

# Descriptions of Courses (2022)

## **BIM501 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.

## **BIM502 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.

## **BIM503 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 critical 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.

## **BIM509 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.

## **BIM551 Digital strategy in High-tech Industries**

This course introduces the basic concepts and principles of Digital Convergence and understands strategy and its business implications for the sustainable development in the ICT plus industries such as ICT+media, ICT+car, ICT+health, ICT+agriculture, ICT+energy, etc.

## **BIM601 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.

## **BIM602 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 incomes. 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 incomes. Specifically key data mining methods including data analysis, regression analysis, cluster analysis, decision tree and market basket association analysis are covered 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.

### **BIM603 Database Management and Big Data Analysis**

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.

### **BIM621 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.

### **BIM622 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.

### **BIM623 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 area 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.

### **BIM632 Electronic Commerce Management and Technology**

This course is intended to provide students with an overview of the electronic, mobile, and AI business phenomenon sweeping through the global economy. This course explores two opposing perspectives on market power: how dominant providers can expand their positions and respond to threats, and how upstarts can find opportunities in the face of

seemingly-omnipotent incumbents.

#### **BIM641 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.

#### **BIM642 Entertainment & Culture Industry Analysis**

This course provides an overview on entertainment and culture industry and their main management issues. Target contents of interest include movie, music, game, news and infotainment, network and paid TV, online video, animation, e-sports, and performing arts business. Students will develop competence to create new business model from integrating technical possibilities of new media with diverse entertainment and culture business.

#### **BIM643 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.

#### **BIM644 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.

#### **BIM645 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.

#### **BIM646 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.

#### **BIM647 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.

#### **BIM648 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.

#### **BIM681 Business Presentation in English**

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.

#### **BIM802 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.

#### **BIM901 Business Consulting Practice**

In this course, students construct a team and exercise business consulting. In 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.

#### **BIM902 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.

**BIM903 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.