

Course Description

▣ Masters courses

BIT500 Management Statistical Analysis

This course is designed to provide the framework for statistical analysis to study management. Topics such as statistical inference, hypothesis testing, and regression analysis will be discussed.

BIM552 IT System Design

IT design involves developing courses of action that resolves several major issues. The success depends on the alignment of business strategy with the design details, technical solutions being only one part of the resolution. The emphasis is on learning how to develop a creative and artistic blueprint for strategy, process, information, application, and apply to real business. Real-life examples and experiences will be shared.

BIM553 Business Analytics and Data Mining

This course introduces the basic concepts and principles of business analytics and data mining, and enables students to apply business analytics skills to quantitative decision making problems without requiring indepth knowledge about statistics or quantitative analysis methods.

BIM554 IT enabled Business Transformation

In an increasingly competitive global world, businesses must transform themselves to be more productive, to gather and store customer and competitive information. This course focuses on the application of technologies including IT to transform organizations and improve their performance. Methods of introducing and implementing information technologies to enable organizational change are examined.

BIM651 Business Data Communication and Networks Management

We will learn the basic framework and concepts for business intelligence using the diverse data gathered from the business environment. As underlying methods for the business data analysis, we use a variety data mining techniques including classification, clustering, regression analysis, association rule, and neural network model. Real data examples in the area of finance, banking, marketing, and retail business, and mobile telecommunication are used to apply the data mining techniques for obtaining strategic business intelligence.

BIM631 IT Consulting and its Application

This course aims first; at creating the strategic IT management capability ,based on in-depth examination of IT literature and cases and second; to develop the top-notch communication skills (both written and oral) through intensive rounds of write-ups, presentations, and debates. The course will be presented from the perspective of an IT professional (consultant/manager), focusing on the strategic and economic forces behind the organizations' investment in information technology.

BIM633 IT Venture Entrepreneurship

This course introduces the fundamentals of 'information technology entrepreneurship', a recent global phenomenon that has driven vital changes in society by empowering individuals to seek opportunity in technological and business solutions when presented with what others see as insurmountable problems. Technology entrepreneurship, whether in a startup or established company, is a spirited approach to business leadership that involves identifying high-potential, technology-intensive commercial opportunities, gathering resources such as talent and capital, and managing rapid growth and significant risks using principled decision-making skills.

BIM634 Information Security Management

This course is intended to cover basic concepts and principal approaches in information security. We focus on an overview of key areas in information security rather than an in depth

analysis of a particular area. Major topics include security properties, vulnerabilities, attacks, policies, models, cryptography, PKI (Public Key Infrastructure), network security, evaluation, and application of them. Students will also have research opportunities in the topic area and hands-on experiences in selected information security technologies through lab sessions.

BIM632 Electronic Commerce Management and Technology

This course aims to learn how to do business more effectively and efficiently with Electronic Commerce and e-Business. Topics include the electronic retailing, online advertisement strategy, customer relationship management, collaborative commerce, e-procurement, supply chain and supplier relationship management, e-auction, Web 2.0, security in EC and e-payment, mobile commerce, order fulfillment, online banking and online stock trading, integration of EC with ERP, and public policy issues to ensure fair trades.

BIM551 Digital Strategies in High-Tech Industries

Through the rapid development of IT and network technology, digital convergence is now underway and new business models are further developed with them. Therefore, the understanding of the digital convergence and its implications should be clearly understood for the effective management of high-technology products and services. In this class, digital convergence and its implication on the management of high-technology new products and services are explored.

BIM611 Advanced Research Methods in IT Management

This course aims to equip students with the ability to understand and evaluate research papers in the social science field by conducting data analysis directly and learning research methods to secure valid and reliable data for academic research in the IT field.

BIM612 IT & Media Industry Analysis

This course introduces students to the concepts and theories in the IT and media industry analysis and their applications in diverse sectors. Starting from the definition and scope of IT, telecom, and media industry, current issues and prospects will be covered. Students will learn the peculiar characteristics of content, platforms, devices, and components of converged industry such as firms, advertisers, consumers, and policy makers.

BIM613 Social Media and Network Analysis

Social media is not a simple way of linking people, but it is a new phenomenon how we communicate and influence others. By understanding the role, structure, and function of it, we can understand the diverse impact of social media on individual, corporations and society in general. In this course, we learn how people interact and influence with social media and know how to analyze the behaviour of people through the social network analysis techniques.

BIM801 Special Topics in IT Management

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

BIT802 Global Business Communication

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 global business.

BIM960 Thesis for Graduate Students

This course is for graduate students preparing a Master's degree thesis. The aim for this course is to provide students time for their research and to coach them to conduct a proper research, in order to complete a thesis that meets the academic criteria.

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 Trip

This course is offered for the students who can not participate in the International Field Trip course so that they can conduct the similar field trip domestically.