

PCM Minor Program

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■ Introduction

Creativity is one of the most important issues around the globe. Creativity refers to the cognitive process of novel and useful thinking. It answers to multiple unsolved issues in human society, especially in business management and start-up sectors. Although creativity was originally thought of as an intrinsic quality, recent research has found that creativity can be improved by the changes in environment, mindset, and behavior. Therefore, the PCM (Professional Creativity Master's) Minor Program was established to provide KAIST graduate students with an aptitude in business management in addition to professional knowledge of natural sciences and engineering.

The PCM program aims to educate national and global leaders who can offer novel and useful answers to many difficult issues we encounter in the business front. The PCM program will provide natural sciences and engineering graduate students with a new outlook on end users of technology, customers, and society. Moreover, it will establish a meaningful stepping stone towards technological and social innovation, and ultimately the happiness of mankind.