Descriptions of Courses (2020)

IM503 Statistical Analysis and Decision Modeling

We will learn the statistical methodology for data analysis and modelling approach to make a quality decision in the decision environments involving major uncertainties. It will provide the fundamental framework and approach for the major decisions we will make in our business life. Also, we will discover many errors people commonly make when they make decisions intuitively and learn how to overcome these errors.

IM512 Managing Organization and Leadership

This course is designed to provide both theoretical background and practical tools for effective management of the organization and for improving leadership capability. It covers micro OB area such as personality, motivation, leadership and team management as well as macro OB area such as organization design, culture, and organizational changes.

IM513 Marketing Analysis and Strategy

The objective of this course is to introduce new paradigms of marketing in the age of new media. After discussing basic concepts and paradigms of marketing, the students will discuss the effects of new media on marketing, growing importance of experiential contents for the new media in marketing, and the evolution of marketing of consumer experiences. Case analysis and learning by doing will be emphasized.

IM514 Strategic Management

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.

IM515 Financial Management

This course is designed to help you as an executive to understand the fundamental functions of corporate finance and corporate decision making. Precisely, we seek to answer central questions in corporate finance: which projects firms should choose and how and when they finance those projects.

IM516 Accounting

This course introduces the basic concepts and principles of accounting and enables students to utilize accounting information for decision making. The main topics covered in this course are basic concepts and theoretical framework of accounting, accounting process, principles of financial statements, financial statement analysis, and managerial decision making based on accounting information.

IM551 Information Technology Strategy & Management

We are at the stage of an information revolution where information technologies are redefining business models across industries, creating new markets and enabling new functionalities. Strategic decisions and management about information technologies are thus increasingly central to business success. The emphasis of this course is that an organization will not succeed with information technology investments unless these investments are aligned with the feasible business strategy and its management. The course is case oriented and will help you appreciate the potential created by IT.

IM553 Information & Communications Systems

This course conceptually introduces the key technologies of telecommunication systems and data networks. It is geared to those students who do not major in the IT (Information Technology) area but have interests in its applications to various industrial and managerial issues. Emphasis is thus

placed on students' understanding of the basic concepts and principles of telecommunications technologies, while technical details are minimally covered. Topics covered are the basics of digital signal processing and data communication networks.

IM554 Overview of Internet Technologies
This course conceptually introduces the key Internet technologies which make various forms of multimedia data move around on the Internet. It is geared to those students who do not major in the IT (Information Technology) area but have interests in its applications to various industrial and managerial issues. Emphasis is thus placed on students' understanding of the basic concepts and principles of those technologies, while technical details are minimally covered. Topics covered include TCP/IP Protocol, Addressing, Routing, Realtime multimedia and Mobile Internet.

IM555 Ubiquitous Management
This course is intended to give students a technical knowledge of what is happening in the area of ubiquitous computing and to familiarize them with the most significant of the many 'visions' that guide ongoing research in the area. By reviewing current research efforts and identifying the ideas that drive them, the course aims to inspire students and help them develop their own ideas about the future of ubiquitous computing.

IM557 Media Management & Economics
This course introduces the peculiar economic characteristics of media products, demand/supply, competition, consumer behavior, pricing, labor market, government intervention and the international media trade. The course also covers firm strategies such as diversification, branding, motivation, job satisfaction, organizational culture, leadership, creativity, etc.

IM558 Media Consumer Psychology and Advertising
This course provides a survey of selected media psychology theories and how they can be applied to real-life advertising media. How media users' are affected by media (i.e., advertising) will be covered through introduction of case studies and relevant scientific theories. This course will provide students to predict how info-media consumers think and behave, and able them to improve their marketing skills through the use of media. The medium for this course will be Korean.

IM559 Business Consulting
This course is a lecture to develop basic knowledges and skills for IT business consulting. Students learn key methodologies and principles and take a deep insight from investigating real cases.

IM560 IT Modeling
This course deals with the issues in business process modeling and database modeling. First, in the business process modeling part, we will learn about the concept of process modeling and the related techniques such as BPMN(Business Process Modeling Notation), UML (Unified Modeling Language), XPDL (XML Process Definition Language). Second, in database modeling part, this course will provide the basic concept of database, and data modeling techniques including ERD (entity relationship diagram) and normalization. It also covers the data manipulation language such as SQL (Structured Query Language) and QBE (query by example).

