

# Course Descriptions

## ■ Masters courses

### **BIZ500 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.

### **BIZ585 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.

### **BIZ586 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 an creative and artistic blueprint for strategy, process, information, application, and apply to real business. Real-life examples and experiences will be shared.

### **BIZ587 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.

### **BIZ588 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.

**BIZ590 Digital and Platform Business**

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.

**BIZ682 Digital Strategy**

We are watching the rapid development of digital transformation. This course introduces the concepts and principles of digital business, digital BMI, competition irrelevant business strategy, platform strategy, digital convergence, O2O innovation, digital transformation, etc.

**BIZ688 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.

**BIZ690 IT Industry and Market Analysis**

This course introduces students to the concepts and theories in IT industry analysis and their applications in the diverse IT industries. Starting from the definition and scope of IT industry, current issues and prospects will be covered. Students will learn the peculiar characteristics of IT platforms, devices, and components of IT industry.

**BIZ691 Cloud computing and Networks Management**

This course addresses the issue of 'technology push and market response' in the ICT industry for last 20 years of evolution. Also, this course explains recent technology waves (mobile bigbang, cloud, big data, IOT) and their impact on new business and services.

**BIZ693 Artificial Intelligence Business Strategy**

Artificial Intelligence (AI) has been increasingly considered as a mainstream of disruptive innovation in business and society. Therefore, it becomes more and more important that executives, leaders and managers understand and apply AI to take an initiative in their business. This course provides practical guides, the latest issues and building skills on AI project to students. Topics will cover basic

understandings and applications of machine learning and deep learning. AI in business and society, building AI projects and future perspectives on AI.

#### **BIZ802 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.

#### **BIZ811 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.

#### **BIZ921 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-organizationl relationship and ethical issues as well as business outlook and opportunities for the entrie region as governmental and economic structures change.

#### **BIZ960 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 meets the academic criteria.

#### **BIZ965 Independent Study for graduate students**

This course allows students to conduct research independently in the field of interest with academic supervisors. Under the supervision of academic advisors, students will design a systematic research model and analyze data to draw insightful conclusions, which will result in strengthening their research capacity.