

# IMMBA Course Requirements (2020)

## Non-Thesis Requirement

■ **Graduation Credits:** 45 Credits or more

■ **Mandatory General Course:** 3 Credits and 1AU

○ CC020 Ethics and Safety I(1AU)

○ CC511 Probability and Statistics(3)

[Substitution: MGT503 Management Statistical Analysis(3)]

■ **Mandatory Major Courses:** 22.5 Credits or more

1) **Key Areas of Management:** **10.5 Credits**

Course Title	Substitutive Course
IM513 Marketing Analysis and Strategy(3)	MGT520 Marketing (3)
IM514 Strategic Management(1.5)	MGT511 Strategic Management (3) MGT613 Strategic Management (3)
IM515 Financial Management(3)	MGT561 Corporate Financial Policy (3) FMB501 Financial Management
MGT560 Financial Accounting (3)	FMB502 Financial Accounting(3)

2) **Key Areas of IT/Media Management:** **12 Credits**

IM551 Information Technology Strategy & Management(3)

IM557 Media Management & Economics(3)

IM559 Business Consulting(3)

IM561 Business Analytics(3)

■ **Elective Courses:** 13.5 Credits or more

1) IM MBA students must take 12 or more credits that offered in IM MBA program.

2) Tracks (optional)

○ IM MBA students can choose up to 2 tracks and must take 6 or more credits for each track.

○ It will be confined to one field if you take some overlapping courses in 3 tracks.

### 1. Business Analytics Track

- IM623 Data Mining for Intelligence Marketing(3)
- IM627 CRM Strategies and Customer Analysis(3)
- IM694 Advanced Business Analytics(3)
- IM698 Database Management and Big Data Analysis(3)
- MGT623 Promotion Management(3)

### 2. IT Management Track

- IM623 Data Mining for Intelligence Marketing(3)
- IM626 e-Business Strategy(3)
- MIM534 Web&APP Application Development(3)

### 3. Media Management Track

- IM558 Media Consumer Psychology and Advertising(3)
- IM627 CRM Strategies and Customer Analysis(3)
- MIM551 Digital Convergence and Management of High-Tech Industries(3)
- MGT623 Promotion Management(3)

#### ■ **Research: 6 Credits** or more

- IM MBA students must take 6 or more credits for Research Courses including IM911 International Field Trip(3).

Course Title	Substitutive Course
IM901 Business Consulting Practice (3)	-
IM911 International Field Trip (3)	IM931 Domestic Field Study(3)

#### ■ **English Proficiency Requirement :**

- Students are required to complete one BUS900 course. This requirement is waived for students who have obtained S (Superior) Level of Oral Proficiency Interview (OPI).
- This requirement is waived for students who have taken the Elective Courses, IM671 Business Presentation in English I. Also the students can take 3 credits for Elective Courses.

#### □ **Notes**

- 1) The revised course requirement applies to students who start the program in 2020.
- 2) The revised course requirement can be applied to students who entered in or before 2019 with the approval of the chair.
- 3) The revised course requirement can be applied to substitutive courses(both mandatory general courses and mandatory major courses) with the approval of the chair.