

# Descriptions of Courses

## **BIT500 Management Statistical Analysis (3 Credits)**

This course is designed to help students learn basic statistical methodology and analytical skills. After learning basic theories to understand each statistical methodology, a variety of managerial situations and questions will be presented. Upon completion of the course, students will understand how to analyze data effectively and efficiently, how to draw appropriate conclusions from data analyses.

## **BIT685 Supply Chain Management (3 Credits)**

This course will focus on rigorous models from which we can understand managerial principles that allow for the various supply chain activities that are to be integrated into a seamless process. Through them, this course introduces how supply chains operate and how to deal with strategic and tactical challenges that may arise. Particular topics include understanding supply chains, strategic configuration of supply chains, distribution strategy and supply chain network design, inventory management, information and coordination, sourcing and procurement, and revenue management. The emphasis will be put on fundamental principles and analytical methods of enduring value to tomorrow's supply chain designers, managers, and consultants.

## **BIT525 Leadership and Organization Management (3 Credits)**

It presumes that we are all deficient in some way in terms of our cognitive ability, resources, or talents and that the way to acquire leadership power is not through the personal development of those skills but by being able to access the skills you need through experts who possess those skills. The goal of this course is to provide you with the coherent set of techniques needed to lead in environments characterized by complexity, interaction, and interconnectedness

## **BIT526 Strategic Management (3 Credits)**

The focus of this course is on the management of the survival of the firm in a changing business environment. This course provides conceptual frameworks and diagnostic tools for analyzing a diverse spectrum of the firm's survival problems. The classes require students' active interaction and involvement. In particular, students are placed in the roles of key decision-makers or their advisors and asked to think about solutions to these survival problems in the evolving landscape of competition.

## **BIT565 Marketing (3 Credits)**

The objectives of this course are to:

- 1) Provide you with an understanding of the marketing problems faced by managers.
- 2) Equip you with the conceptual frameworks and analytical tools required for marketing products and services.
- 3) Enhance your skills to identify crucial marketing issues and make logical decisions to solve the issues.
- 4) Provide you with opportunities to understand marketing tools correctly and to apply them in realistic situation by analyzing marketing cases.

## **BIM691 Management Information System (3 Credits)**

The central premise of this course is that IT and innovation will not succeed if it is not aligned and integrated with a sensible business growth strategy. The emphasis is on gaining strategic insights for creating values. The course is case oriented. The cases have been chosen to cover a diverse range of industries and transformation of business models. This course will not make you a specialist; its emphasis is on industry and strategic insights that is an imperative DNA for future leaders.

**BAF502 Financial Accounting (3 Credits)**

The purpose of this course is to study and understand corporate financial reporting. Emphasis is placed on reading and interpreting the corporate financial statements from the perspective of the user of financial information. The role of accounting information in analyzing the performance of a firm, its valuation and financial contracting is also covered. Since the main objective of the course is to provide accounting knowledge to the future managers of the companies, mechanics of accounting procedures will be covered at a minimum level, only to the extent necessary to understand the financial statements.

**BAF501 Corporate Finance (3 Credits)**

This course introduces the students to the foundations of finance, mainly from the perspective of a corporation. The main questions we will discuss are

- What (long-term) investments a firm should engage in? (capital budgeting)
- How the firm should finance these investments? (capital structure)

To address the first question, we will introduce the concepts of cash flow and the cost of capital, which will be combined to engage in discounted cash flow (DCF) valuation. For the second question, we will discuss the indifference of capital sources in the world of Modigliani-Miller, and why capital structure matters in the real world. We then proceed to study how taxes and bankruptcy costs affect target leverage rates for a publicly traded corporation, and will also cover the pecking order theory. See page 3 of the syllabus for more details.

**BIT505 Managerial Economics (3 Credits)**

Economics provides a useful way of thinking for managers. This business-oriented economics course stresses the application of microeconomic theory in managerial decision making. We will use a combination of tables, figures, and simple mathematics. Students are expected and encouraged to participate actively and interrupt to ask questions in classes.

**BIT633 Social Economy and Policy (3 Credits)**

This course deals with the concept and meaning of social economy in a broad and ideal sense, all the discussion will be centered around the keyword 'impact', the measure of an action's benefit on society and planet. The student will learn why impact should be shifted at the center of our consciousness, and why we must adopt the new paradigm of risk-return-impact when weighing business and investment decision. Impact economy is one where the measurement of social and environmental impact is integrated in all activity central to government, business, investment and consumption.

**BIT639 Social Economy & Korea's Development Experience (1.5 Credits)**

In this course, students can learn about Korean social innovation and development experiences from the 1960s to the present, and specifically introduce economic and social development plans, processes, and achievements. Through this, it is possible to establish future strategies for developing countries.

**BGM551 Energy and Environment Economics (3 Credits)**

This course studies the economics of the energy sector and the environment. We discuss the sources of environmental problems (e.g., market failures such as externalities, inefficient monitoring, etc) and how policies (e.g., taxes, subsidies, performance standards, and cap-and-trade) can help address those challenges.

