

Description of Courses

BIZ500 Management Statistical Analysis

2:3:3

The course is to enable to the students to raise capability to solve real-world managerial problems through statistical and analytical methodologies. 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.

BAF501 Corporate Finance

3:0:3

This course provides advanced theories and empirical evidences regarding corporate financing and investment decisions. Specific topics will include capital structure policy, dividend policy, M&A, and corporate governance.

BAF502 Financial Accounting

3:0:3

This course is placed on reading and interpreting the corporate financial statements from the perspective of the user of financial information. Te role of accounting infromation in analyzing the performance of a firm, its valuation and financial contracting is also covered.

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

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

3:1:3

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 identity 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.

BIZ573 Supply Chain Management

3:0:3

The primary objective of this course is to teach MBA students strategic issues in operations and supply chain management (SCM), which top managers in service as well as manufacturing industries must understand, in order to maximize value creation.

BIZ512 Managing Venture Growth **3:0:3**

This course deals with central issues associated with managing sustainable growth as start-ups grow over time. A specific emphasis in this course is placed upon how start-ups manage financial, human and social capital and how they identify opportunities and challenges within a given industry and formulate a successful entry strategy. In doing so, this course will help students to understand how to develop organizational practices, systems and culture, and thus ultimately achieve competitive advantage.

BIZ514 International Business **3:0:3**

Companies today constantly face new challenges and opportunities in the evolving marketplace that is not restricted within the national borders any longer. This course surveys basic issues in international business and seeks to enable students to develop a conceptual framework for managing companies in the international settings. In particular, this course focuses on both the forces of globalization and organizational and strategic responses to the global challenges.

BIZ515 Human Resource Management Systems and Strategy **3:0:3**

This course focuses on how to design and execute human resource management strategies. Its objective is to address fundamental human resource issues from a strategic perspective, adopting a general manager's viewpoint. It covers both analytical and managerial approaches to develop the concepts and strategies that enable general managers to enhance the value of the human resources in their organizations.

BIZ611 Innovation Strategy and Organization **3:0:3**

This course is designed to provide an intermediate level of knowledge in innovation strategy and organization management. Open and user innovation paradigms are introduced with background theories and real cases. In addition, It also discusses a new approach to management of organizations for open and innovation strategies.

BIZ613 Strategic Management of Technological Innovation **3:0:3**

This course focuses on the strategic management of technological innovation. This course is based on an evolutionary process perspective of technological strategy and innovation. Decision making processes and management issues related to the formulation and implementation will be analyzed and recent development will be discussed.

BIZ614 New Business Development **1.5:0:1.5**

This course addresses the issues faced by new business development managers and team. More specifically, the processes, strategies and organization of new business development are discussed with real cases. In addition, students learn project management principles and tools to better manage new business development projects.

BIZ615 Entrepreneurship and The Entrepreneurial Manager **1.5:0:1.5**

This course deals with the issues faced by entrepreneurial managers who wish to turn opportunity into viable organizations that create values, and empowers students to develop their own approaches, guidelines, and skills for being entrepreneurial managers. Corporate entrepreneurship and social entrepreneurship are also discussed in the class.

BIZ616 Organization Design and Innovation **1.5:0:1.5**

This course is designed to provide an intermediate level of knowledge in organization design and innovation. It begins with an introduction and basic concepts of organization design, and covers the effects of the

external factors such as the environment, the inter-organizational relationships, and technology on organizational structure. It also addresses such internal factors as the organizational life-cycle, organizational culture, and the challenge of innovation that influence organization design.

BIZ622 Negotiation Strategy

1.5:0:1.5

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.

BIZ559 Marketing Channels Strategy

3:0:3

Distribution is to deliver products and services to end-users. In this course students learn what functions are needed for effective and efficient distribution, who channel participants are to undertake the functions, and how the participants are organized and governed. This course also offers opportunities to acquire the knowledge and skills to manage a firm's distribution channels so as to reach its marketing objectives. Any student with a background of organizational behavior and industry organization will particularly benefit from this course.

BIZ560 Marketing Research and Analytics

3:0:3

This course addresses how to use marketing research methods and data analytics tools to make a decision on marketing actions. For this objective, it introduces data collection techniques such as experiment/survey designs and sampling. For analyzing collected data, it discusses various tools such as causal inference, regression analysis, factor analysis, cluster analysis, and machine learning algorithms.

BIZ561 Consumer Behavior

3:0:3

Marketing begins and ends with consumers. A clear understanding of underlying processes of consumer behavior is thus critical in successfully planning and executing marketing mix decisions. To this end, this course is intended to introduce MBA students to a wide range of concepts and theories in consumer marketing and psychology, and to explore the strategic implications of analyzing customer choice for marketers through the analyses of eight business cases. Focusing on information processing theory, this course further provides students in-depth knowledge about how consumers acquire, organize, and utilize marketing stimuli information when forming their attitudes and making preferential choices. Upon successful completion of this course, students will be able to: define consumer behavior from the information processing theory perspective; learn the key elements of consumer behavior and decision making processes; apply appropriate theories in consumer behavior and psychology and analytical techniques into analyzing and solving consumer judgment marketing problems; present a professional written and oral presentation as a group.

BIZ581 Business Analytics

3:0:3

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.

BIZ660 Strategic 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.

