

Description of Courses

BIZ500 Management Statistical Analysis

2:3:3

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.

BIZ501 Managerial Economics

3:0:3

Microeconomics provides a useful way of thinking for managers. This course introduces students to the basics of microeconomics, emphasizing applications of microeconomics to managerial problems.

BIZ503 Macroeconomic Analysis

3:0:3

Understanding basic economic reasoning and making use of macroeconomic theories, the course will cover major macroeconomic issues including: the determination of income and output, inflation, unemployment, and long term economic growth.

BIZ508 Leadership and Organization Management

3:0:3

This course aims to understand theoretical concepts/frameworks and find managerial implications in the field of Organizational Behavior. This course will expose students to approaches and processes that can help in effectively leading and managing others in organizations.

BIZ509 Strategic Management

3:0:3

This course introduces concepts, theories, approaches and analytical models associated with the process of strategy formation and implementation in profit-seeking organizations. It also provides opportunities to make strategic analyses and to make decisions for strategic issues of real organizations through participation in class discussions and performing group term projects.

BIZ558 Marketing

3:0:3

The objective 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.

BIZ574 Operations Management & SCM

3:1:3

Success of a business is determined by the competition among supply networks rather than the competition among individual firms. Competitiveness of a supply network depends on how the value creation activities of constituent firms are integrated and provide the values the market needs (price, speed, quality, variety, etc.).

This course provides strategic and analytic tools that can be used to evaluate the value creation in development, information management, procurements, operations, logistics, and service activities.

BIZ590 Digital and Platform Business

3:0:3

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.

BIZ591 IT Strategy & Management

3:0:3

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.

BAF501 Corporate Finance

3:0:3

This course is designed to provide a conceptual framework for understanding the field of corporate finance. The issues addressed in this course include time value of money, relation between risk and return, capital budgeting, capital structure, dividend policy and corporate governance. This course will emphasize the logical structure of various theories and empirical evidence on them.

BAF608 Mergers and Acquisitions

3:0:3

This course is designed to help you as an executive to understand the fundamental functions of mergers and acquisitions in corporate decision making. To achieve the goal of this course effectively, we seek to bridge the gap between practitioners and academicians by applying theory to real world situations with case studies. Finally, issues continuously in the news and the subject of vigorous corporate financial policy debate will be discussed.

BAF665 Accounting & Financial Statement Analysis

3:0:3

This course covers various analysis techniques necessary to identify and predict the current and future management status of a company using financial statements.

BIZ805 International Field Trip I

3:6:3

This course offers the KAIST graduate business students an engaging experience on how business operates in the United States, China, or Europe in comparison to South Korea. The economic, regulatory and managerial issues faced by multinational organizations-including ethical

issues-intra-organizational relationships; and the business outlook and opportunities for the region as governmental and economic structures change are also focused.

BIZ806 International Field Trip II

3:6:3

This course offers the students an engaging experience on how business operates in foreign countries in comparison to South Korea through an intensive education at the overseas business school and visits to the foreign corporate sites. The students will have an opportunity to understand the cultural, economic, social issues of the country they visit and learn the critical success factors for Korean firms to compete in the foreign markets.

BIZ608 Technology and Industry Analysis

3:0:3

This is the course to review new developments in technology that may disrupt many industries. Based on the characteristics of technology, students learn and discuss how technology can change a particular industry of their choice in depth. Students should gain industry specific knowledges and develop critical insight and ability to foreseen the future of the industry.

BIZ612 Innovation Management and The Entrepreneurial Manager

1.5:1:1.5

This course is designed to help corporate executives understand how to facilitate and manage innovation within their firms to sustain profitable growth while maintaining an entrepreneurial edge. We will first explore critical challenges and barriers corporate executives face when they drive innovation, incubate new businesses and enter into new markets. We will then discuss how entrepreneurial approaches can be conducive to overcoming such challenges, thereby achieving sustainable growth.

BIZ621 Organizational Design and Leadership

1.5:1:1.5

This course is designed to provide an executive level of knowledge in organization design and strategy implementation. It begins with an introduction of how an organization works and moves on to fundamental principles of organization design that significantly affect firm innovation and performance.

BIZ622 Negotiation Strategy

1.5:1:1.5

Managers often encounter challenging deal situations where they should deal with differences, going beyond daily operational decision-making. This course helps students learn the practical method for negotiating agreement amicably without giving in. The course integrates research findings from a range of different practical and intellectual perspectives into practical, hands on lessons for students.

BIZ660 Brand Management

1.5:0:1.5

This course deals with issues on how the brand equity is developed and how it can be utilized for strategic marketing activities. The main topics include (1) the nature of brand equity, (2) the process

by which brand marketing is undertaken, (3) and the strategic management of brand equity.

BIZ800 Special Topics in Management I

1.5:0:1.5

This course covers new practical trends or timely topics in the field of business management.

BIZ801 Special Topics in Management II

3:0:3

This course covers new practical trends or timely topics in the field of business management.

BIT802 Global Business Communication

1.5:0:1.5

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.

BIZ902 Capstone Project Study

0:9:3

This is the capstone course for the KAIST MBA program. It enables the second year MBA students to integrate what they have learned from the courses taken for the last three semesters which include diverse management disciplines from marketing, strategy, finance, accounting, to supply chain management and IT.

BIZ965 Independent Study for Graduate Students

0:0:0

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.