

Description of Courses

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.

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.

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.

BIZ5558 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.

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.

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.

BAF502 Financial Accounting**3:0:3**

This course covers basic concepts of accounting and its role in the capital market. The topics include accounting process, meanings and interpretation of financial statements, understanding of financial statement items, basics of financial statement analysis, and investment and loan decision using accounting information.

BIZ510 Entrepreneurship and Innovative Startups**3:0:3**

This course deals with the essence and characteristics of entrepreneurship and founding an innovative startup venture. In addition, the entrepreneurial management approach required in innovative startups will be discussed. Students are required to prepare a business plan for an innovative business to acquire practical experiences.

BIZ511 Corporate Entrepreneurship and New Business Development**3:0:3**

Corporate entrepreneurship is the practice of employing entrepreneurial skills and approaches within an organization. The purpose of this course is to develop and enhance corporate entrepreneurship in the established companies. In addition, strategies and processes of new business development are discussed. Students will have chances to get required capabilities, techniques, and lessons needed for the recognition, evaluation, and realization of opportunities throughout the class discussion and the team project.

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.

BIZ582 Advanced Business Analytics**3:0:3**

This course is designed to provide students with an opportunity to identify, evaluate and capture value-creating business analytics. Students will apply analytic methods to practical problems and analyze case studies on organizations that did or did not effectively implement the techniques.

BIZ583 Data Mining and Business Applications**3:0:3**

Data Mining (DM) refers to computer-based data analysis techniques used in spotting, digging-out, and analyzing business data, such as sales revenue by products and/or departments, or by associated costs and incomes. DM technologies provide historical, current, and predictive views of business operations with computer-based techniques used in spotting, digging-out, and analyzing business data, such as sales revenue by products and/or departments, or by associated costs and incomes. Key data mining methods, including principal component analysis, regression analysis, logistic regression analysis, cluster analysis, decision tree, kNN, association rules, and neural nets, are covered in the class.

BIZ584 Database Management and Big Data Analysis

3:0:3

The primary objective of this course is to understand the fundamental of business intelligence by analyzing big-data in real worlds with advanced data mining techniques. The first half of this course covers database management. Theories and practical knowledge on database analysis, logical and physical design, and SQL programming are delivered. During the second half of the semester, this course concentrates on learning state-of-arts data mining techniques and fundamentals of database systems for handling large scale data sets in real world. Lab sessions are also delivered for designing and implementing recommender systems, BI systems, and AI-based systems.

BIZ585 Social Media and Network Analysis

3:0:3

Social media has been in the spotlight as a novel platform that exerts core values and influence on business and society, beyond the role of connecting individuals. The value of such social media is maximized through analysis of social networks appearing at its core. This course aims students to learn how to deal with social network data, find key insights by applying proper network analysis methods and algorithms, visualize and present their findings and ideas, connect their knowledge about network analysis to solve real world business problems.

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.

BIZ502 Economics of Strategy

3:0:3

This course introduces students to modern industrial organization from a business strategy perspective. We analyze imperfectly competitive markets and study various business strategies that firms adopt to better perform in such market environment. Main analytical tools will be microeconomic theory and game theory, and thus, managerial economics (BTM505) is a prerequisite for this course.

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.

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.

BIZ559 Marketing Channels Management

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

3:1:3

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.

BIZ562 Brand Management

3:0:3

This class is designed to deliver what brand equity is and how it is developed and applied in strategic marketing activities. Three substantial areas are: (1) the nature of brand equity, (2) the process by which brand marketing is undertaken, (3) the strategic management of brand equity.

BIZ563 Marketing Communication Strategies

3:0:3

Marketing communication, an element of the marketing mix, is to persuade potential customers to purchase the target brand with positive attitude. Tools for marketing communication activities include advertising, sales promotion, personal selling, PR, SNS, digital marketing, and the like. This class focuses on providing an understanding of how to plan, implement, and control the above marketing communication activities in coordination with other marketing mix.

BIZ575 Quantitative Analysis for Management

3:0:3

This course enables MBA students to understand quantitative analysis methods for management. The quantitative techniques that are covered include optimization and decision tree analysis under uncertainty. These techniques are applied to business cases with excel.

BIZ576 Operations Management

3:0:3

In this course, the students study the problems evolving in the management of firms' operations system. In particular, the students are expected to practice issues that MBA students must understand, including how firms determine their production and ordering decisions under customers' demand uncertainty and how firms would incorporate their forecasting results into their production planning.

BIZ577 Service Management

3:0:3

The focus of this course is on the management of service operations and how to design successful service models to achieve a competitive advantage in the service sector. This course will cover theories and tools to design service process and facility location, to develop new service, to achieve better service quality, and to forecast demand for services. Their real-world applications will also be discussed using business cases.