BIZ661 Integrated Marketing Communications**1.5:0:1.5**

Marketing communication provides information to potential customers and persuades them to purchase the target brand. This course focuses on how to plan, implement, and control advertising activities in harmony with other communication tools of sales promotion, personal selling, PR, word-of-mouth, the Internet, and social media to achieve marketing goals.

BIZ662 High-Tech Marketing**1.5:0:1.5**

This course deals with marketing of high-tech firms who face high uncertainties in evolution of technologies, market demands, and competition. Main issues will include identifying business opportunities, market research and demand forecasting, creating and marketing new products, management of marketing mix elements, and adaptation to market evolutions for high-tech firms.

BIZ663 Business-to-Business Marketing**1.5:0:1.5**

The objective this course are to: (1) Provide you with an understanding of the B2B marketing problems faced by managers. (2) Equip you with the conceptual frameworks and analytical tools required for B2B marketing. (3) Provide you with opportunities to understand marketing tools correctly and to apply them in realistic situation by analyzing marketing cases.

BIZ664 Service Marketing**1.5:0:1.5**

This course deals with marketing of service offers for which the value mainly comes from intangibles. The topics include distinctive issues of service marketing, developing and implementing service marketing strategies, marketing for specific service industries, and marketing of experiences.

BIZ665 Pricing Strategies**1.5:0:1.5**

The general objective of this course is to introduce practical tools for pricing, how to measure consumer demand with real data, and links and tradeoffs between a variety of pricing strategies. Students will have opportunities to apply various pricing methods to real-world data.

BAF504 Investment Analysis**3:1:3**

Topics that will be discussed in this course will include the relation between the expected return and risk, asset pricing theories, portfolio management, and the market efficiency.

BAF603 Futures and Options**3:0:3**

Student will learn about the basic derivatives such as forward, futures, swaps and options contracts in this course. The topics discussed in this course will include the concepts, pricing, design, and hedging of them.

BAF608 Mergers and Acquisitions**3:0:3**

This course is designed to provides students with understanding of financial and economic implications of mergers and acquisitions. It also covers practical aspects of mergers and acquisitions through the case studies.

- BAF616 Fixed Income Securities** **3:0:3**
 This course discusses the basics of fixed income securities and the market. It also discusses the interest rate risk and credit risk associated with fixed income securities. Basic interest rate term structure models will be introduced and associated derivative products will be discussed.
- BAF625 Case Studies in Finance** **1.5:0:1.5**
 This course will cover firms' capital structure decisions, corporate valuations, mergers and acquisitions, dividend policy, real options and corporate governance.
- BAF664 Financial Statement Analysis** **3:0:3**
 The course is designed to provide a framework to analyze financial statements and apply it in specific decision contexts such as investment and performance evaluation of a firm. It also covers business valuation and credit evaluation of a firm financial statement analysis.
- BAF666 Managerial Accounting** **3:0:3**
 This lecture covers the basic concepts and foundations for management accounting, cost allocations, performance of divisions and individuals, decision-making using management accounting information, and cost and benefit analysis.
- BAF667 Advanced Financial Accounting** **3:0:3**
 This course covers in-depth topics to prepare, understand, interpret, and use financial statements in accordance with International Financial Reporting Standards (IFRS). It includes various topics for intra-entity events (e.g., debt and equity financing, EPS, pension, lease, etc) and inter-entity events (e.g., consolidation, translation, etc).
- BAF668 Tax Strategy** **3:0:3**
 Traditional finance and strategy courses do not consider the role of taxes. Similarly, traditional tax courses often ignore the richness of the decision context in which tax factors operate. The objective of this course is to develop a framework for understanding how taxes affect business decisions. This course deals mainly with income tax, capital gains tax and value added tax and related tax codes.
- BIZ659 Technology Innovation and Business Strategy** **1:1.5:1.5**
 For MBA students who have completed basic courses in business, such as strategy, marketing, finance, new business and entrepreneurship, etc., this course intends to learn how to integrate functional knowledges to start and manage a new business in a company as an entrepreneur. It will also provide opportunities to get a close look at actual companies by visiting, observing and engaging extensive interactions with company representatives as well as attending global exhibitions or short-term workshop where next generation innovations are firstly introduced to the marketplace.
- BIZ692 Digital Innovation** **1.5:0:1.5**
 The central premise of this course is that an organization will not succeed with IT and innovation unless these are aligned and integrated with a sensible business strategy. From this perspective, this course challenges strategic and managerial perspectives of IT and innovation. The course is case oriented.
- 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.

BIZ802 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.

BIZ807 Global Immersion Practice I**1.5:0:1.5**

The Global Immersion Program is specifically designed to provide students with a cross cultural experience to help you develop skills and attitudes necessary to become a global leader. The program focuses on 4 key skill areas: International Business Skills, Global Leadership Skills, Presentation and Public Speaking Skills, English Proficiency Skills.

BIZ808 Global Immersion Practice II**1.5:0:1.5**

The Global Immersion Program is specifically designed to provide students with a cross cultural experience to help you develop skills and attitudes necessary to become a global leader. The program focuses on 4 key skill areas: International Business Skills, Global Leadership Skills, Presentation and Public Speaking Skills, English Proficiency Skills.

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.

BIZ960 Thesis for Graduate Students**0:0:0**

This is the thesis for Graduate students. It enables the MBA students to integrate what they have learned from the courses and to solve real and specific problem by building diverse management disciplines.