

## Table of Curriculum (2022)

Classification	Subject No.	IT Code	Subject Name	Lecture: Lab: Credits (Home work)	Semester	Remark	
Common Mandatory	CC020	11.020	Ethics and Safety I	1AU		Online Course	
	CC511	11.511	Probability and Statistics	2:3:3	Winter	*BIT500	
Mandatory major courses	Management	BIT532	F4.532	Strategic Management	1.5:0:1.5(3)	Summer	*BIT526
		BIT565	F4.565	Marketing	3:0:3	Spring	
		BAF501	F5.501	Financial Management	3:0:3	Spring	
		BAF502	F5.502	Financial Accounting	3:0:3	Spring	
	IT/Media	BIM501	F6.501	Information Technology Strategy & Management	3:0:3	Winter	
		BIM502	F6.502	Media Management & Economics	3:0:3	Spring	
		BIM503	F6.503	Business Analytics	3:0:3	Spring	
		BIM509	F6.509	Business Consulting	3:0:3	Fall	
	Elective major courses	BIM551	F6.551	Digital strategy in High-tech Industries	3:0:3	Fall	
		BIM601	F6.601	Advanced Business Analytics	3:0:3	Fall	
BIM602		F6.602	Data Mining for Intelligence Marketing	3:0:3	Spring		
BIM603		F6.603	Database Management and Big Data Analysis	3:0:3	Fall		
BIM621		F6.621	Ubiquitous Management	1.5:0:1.5	Spring		
BIM622		F6.622	Value innovation with IT	1.5:0:1.5	Fall		
BIM623		F6.623	Neuro-Business	1.5:0:1.5	Fall		
BIM632		F6.632	Electronic Commerce Management and Technology	3:0:3	Spring or Fall		
BIM641		F6.641	Media Consumer Psychology and Advertising	3:0:3	Fall		
BIM642		F6.642	Entertainment & Culture Industry Analysis	3:0:3	Fall		
BIM643		F6.643	Digital Media & Corporate PR Strategy	3:0:3	Fall		
BIM644		F6.644	Entertainment Marketing	3:0:3	Summer		
BIM645		F6.645	Social Media and Interactive Management	1.5:0:1.5	Spring		
BIM646		F6.646	Media in Business Environment	1.5:0:1.5	Spring		
BIM647		F6.647	Valuation of IT Media Business	1.5:0:1.5	Fall		
BIM648		F6.648	Advertising & IMC	1.5:0:1.5	Summer		
BIM681		F6.681	Business Presentation in English	3:0:3	Winter	*BME 900 English Course	
BIM802		F6.802	Special Topics in Information & Media Management	1.5:0:1.5	Spring or Summer or Fall or Winter		
BIT550	F4.550	Organization & Leadership	1.5:0:1.5	Spring or Fall			
BIT567	F4.567	Marketing Research Analysis	3:0:3	Spring or Fall			
BIT570	F4.570	Marketing Communication Strategy	3:0:3	Fall			
Research	BIM901	F6.901	Business Consulting Practice	3:0:3	Fall		
	BIM902	F6.902	International Field Trip	3:6:3	Summer	*BIM903	
	BIM903	F6.903	Domestic Field Study	3:0:3	Summer		