

## Table of Curriculum (2020)

Classification	Subject No.	IT Code	Subject Name	Lecture: Lab: Credits (Home work)	Semester	Remark	
Mandatory major courses	Management	IM513	58.513	Marketing Analysis and Strategy	3:0:3(3)	Spring	©MGT520
		IM514	58.514	Strategic Management	1.5:0:1.5(3)	Summer	©MGT511, MGT613
		IM515	58.515	Financial Management	3:0:3(3)	Spring	©MGT561, FMB501
		MGT560	53.560	Financial Accounting	3:0:3(0)	Spring	©FMB502
	IT/Media	IM551	58.551	Information Technology Strategy & Management	3:0:3(5)	Winter	
		IM557	58.557	Media Management & Economics(3)	3:0:3(5)	Spring	
		IM559	58.559	Business Consulting	3:0:3(5)	Fall	
		IM561	58.561	Business Analytics	3:0:3(5)	Spring	
Elective major courses	IM503	58.503	Statistical Analysis and Decision Modeling	3:0:3(5)	Spring	©MGT503, FMB500	
	IM512	58.512	Managing Organization and Leadership	1.5:1:1.5(3)	Fall		
	IM553	58.553	Information & Communications Systems	1.5:0:1.5(3)	Spring		
	IM554	58.554	Overview of Internet Technologies	1.5:0:1.5(3)	Spring		
	IM555	58.555	Ubiquitous Management I	1.5:0:1.5(3)	Spring		
	IM558	58.558	Media Consumer Psychology and Advertising	3:0:3(5)	Fall		
	IM560	58.560	Information Technology Modeling	1.5:0:1.5(3)	Spring		
	IM601	58.601	IT Industry Analysis	1.5:0:1.5(3)	Fall		
	IM603	58.603	Managing Digital Convergence	1.5:0:1.5(3)			
	IM605	58.605	Telecommunications Economics and Convergence Policy	1.5:0:1.5(3)			
	IM621	58.621	Value innovation with IT	1.5:0:1.5(3)	Fall		
	IM622	58.622	Business Process Management	1.5:0:1.5(3)			
	IM623	58.623	Data Mining for Intelligence Marketing	3:0:3(5)	Spring		
	IM624	58.624	IT Consulting	1.5:0:1.5(3)	Fall		
	IM626	58.626	e-Business Strategy	3:0:3(5)	Fall		
	IM627	58.627	CRM Strategies and Customer Analysis	3:0:3(5)	Fall	©MGT641	
	IM661	58.661	Entertainment Industry Analysis	1.5:0:1.5(3)	Spring		
	IM662	58.662	Contents Development Strategy	1.5:0:1.5(3)	Fall		
	IM663	58.663	Entertainment Marketing	1.5:0:1.5(3)	Summer		
	IM664	58.664	Social Media and Interactive Management	1.5:0:1.5(3)	Spring		
	IM665	58.665	Media in Business Environment	1.5:0:1.5(3)	Spring		
	IM666	58.666	Media Industry Analysis	1.5:0:1.5(3)	Fall		
	IM671	58.671	Business Presentation in English I	3:0:3(3)	Winter	©BUS 900	
	IM672	58.672	Management of Technology and Entrepreneurship	1.5:0:1.5(3)			
	IM673	58.673	Data Security and DRM	1.5:0:1.5(3)			
	IM675	58.675	Design Management	1.5:0:1.5(3)			
	IM676	58.676	Knowledge Management	1.5:0:1.5(3)			
	IM678	58.678	Valuation of IT Media Business	1.5:0:1.5(3)			
IM679	58.679	Growth Strategy	1.5:0:1.5(3)				
IM681	58.681	Special Topics in Information &	1.5:0:1.5(3)	Fall			

Classification	Subject No.	IT Code	Subject Name	Lecture: Lab: Credits (Home work)	Semester	Remark
			Media Management I			
	IM684	58.684	Business Presentation in English II	1.5:0:1.5(3)	Summer	
	IM685	58.685	Special Topics in Information & Media Management II	1.5:0:1.5(3)	Summer	
	IM686	58.686	Econometric Foundation for Business Analytics	1.5:0:1.5(3)	Spring	
	IM687	58.687	Management of Enterprise Data	1.5:0:1.5(3)	Fall	
	IM688	58.688	Social Media Analytics	1.5:0:1.5(3)	Fall	
	IM689	58.689	Spreadsheet Modeling and Decision Analysis	1.5:0:1.5(3)	Fall	
	IM690	58.690	Managing Financial IT Service	1.5:0:1.5(3)	Spring	
	IM691	58.691	Digital Media & Corporate PR Strategy	1.5:0:1.5(3)	Fall	
	IM692	58.692	Arts & Culture Management	1.5:0:1.5(3)	Fall	
	IM693	58.693	Neuro-Business	1.5:0:1.5(3)	Fall	
	IM694	58.694	Advanced Business Analytics	3:0:3(5)	Fall	
	IM695	58.695	Advertising & IMC	1.5:0:1.5(3)	Summer	
	IM698	58.698	Database Management and Big Data Analysis	3:1:3(5)	Fall	
<b>Research</b>	IM901	58.901	Business Consulting Practice	3:0:3(5)	Fall	
	IM911	58.911	International Field Trip	3:6:3(5)	Summer	©IM931
	IM931	58.931	Domestic Field Study	3:0:3(5)	Summer	
	IM941	58.941	IT and Media Practice	1.5:0:1.5(3)	Fall	
	IM965	58.965	Independent study for graduate studies	3:0:3(5)	Summer	

## Table of Substitutive Course(2020)

학과 내 대체교과목					
구분	운영 교과목		미운영 교과목		
	과목번호	교 과 목 명	과목번호	교 과 목 명	비 고
Graduate Course	IM931	Domestic Field Study			
Graduate Course	IM503	Statistical Analysis and Decision Modeling			

타 학과 대체 교과목 Substitutive Course					
Classification	Course Title		Substitutive Course		
	Subject No.	Subject Name	Subject No.	Subject Name	Remark
Graduate Course	CC511	Probability and Statistics	MGT503	Management Statistical Analysis	One way
Graduate Course	IM513	Marketing Analysis and Strategy	MGT520	Marketing	One way
Graduate Course	IM514	Strategic Management	MGT511	Strategic Management	One way
Graduate Course	IM514	Strategic Management	MGT613	Strategic Management	One way
Graduate Course	IM515	Financial Management	MGT561	Corporate Financial Policy	One way
Graduate Course	IM515	Financial Management	FMB501	Financial Management	One way
Graduate Course	IM560	Financial Accounting	FMB502	Financial Accounting	One way
Graduate Course	IM627	CRM Strategies and Customer Analysis	MGT641	CRM and Service Management	One way
Graduate Course	IM671	Business Presentation in English I	BUS900~999	BUS900~999 course	One way