IM561 Business Analytics
In this course, we will focus on the highly dynamic business analytics fields to a number of relatively invariant disciplinary perspectives: understanding the role and potential contribution of business analytics in organizations is cirtical as it helps managers make informed decisions about its successful deployment and use. You will be given a series of frameworks that can be applied to analyze the opportunities and risks associated with business analytics applications used in organizations.

IM601 IT Industry Analysis
This class, as an elective subject within IT industry analysis category, deals with main trend and future prospect in telecommunications service industry in Korea and oversee countries. To this end, we will first study leading telecommunications technologies, on which bases future trend of telecommunications service industry will be analyzed.

IM603 Managing Digital Convergence
This course deals with the managerial issues in the digital convergence. Specifically, issues on concepts of digital convergence, media industry structure and convergence, strategic management under media convergence, changes of consumer demand and culture, new convergence product development process are major topics.

IM605 Telecommunications Economics and Convergence Policy
This course aims to examine the structure and operation of the telecommunications industry utilizing the tools developed in the area of microeconomic and industrial organization theories. It also studies current issues and policies especially about convergence in telecommunications industry.

IM621 Value innovation with IT
This course takes the next logical step of training the students to identify new value innovations driven by new technologies. The word "technologies" refers to either specific technologies or technology platforms. An example of a technology is RFID. An example of a technology platform is Peer to Peer Computing.

IM622 Business Process Management
This course covers methodologies and theories for business process management that is required for innovation in business model to strengthen organization's strategic advantages. We discuss the importance of business model innovation in today's business environment through many cases. Then, we cover methodologies in selecting, analyzing, and re-designing "core" business processes key to firm's strategic goals. BPM solutions and BPM consulting practices will be introduced through guest lectures, and hands-on projects for real-world problems.

IM623 Data Mining for Intelligence Marketing
Data Mining (DM) refers to computer-based data analysis techniques used in spotting, digging-out, and analyzing business data, such as sales revenue by products and/or departments, or by associated costs and imcomes. DM technologies provide historical, current, and predictive views of business operations to computer-based techniques used in spotting, digging-out, and analyzing business data, such as sales revenue by products and/or departments, or by associated costs and imcomes. Specifically key data mining methods including data analysis, regression analysis, cluster analysis, decision tree and market basket association analysis are coverd in the class. To enrich the data mining methods, machine learning issues and recommendation systems are also covered. As DM applications are largely oriented to CRM (customer relationship management) area such as segmentation, profile analysis, purchase data analysis.

IM624 IT Consulting
This course provides an overview, techniques, and cases on SI industry's major IT consulting methodologies (i.e., Information Strategy Planning, Enterprise Resource Planning, Customer Relationship Management, Knowledge Management, Business Process Management, etc.) for students interested in pursuing a career as an IT consultant or corporate CIO.

IM626 e-Business Strategy
Today almost every company is trying to find out how best to develop e-business strategy, deploy the Internet through its value chain to improve operational effectiveness, entrench strategic position, and ultimately create sustainable competitive advantage. This course is to provides students with basic understanding of internet and e-business, e-business developing framework, and various options for managing and strategically positioning e-business.

IM627 CRM Strategies and Customer Analysis
In this course, students will analyze diverse CRM strategies and cases to improve corporate competitiveness. Based on CRM implementation methodology, students will conduct the CRM diagnosis and master planning project for a target company.

IM661 Entertainment Industry Analysis
This course provides an overview on entertainment industry and their main management issues. Target contents of interest include movie, drama, music, online-game in entertainment and high-speed internet, wireless communication, satellite, and wireless internet in new media. Students of this course will develop competence to create new business model from integrating technical possibilities of new media with diverse entertainment business.

IM662 Contents Development Strategy
In this course, students understand digital content planning and development methodologies through examination of empirical case studies on digital contents development in various fields. We also learn about each medium in its technical, cultural, and social contexts and the strategies for marketing and distribution of contents through appropriate media.

IM663 Entertainment Marketing
The objective of this course is to provide students with general knowledge about what entertainment marketing is, how it is managed, how consumers experience and use entertainment products, services and experiences, and how this managerial and cultural knowledge can help managers and marketers across a wide range of industries to deliver superior customer value.

