

IMMBA Course Requirements (2022)

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: BIT500 Management Statistical Analysis(3)]

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

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

Course Title	Substitutive Course
BIT565 Marketing (3)	-
BIT532 Strategic Management (1.5)	BIT526 Management Strategy (3)
BAF501 Financial Management (3)	-
BAF502 Financial Accounting (3)	-

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

BIM501 Information Technology Strategy & Management (3)

BIM502 Media Management & Economics (3)

BIM509 Business Consulting (3)

BIM503 Business Analytics (3)

*You can apply for a waiver of up to 0 credits from the required major courses. If a student who has submitted an application for exemption from completion receives a recommendation after evaluation by the professor and the final approval of the chair, he/she must complete the elective course exempted required major course.

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

1) IM MBA students must take 13.5 or more credits including 12 credits that offered in IM MBA program. However, other MBA/Program courses in the intensive field are recognized as an MBA elective course.

2) Tracks (optional)

○ IM MBA students 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

- BIM602 Data Mining for Intelligence Marketing (3)
- BIM601 Advanced Business Analytics (3)
- BIM603 Database Management and Big Data Analysis (3)
- BIT570 Marketing Communication Strategy (3)

2. IT/Media Management Track

- BIM641 Media Consumer Psychology and Advertising (3)
- BIM602 Data Mining for Intelligence Marketing (3)
- BIM632 Electronic Commerce Management and Technology (3)
- BIM642 Entertainment and Cultural Industry Analysis (3)
- BIM551 Digital Strategy in High-Tech Industries (3)
- BIT570 Marketing Communication Strategy (3)

■ Research: 6 Credits or more

- Students must take 6 or more credits for Research Courses including International Field Trip(3).

Course Title	Substitutive Course
BIM901 Business Consulting Practice (3)	-
BIM902 International Field Trip (3)	BIM903 Domestic Field Study (3)

■ English Proficiency Requirement

- Students are required to complete at least one courses in more than BME900 units of 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, BIM681 Business Presentation. Also the students can take 3 credits for Elective Courses.

□ Notes

- 1) The revised course requirement applies to students who start the program in 2021.
- 2) The revised course requirement can be applied to students who entered in or before 2020 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.
- 4) The recognition of alternative subjects according to the change of course follows the "Alternative Courses List"