BIZ589 Management Information System

3:0:3

This course provides a broad overview on the important technical issues of management information systems. It also gives students an appreciation of the management issues surrounding the development and use of information technology(IT) in organizations. This course is designed to

provide students with a balanced view of management and technology, and students will learn how to apply these technologies to solve critical business problems in the real business world.

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.

BIZ601 Korean Economy

3:0:3

This course studies the development of the Korean economy and key macroeconomic issues facing the Korean economy. We study theories of economic growth and apply them to the analysis of the evolution of the Korean economy. We also discuss key economics issues such as the IMF crisis, the Chaebol structure and the demographic change.

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.

BIZ609 Strategic Management of Technology

3:0:3

This course covers current issues and theories on technology strategy, management of technology, and venture management. The major issues covered include principles of technology management, designing and implementing technology strategy, strategic management of innovation, and new product development. Some emerging issues will also be discussed.

BIZ610 Venture Capital

3:0:3

This course is about understanding the market for financing new entrepreneurial ventures mainly through venture capital. The course is appropriate for students interested in gaining a broader view of the financing landscape for young innovative startups. Also, invited venture capitalists and

entrepreneurs will discuss their experiences and issues they faced in practice.

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.

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.

BIZ617 Organization Design & Strategy Implementation **3:0:3**

This course is designed to provide an intermediate- and advanced level of knowledge in organization design, strategy implementation, and innovation. It begins with an introduction of how an organization works, followed by fundamental principles of organization design as well as a range of internal and external factors that shape organizational structure and innovation.

BIZ620 Management Consulting **2:3:3**

The purpose of this course is to have students of three countries, China, Korea, and Japan to understand the culture, business environment, industry and companies of the three countries. Students of three schools, Tsinghua, KAIST, and Keio will form multinational teams and study together on the various issues of management in global context. Through the field trip opportunities, students will have a chance to meet face-to-face, do research on a project of real management issues, and produce business case reports. This course will also provide students to have a chance to build a friendship network of future business leaders of China, Korea and Japan.

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.

BIZ682 Digital strategy **3:0:3**

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.

BIZ685 Media Consumer Psychology and Advertising **3:0:3**

This course provides a survey of selected media psychology theories and how they can be applied to real-life advertising media. How media users' are affected by media (i.e., advertising) will be covered through introduction of case studies and relevant scientific theories. This course will provide students to predict how info-media consumers think and behave, and able them to improve their marketing skills through the use of media.

BIZ686 Digital Media & Corporate PR Strategy **3:0:3**

This course introduces literature and practice of public relations to MBA students. This course will be focusing on how Korean companies have done & should do media relation management. The instructor will assume students have little or no prior knowledge of public relations literature.

BIZ687 Blockchain and Business Applications **3:0:3**

This course deals with blockchain-based approach to management of enterprise data distributed across many different sites or nodes and discusses about recent cases and business models. Also, this course may cover data formulation, data modeling, data structure of firms.

BIZ688 Information Security Management **3:0:3**

This course covers the process of identifying and quantifying market opportunities, then Management of customer privacy and digital rights management in enterprises is crucial for secure business operations. Issues like privacy control, piracy, DRM, cryptology, information flow control and hacking are dealt with in detail.

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.

BIZ804 Global Immersion Practice **3:3:3**

The primary objective of this course is to help MBA students to grow as global managers through global / international experiences. This course consists of subjects such as global leadership, international negotiation, global management principles, community services, etc, that encourage students to experience and practice what they have learned in classroom lectures.

BAF504 Investment Analysis **3:0:3**

This course is designed to help students better understand the basic principles behind investment theories and be exposed to various empirical evidence on investments. The topics to be covered include introduction to financial markets, asset allocation, various empirical asset pricing models, performance evaluation, and various equity investment strategies.

BAF600 Advanced Corporate Finance **3:0:3**

This course is designed to help students develop a deeper understanding of the issues and the basic tools needed for corporate finance managers. The issues addressed in this course include capital structure and payout policy, real options, how to raise external capital, mergers and Economic Value Added (EVA). It is designed for everyone who has taken introductory corporate finance course.

BAF603 Futures and Options

3:0:3

The purpose of this course is to learn about the essential knowledge to understand derivatives and derivatives markets. In particular, the course will deal with forward, futures, swap, and option contracts, and provide knowledge regarding pricing and usage of derivatives. Also, this course provides more profound knowledge on the option pricing, hedging with option Greeks, recent issues in options, credit and interest rate derivatives.

BAF608 Mergers and Acquisitions

1.5:0:1.5

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.

BAF616 Fixed income Securities

3:0:3

This course provides the concepts and analytical tools for bond portfolio management. The bond valuation model, the estimation of an implied spot curve, duration, convexity, and immunization are major issues to be dealt with in this course. After students are equipped with skills such as traditional bond analytics, these concepts are extended to address how to identify and manage risk in the real world.