IM664 Social Media and Interactive Management
This course focuses on the social media which transform the ways consumers and companies communicate and interact each other. By understanding the role, function, and user behavior, we analyze the impacts of social media on corporations and society. After reviewing diverse cases including word-of-mouth, brand and crisis management, and other strategies, students will formulate effective social media strategies.

IM665 Media in Business Environment

This course provides an overview of contemporary media's function in the context of business/management environment, as well as how to make most of media for business. This course will provide insight to general business managers – not restricted to media-related business managers.

Specifically, students will explore mediated communication, function of media, how media has developed to become what it is today, how function of media is defined in contemporary society as well as what organizations/agencies are involved.

Students will get to review how social values, political beliefs, and behavior of the public, who forms business environment, is influenced by the media.

IM666 Media Industry Analysis
This course traces the evolutionary process of the new media in terms of the economic and other social scientific theories to explain and predict the major trends of the time, namely, the convergence of communication & information technologies, business mergers & acquisitions, and market globalization. Target industries of interest include high-speed internet, wireless communication, and wireless internet in new media. Behaviors of the major players in the new media environment--the industry, the government, and the consumers--and their interactions are scrutinized to assess problems and promises of the new media industry. Students of this course are strongly encouraged to create new business model by integrating technical possibilities of the new media with diverse business opportunities.

IM671 Business Presentation in English Ⅰ
This course is a MUST for all students who are interested in developing a professional approach to public speaking. This course addresses practical skills for effective public speaking and presentation skills for global managers. It examines common issues and best practices for effective communication and presentation skills in a Western content.

IM672 Management of Technology and Entrepreneurship
This course covers current issues and theories on strategic management of technology and entrepreneurship. The major issues covered include principles of technology management, designing and implementing technology strategy, R&D project and personnel management, entrepreneurship and entrepreneurial process, managing high-tech ventures, preparing the business plan, venture capital and venture policy. Some special issues are also discussed.

IM673 Data Security and DRM
This course offers students wide understanding of issues and problems related to data security in info-media business area, followed by the solutions and technologies. And the course take a deep look at the total system of the distribution and protection of digital contents, DRM (Digital Rights Management), to understand its concept, architecture, and applications.

IM675 Design Management
In this course, students understand the relation between management and design and learn key theories of design management and practical cases. The background and status of design management and efficient administration of human and other resources of design team will be covered.

IM676 Knowledge Management
This course introduces KM theory, cases, and implementation methodologies for corporate KM implementation. Students will learn about KM Strategy Planning, KM Map, KM organization, KM process, KM system, Community of Practice (CoP), and Knowledge Ecology and, for a real company, will conduct a KM diagnosis and master planning task.

IM678 Valuation of IT Media business
This course introduces the theoretical framework for the analysis of fundamental value of IT Media business and their applications into real cases. This course focuses on the methodology and models for valuation of IT Media business based on the general theoretical framework of corporate valuation. This course deals with the characteristics of IT Media business and their impact on the value analysis.

IM679 Growth Strategy
Evidence suggests that profit grown through increasing revenues can boost stock price much more than 25% than profit grown by reducing costs. Growth strategists assert that profitable growth is the result of more than good luck – it can be actively targeted and managed. This course helps students learn how to analyse and design businesses that can lead to sustainable profitability. We will introduce the fundamentals in profitable growth. Furthermore, we will cover the topics such as Core Definition, Adjacency Expansion, Managing Innovation, Open Business Model, Network Business, and Business Feasibility Analysis. The emphasis is on IT media companies.

IM681 Special Topics in Information & Media Management
This is a special course reserved for new topics in the information & media management area of temporary interest or with potential for development as a regular course.

IM684 Business Presentation in EnglishⅡ
This class is designed to facilitate the discussion of issues in IT and media industries while improving communication ability. Students will develop the critical analytical skills for dealing with practical problems through the use of cases. This course focuses on case studies and background information in the areas of IT and media management. It is ideal for the

students who want to develop the knowledge and skill to read and understand sophisticated cases, and to actively analyze, discuss and seek solutions to complex problems facing the IT and media industries.

IM685 Special Topics in Information & Media ManagementⅡ

This is a special course reserved for new topics in the information & media management area of temporary interest or with potential for development as a regular course.

