students are placed in the roles of key decision-makers or their advisors and asked to think about solutions to these survival problems in the evolving landscape of competition.

## **SMB512 International Development and Business**

**1.5:0:1.5(2)**

International development issues are gaining increasing recognition as a critical area of social enterprise. This course introduces these issues and provides social business logic and methods to solve the international development problems.

## **SMB513 Social Entrepreneur I**

**1:2:1.5**

This course is about theories and practices of local development and community business. We understand the principles of community business with the theoretical background of local development, local governance, and regional innovation system. Various cases of community businesses across urban and rural area will be discussed.

## **SMB514 Social Entrepreneur II**

**1:2:1.5**

This course is about theories and practices of local development and community business. We understand the principles of community business with the theoretical background of local development, local governance, and regional innovation system. Various cases of community businesses across urban and rural area will be discussed.

## **SMB517 Social Venture Business Model**

**3:0:3(5)**

This purpose of this course is to understand social venture start-up creation processes and business models, and to develop & analyze success cases of social entrepreneurs & social ventures. Through this course, students can design their business models and benchmark success stories.

## **SMB520 Marketing**

**3:0:3(3)**

The objectives of this course are to:

- 1) Provide you with an understanding of the marketing problems faced by managers.
- 2) Equip you with the conceptual frameworks and analytical tools required for marketing products and services.

- 3) Enhance your skills to identify crucial marketing issues and make logical decisions to solve the issues.
- 4) Provide you with opportunities to understand marketing tools correctly and to apply them in realistic situation by analyzing marketing cases.

**SMB521 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.

**SMB535 Managerial Economics & Policy**

**3:0:3**

This course teaches microeconomic theory and its applications into social policy issues. By studying the foundations of managerial economics, students are expected to enhance their understanding the principles of market mechanisms and policy practices that assist to enhance the students' capabilities for managing social enterprises.

**SMB536 Social Enterprise & Management**

**3:0:3**

To lay a foundation for social entrepreneurship and social enterprise, this course offers a set of theoretical and analytical tools for managing social enterprises derived from social entrepreneurship. By examining various social-enterprise cases through useful and applicable management frameworks and methods, students are expected to enhance their capabilities to analyze and manage social enterprises.

**SMB540 Business and Society**

**3:0:3(4)**

The importance of Corporate Social Responsibility (CSR) has been increasingly recognized by both business and society. This course provides the theory on social issues and business practice and discusses the related issues to solve the social problems.

**SMB541 Management of Information Technologies**

**3:0:3**

Through information and communication technology, now business processes of modern firms are globally connected and innovation on business models and processes are sought by IT. The investment of IT has been ever increasing and comprises more than half of capital investment by firms. Hence, effective management of IT is very critical in business success. Therefore, this course will outline how to manage IT from business perspectives.

**SMB543 Designing and Commercialization for Social Ventures II**

**0.5:3:1.5**

This course focuses on implementing the business model and customizing strategy development for social ventures from the business plan; prototyping, verification of products & services, market testing, and funding. Business models of students will be upgraded and scaled up based on testing, prototyping, and implementation for social venture start-up.

**SMB544 Business Development for Social Ventures**

**3:1:3**

The objects of this course is to help students develop their own business models for new social ventures. Through the mentoring from business experts, case analyses for successful social venture business models and students' pitching for newly designed business models, students can transform brief business concepts into concrete business models.

**SMB545 Idea Generation Methods in Social Ventures**

**1.5:0:1.5**

This course deals with the process of business idea generation for a social venture creation intensively

as developing the explored social issues and potential business opportunities into the practical business model. Students are requested to generate their own business idea for social venture creation by a cooperative work experience and a collective creativity through the whole networking in class. Various methods for idea generation and exploring business opportunities will be discussed from facilitated workshop.

**SMB546 Analyzing Social Issues and Developing Mission 3:0:3**

This course will explore social issues and social mission for social venture creation. A variety of social issues will be analyzed for in-depth discussion and students are requested to develop their own social venture opportunities and mission. Special lectures on methodologies will be delivered by a number of specialists.

**SMB547 Social Entrepreneurship 3:0:3(4)**

This course deals with entrepreneurship and the issues faced by entrepreneurial managers who pursue the opportunity and create values. Characteristics and drivers of social entrepreneurship and needed capabilities for social entrepreneurs will be discussed in the class and the field.

**SMB548 Market Research and Business Model Development in Social Ventures 1.5:0:1.5**

This course aims to enhance the market research capability and business model needed for the start-up of social ventures. Based on the theory of market research, various examples and practical exercises is carried out. In order to increase the feasibility of the business model, the hypothesis establishment and verification process is studied.

**SMB549 Customer Problem and Solution Validation for Social Venture**

**3:1:3**

The purpose of this course is to validate customers on your customer problem hypothesis and solution hypothesis. This will make it possible to develop a MVP(Minimum Viable Product) development. To achieve this purpose, this course will support Startup Weekend, SAVE workshop, individual Mentorings, special lectures and so on.

