

## Major Course Requirements for PCM Minor Program (Master's Program)

- **Eligibility:** students in KAIST master's program
  - College of Business students are not eligible to apply for the PCM Minor Program
  
- **Credit Requirements for Graduation:** a minimum of 9 credits
  
- **Mandatory Major Courses:** 3 credits
  - ITM540 Strategy for Innovative Business
  
- **Elective Courses:** at least 6 credits
  - ※ Students are required to fulfill 6 credits or more among the 3 modules below; Management, Entrepreneurship, and Data Analysis

| Module           | Contents   | Course List  |
|------------------|--|--|
| Management       | Basic knowledge on business & management         | MSB530 Accounting Principles,<br>MSB535 Technology Management and Corporate Finance,<br>MSB536 Marketing for Hi-tech company,<br>MSB537 Digital Innovation and IT Management,<br>MSB538 Managing Innovative Organization,<br>MSB637 Theory of Consumer Behavior and Decision Making<br>ITM503 Managerial Economics for Technology Management |
| Entrepreneurship | Management of startups & innovative enterprises  | MSB510 Innovation Management and Strategy,<br>ITM501 Innovation Management,<br>ITM502 Entrepreneurship,<br>ITM634 Innovation Ecosystem   |
| Data Analysis    | Data analysis of business and economic phenomena | MSB500 Advanced Statistics for Management,<br>MSB601 Research Methodology in Business and Technology Management,<br>MSB701 Advanced Econometrics,<br>MSB702 Research Methodologies II,<br>ITM512 Data Analysis with Open Software  |

**Interim measures**

- These requirements apply to the students admitted in Fall 2021 or thereafter.
- Students admitted in Spring 2021 or before can choose to follow the completion requirements above.
- If students admitted in Spring 2017 or before choose to follow the completion requirements for students admitted in Fall 2021, ITM504 Finance and Accounting is counted as elective.