BAF617 Money and Banking

3:0:3

This course is designed to help you prepare for careers in the central bank or in financial services industry where understanding economics of money and banking is crucial. To achieve the goal of this course effectively, we seek to bridge the gap between practitioners and academicians by applying theory to practice.

BAF619 Management of Financial Institutions

3:0:3

This course will focus on (a) the nature and the role of financial institutions on the economy and (b) several aspects of financial institutions management. First, this course will overview the financial system in Korea, and examine the role of the financial market and financial instruments. Second, this course addresses the various issues concerning the management of various financial institutions, focusing on risk management. Also, the recent trend and developments in the financial service industry will be studied.

BAF625 Case Studies in Finance**1.5:0:1.5**

The principal objective of this course is to study cases in Finance so that students develop practical skills to solve real business problems by applying Finance theories and tools. This course will provide students with a highly interactive and dynamic learning experience. The prerequisite for this course is Corporate Finance (MGT 561) or equivalent graduate Finance courses. All in-class discussions are in English.

BAF642 Financial Time Series Analysis**1.5:0:1.5**

This course is designed to provide the framework to analyze and interpret the financial time-series data using time-series models. Topics covered in this course will include the serial correlation analysis, ARIMA models, and Co-integration analysis.

BAF649 Advanced Financial Time Series Analysis**1.5:0:1.5**

This course is designed to provide advance knowledge on the methods of financial time-series analyses. The topics covered in this course will include the state-space models, VAR model, Cointegration test, GARCH, and VECM.

BAF664 Financial Statement Analysis**3:0:3**

Financial statements are the summary of performance of a firm, and provide useful information for investors to evaluate the firm. The objective of this course is to learn a framework to analyze financial statements and to apply it in specific decision contexts such as investment and performance evaluation of a firm. This course is to understand how accounting information is used for firm value evaluation and value creation. This course examines how key economic variables used for fundamental valuation and the financial variables derived from the financial analysis are used for value creation and value-based management.

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. The state of art of traditional cost accounting for example departmental accounting, job order accounting, process accounting, standard cost accounting will be presented as the base of management accounting. Activity-based costing, strategic cost accounting, balanced scorecard, and capital budgeting will be presented in the advanced course.

BAF667 Advanced Financial Accounting**3:0:3**

This course is designed to study the topics presented in the introductory accounting course in more detail. The topics include all the areas of accounting such as lease accounting, pension accounting, accounting for derivatives, and deferred tax, etc., other than consolidation and government accounting which are covered in the advanced accounting course.

BAF668 Tax Strategy**3:0:3**

The purpose of this course is to provide and acquire tax-related knowledge in order to cultivate the ability to establish optimal tax strategies for individuals and companies. To this end, we first learn the basic national tax law and then conduct lectures focusing on the three major national taxes, value-added tax, income tax, and corporate tax, which account for 75% of our country's tax revenue.

BME750 Operations Strategy**3:0:3**

This course deals with the theoretical and empirical research results in the operations strategy area, such as content and process of operations strategy, relationships among quality, lead time, operational flexibility and competitive performances. Also covered are strategic decision-making problems related to the physical, organizational, and external resources of manufacturing and service operations, performance measurement systems, supply chain strategies, and environmentally conscious design and manufacturing issues.

BIZ901 Korean Business and Culture**3:1:3**

This course is offered for students who need and desire the Korean business environment. Classroom lectures will cover the areas of politics (domestic and Asia region), society, business, mass media, and the characteristics of the Korean Economy. Field trips to the industry area will be planned to help enhance understanding. With this basic understanding, students will acquire skills for doing business in Korea.

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.

BIZ903 Business Analysis and Consulting**0:9:3**

This is a capstone-type active learning project course for the Techno MBA program. The purpose of the course is to encourage second-year MBA students to integrate what they have learned through the coursework with the real-world problem. The course enables the students to have hands-on experiences regarding actual problems that various firms face in reality and promotes active learning through real cases.

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.

BIZ966 Seminar for Graduate Students**1:0:1**

This course aims to acquire important information on corporate problems, business practices, and entrepreneurship by inviting managers and related experts who operate a company in the field so that they can experience practical understanding and practical issues of the company, and establish a mentoring network for the future.

BIZ998 Internship Program**0:6:1**

This course is designed to provide students with realistic field experience in the management area. Students will participate in special projects or in daily operation tasks in the consulting, manufacturing or service industries. They are expected to apply management theories, and practice what they have learned from other courses, to have hands-on experiences, and to build a personal network with other industrial experts during the course.

BIZ999 International Internship**0:6:1**

This course is created for MBA students to improve understanding in global issues and be equipped with professional and international competence. This internship program will develop practical skills that integrate a student's academic learning into real life situations. In addition, this internship program will allow students to experience collaborative and multicultural work, as students work side by side with non-Korean employees and within different work and management contexts.