### **BGM550 Climate Change and International Collaboration (3 Credits)**

This course aims to understand geopolitical aspects of climate change and international cooperation, which is in essence. From mitigation to finance and market issues, we will focus on key tasks for the New Climate Regime 2021 following the Paris Climate Agreement. International organizations and players such as the UNFCCC, GCF, GGGI and various entities will be explored. (This semester 2021, we will try to have deeper understandings on the GCF by inviting key people of the GCF.)

We will seek strategic ways to foster development cooperation between developed and developing countries through private public partnerships. We will also identify new dimensions of climate cooperation ranging from "Planetary Governance" to "Future Generation Politics". Interactions with policy makers, organization leaders and experts will be done in due course.

### **BIT528 Entrepreneurship and Innovative Startups (3 Credits)**

This course is designed to provide you with a solid glimpse at the process of conceiving, structuring, and creating a startup venture. Accordingly, we take on the perspective of the entrepreneurial founder and draw heavily upon knowledge and skills developed in other courses. Our perspective is illuminated by a combination of the case discussion method, contact with practitioners, and, most importantly, learning-by-doing. This last point is extremely important, since entrepreneurship (like most activities) is most effectively learned by engaging actively in it. Towards this end, all students will actively work on a new business idea and formulate a business plan for it. This constitutes an important part of the start-up process. While it is perfectly reasonable to expect that some of these ideas may evolve into new ventures, success in the course is not dependent on this outcome.

### **BIT647 Social Enterprises and Regional Development (1.5 Credits)**

This course introduces the theoretical and practical elements of social enterprise and regional development. Emphasis is placed on developing ways to successfully integrate a range of business skills suited to a community based social enterprise. Students will engage in the critique of theories and practices relating to the development and successful management of social enterprise/community development projects. Through development of analytical skills, management strategies and enterprise approaches you will become equipped to cultivate entrepreneurship in local communities and establish a 'can do' approach to local development.

### **BIT801 Special Topics in Management II <Social Economy Case Studies & Research Methodology> (3 Credits)**

This course will provide the students with an opportunity to apply theories, knowledge, tools, and methodologies into social economy in their countries and conduct a research project. Students will have a chance to exercise statistical analysis, and improve their ASK towards the better planner, problem solver, and professional. In addition to instructors' lectures, some entrepreneurs and professionals will be invited as guest speakers to share their experiences. Also, students are required to actively participate in class discussion as well as online forum. All the students will have a chance to present their term projects.

### **BGM541 Green Firm Valuation and Social Finance (1.5 Credits)**

This course is designed to help you to understand the fundamental functions of green finance and social finance along with the valuation of green/social firms.

The learning objectives of this course are:

1. Students will produce professional business documents.
2. Students will demonstrate effective interpersonal communication in a team setting.
3. Students will use appropriate analytical tools to identify problems in corporate finance and develop a solution in valuing green/social firms.

**BIT800 Special Topics in Management I<Impact Investment and Funding> (1.5 Credits)**

We will walk through funding processes with an workable business plan of a Social Enterprise.

The learning objectives of this course is as follows:

1. How to attract and persuade investors
2. Understand the importance of outside funding in building a sustainable business
3. Understand the importance and method of measuring social impact
4. Understand CEO's checkpoint and due diligences for funding
5. Understand how to manage financial and legal risks when entrepreneurial effort fails

**BIT649 Korean Society and Culture (\*For KOICA students only) (1.5 Credits)**

This course is designed to engage and expose students to Korean Society & Culture. Through the understanding of Korean business culture, Korean values & history, we explore the fundamental question of "WHY" Koreans act & behave the way they do. Given this, you will be able to gain appreciation & insight to Korean culture; thus enhancing your development of cross-cultural dexterity & international management skills.

**HSS586 Korean1 for graduate international students (3 Credits)**

The purpose of this course is to allow foreign students to easily and comfortably live in Korea by learning useful daily expressions and culture. The class format is based on communicative activities, which will allow students to gain Korean knowledge efficiently.

**HSS587 Korean2 for graudate international students (3 Credits)**

This course is designed for students who have basic knowledge of the Korean language. It aims to enable students to have an understanding of the Korean language and to help acquire a beginning level of communicative competency in Korean. Students will learn basic communication necessary for daily life. This class is also made in pursuit of the integrated text which is effective for students to practice four areas, which are reading, writing, speaking and listening.

**HSS589 Korean3 for graudate international students (3 Credits)**

The purpose of this course is to allow foreign students to express their opinions, thoughts and feelings based on their understanding of Korean culture, for their comfort in Korea and good relationships with Korean people. In addition, it can enrich their lives and enhance required Korean ability for working at Korean companies. The class format is based on communicative activities, which will make students attain Korean language proficiency efficiently.

**BIT904 Capstone Project Study (3 Credits)**

This course conducts research to analyze each country's policies and cases on a theoretical basis. Through this subject, the research capabilities and field application capabilities necessary for policy development will be strengthened by learning how to improve policy development capabilities and solve pending problems in the country.