**SMB550 Product and Service Validation for Social Ventures 3:1:3**

The purpose of this course is to validate customers on your product or service. You will develop MVP(Minimum Viable Product) to validate Product-Market Fit. To achieve this purpose, this course will support Startup Weekend, SAVE workshop, individual Mentorings, special lectures and so on.

**SMB560 Financial Accounting 3:0:3(6)**

The purpose of this course is to study and understand corporate financial reporting. Emphasis is placed on reading and interpreting the corporate financial statements from the perspective of the user of financial information. The role of accounting information in analyzing the performance of a firm, its valuation and financial contracting is also covered. Since the main objective of the course is to provide accounting knowledge to the future managers of the companies, mechanics of accounting procedures will be covered at a minimum level, only to the extent necessary to understand the financial statements.

**SMB561 Corporate Financial Policy 3:0:3(5)**

This course provides advanced theories and empirical evidences regarding corporate financing and investment decisions. Specific topics will include capital structure policy, dividend policy, M&A, and corporate governance.

**SMB564 Business Economics Analysis 3:0:3(5)**

The first half of this course is designed to help students to understand firm's decision and behavior in

the framework of microeconomics by focusing on various competition situations, and to develop analytical capabilities of dealing with managerial issues in various business environments. The second half of this course focuses on understanding business environments in terms of macroeconomic situations in which business managers make their real decision.

**SMB581 Social Services and Business Innovation** **1.5:0:1.5(2)**

This course studies the management theories and practices of business innovation in the field of social services: social work, education, and healthcare etc. The course is theoretically based on the principles of service marketing and operations management and addresses the issues of strategy, design, operations and improvement in social service industry.

**SMB582 Local Development and Community Business** **1.5:0:1.5(2)**

This course is about theories and practices of local development and community business. We understand the principles of community business with the theoretical background of local development, local governance, and regional innovation system. Various cases of community businesses across urban and rural area will be discussed.

**SMB591 SE Business Development and In-depth Case Studies** **2:0:2**

The objects of this course is to provide students with a firm understanding of real world social enterprises that leads to drafting their own business plan after business development. Students are expected to select and analyze in depth the real world cases of domestic/overseas social enterprises and look into critical success factors and key issues that are particular to SEs.

**SMB592 Business Statistics and Market Research in SE** **3:0:3**

Through this course, students will learn about business statistics techniques and market research methodologies (qualitative, quantitative) to make statistical and analytical decisions on real world business problems. Students will also be offered an opportunity to conduct an actual market research of the business area they plan to develop. They are expected to apply qualitative and quantitative techniques to the market research and analyze marketability of their business ideas.

**SMB594 Field Study in SE** **1:3:2**

The Global Immersion Program is specifically designed to provide knowledge, experience, and insight essential to managing students' own social enterprise in the future. The course will be conducted either by visiting social enterprises abroad to gain hands-on field experience or attending global forums or conferences that will give profound inspirations.

**SMB687 Special Topics in Social Enterprises I** **3:0:3**

**SMB688 Special Topics in Social Enterprises II** **2:0:2**

**SMB689 Special Topics in Social Enterprises III** **1.5:0:1.5**

**SMB690 Special Topics in Social Enterprises IV** **1:0:1**

These courses are designed to provide students with an opportunity to study in depth the special topics that may rise regarding social enterprises. Students are expected to present case analysis and discuss possible topics such as local development and community business; ICT and social innovation; social finance and impact investment; social service and business innovation; and energy environment problems and social enterprise.

**SMB960 Seminar for Social Enterprises I** **1:0:1**

This course is designed to provide students with an opportunity to be exposed to real businesses for social entrepreneurship. Students are expected to attend the seminar delivered by guest speakers, such as top managers in social enterprises and related experts in the field of social entrepreneurship.

**SMB963 Seminar for Social Enterprises****1.5:0:1.5**

This course is designed to provide students with an opportunity to be exposed to real requirements and processes for creating social ventures. Students are expected to attend the seminar delivered by guest speakers, such as experts in social venturing processes, fund managers for social impact funds, and leaders in non-government organizations and/or in government agencies.

**SMB964 Research for Social Ventures Commercialization****1.5:0:1.5**

This course focuses on implementing the business model and customizing strategy development for social ventures from the business plan; prototyping, verification of products & services, market testing, and funding. Business models of students will be upgraded and scaled up based on testing, prototyping, and implementation for social venture start-up.

**SMB998 Business Apprentice in Social Enterprises****0:3:1**

The object of this course is to expose the students to experience in person the launching and managing processes of social enterprises and further analyze them. Students are expected to identify and understand the distinct characteristics and issues that are particular to social enterprises through internship or consulting in SEs.