IM686 Econometric Foundation for Business Analytics

This course is designed to cover the basic econometric techniques useful for analyzing big data. Topics include linear and nonlinear approaches for big data modeling, supervised & unsupervised machine learning applications, statistical inference and estimation for big data analytics, and panel data analytic techniques. Heavy emphasis is given to empirical application.

IM687 Management of Enterprise Data

The aim of this course is to provide a foundational understanding of the design and implementation of the contextualized analytics within the business enterprise continuum, covering how data flows and is managed across the landscape of business processes.

IM688 Social Media Analytics

This course will explore a variety of methods and tools for analyzing social media content, including text/opinion mining, sentiment/emotion analytics, keyword and trend analytics, and other social analytic technologies.

IM689 Spreadsheet Modeling and Decision Analysis

This course is intended for students who wish to learn diverse analytical tools available in spreadsheet applications (e.g., Excel). These tools and techniques help managers make more informed decisions. Key topics include Excel Solver, scenario analysis, optimization, linear programming, goal programming, forecasting, and basic concpets of business simulation.

IM690 Managing Financial IT Service

The aim of this course is to provide a foundational understanding of IT as a core capability for financial business. The emphasis is on the practical know-how and strategic insights for financial IT service managers.

IM691 Digital Media & Corporate PR Strategy

This course introduces literature and practice of public relations to MBA students. This course will be focusing on how Korean companies have done & should do media relation management. The instructor will assume students have little or no prior knowledge of public relations literature.

IM692 Arts & Culture Management

This course aims to initiate arts and culture planning and business development based on understanding economic aspects of arts and cultural products and industry. It covers economic value creation process, contract in labor market, and marketing strategies for market expansion focusing on fine arts, music, and movie.

IM693 Neuro-Business

This course introduces *Neuro-Business*, one of the most advanced area in Management Information Systems, to the students so they can apply knowledge from this are to actual business. Students will be able to apply the research methods as well as findings from this line of research to management of general businesses, as well as information/media businesses in the context of understanding IT users.

IM694 Advanced Business Analytics

This course is designed to provide students with an opportunity to identify, evaluate and capture value-creating business analytics. Students will apply analytic methods to practical problems and analyze case studies on organizations that did or did not effectively implement the techniques.

IM695 Advertising & IMC

This course is intended to provide you with a solid understanding of the theory and practice of integrated marketing communications (IMC) and its various elements: advertising, promotions, sponsorship/events marketing, and other topics. Toward this end, we will examine theories, concepts, and principles employed by practitioners and scholars to explain marketing communications, investigate communication practices, and examine the consumer psychology that serves as the foundation for communication efforts.

IM698 Database Management and Big Data Analytics

The primary objective of this course is to understand the fundamental of business intelligence by analyzing big-data in real worlds with advanced data mining techniques. The first half of this course covers database management. Theories and practical knowledge on database analysis, logical and physical design, and SQL programming are delivered. During the second half of the semester, this course concentrates on learning state-of-arts data mining techniques and fundamentals of database systems for handling large scale data sets in real world. Lab sessions are also delivered for designing and implementing recommender systems, BI systems, and AI-based systems.

IM901 Business Consulting Practice

In this course, students construct a team and exercise business consulting. I the change of this practice, students have a good opportunity to apply theoretical frameworks they learned to business fields and increase their knowledge and ability of problem solving and team-based project will improve the students in terms of reasonable and structured decision making, communication skills, and cooperation with members.

IM911 International Field Trip

This course offers students an engaging global experience on how business operates and the culture is in the leading companies in information and media area. And students will have opportunities to take a look at diverse issues faced by multinational organizations - economics, regulatory, managerial, intra-organizational relationship and ethical issues as well as business outlook and opportunities for the entire region as governmental and economic structures change.

IM931 Domestic Field Study
This course is offered for the Info-Media MBA students who can not participate in the overseas field trip course so that they can conduct the similar field trip domestically.

IM941 IT and Media Practice
With this course, students would develop multi-disciplinary skills and managerial perspectives on the current issues of IT and Media industry through a IT and Media conference planning.

IM965 Independent study for Graduate Studies
In this class, students will do independent studies with advisors over the major problems in the IT and Media industries. Specially, issues will be selected based on the criticality of the problems. Students will experience the whole process of modeling, analysis, insight generation, and strategy development.