

School of Business

General Information

The School of Business specializes in educating professional leaders of management in Business. We foster creative leaders of the 21st century in the field of Business by offering systematic courses in core management theories and practice. We focus on the harmonious relationship between theory and practice. Therefore, many of our courses include on-the-job training in business management, whilst some basic courses mainly deal with management theories only. Additionally, we offer a special program to foster experts of airlines and airports with international competitiveness by offering field training in airlines and a theoretical education in aviation business management with specialized curriculum. Through specialized projects of global aviation management major, we intensify on-the-job training and education, promoting student's creative thinking and globalized mind. Additionally, we have established a strong international relationship with foreign academic institutions: we have held joint seminars with distinguished universities in USA, UK, and Japan and have increased the number of exchange students to lead globalization.

Study

The ultimate educational goal of our business program is to cultivate global leaders who can make significant contributions to the development of global business and the world economy. The fundamental courses for School of Business start with the Principles of Business, Economics, and the Principles of Accounting. The core courses of Major in Business Administration include Human Resource Management, Organizational Behavior, Financial Management, Management Science, International Business Management, Principles of Marketing, Operations Management, Information Management and Business Strategy. To cultivate intercultural competence, we offer courses such as Global Leadership, Global Business English, Global Cultures and Business Management. Top quality lectures from our prestigious faculty members aim to develop creative and ethical business leaders with a global perspective. During the course of our program, you can frequently enjoy speeches from CEO's or visit your future working place as a part of our curriculum. Additionally, we offer a cooperative short-term intern program with Asiana

Airlines, Jin Air, and Sharp, and a long-term intern program with Korea Culture and the Tourism Institute, Amadeus in Singapore, Travelport in Hong Kong. Additionally, we provide extracurricular practical learning experience by offering challenger program with international corporation such as HP, IBM, and Amadeus.

Future

Graduates tend to work for diverse sectors of society including government institutions such as Ministry of Land, Infrastructure and Transport and Ministry of Strategy and Finance, and major companies such as Samsung, Hyundai, LG and SK. Their most common job placement areas are with financial institutions including both domestic and international banks, insurance companies, and investment companies. Another promising area includes the aviation industry including Korea Airports Corporation, Korean Air, International Airports Corporation, and both large/small-scale airline companies. In addition, some graduates find work in research institutions, educational institutions, and the press. Some graduates also go on to acquire professional qualification certificates, including CPA, tax advisor, or securities analyst for their future to be the specialists in their fields. Graduate school programs are open to those who need further research and intensified study. We are proud of producing many eminent domestic and international professors and business specialists, and offering a great chance to contribute to the Aviation Management Society in Korea.

Courses Offered

Required major courses

RC7165 Introduction to Management 1/1 or 1/2 3(3)

RC7157 College Mathematics for Business 1/1 3(3)

RC7158 Introduction to Statistics 1/2 3(3)

BD3103 Principles of Economics 1/1 or 1/2 3(3)

BD3102 Principles of Business 1/1 or 1/2 3(3)

BD4127 Mathematics for Business and Economics 1/1 3(3)

BD4125 Statistics for Business 1/2 3(3)

BD3107 Principles of Accounting 2/1 3(3)

BD3205 Organizational Behavior 2/1 or 2/2 3(3)

BD3207 Principles of Marketing 2/1 or 2/2 3(3)

BD3204 Financial Management 2/1 or 2/2 3(3)
BD4248 Management Science 2/2 3(3)
BD3320 Human Resource Management 3/1 or 3/2 3(3)
BD3319 Information Management 3/1 or 3/2 3(3)
BD3302 Operations Management 3/1 or 3/2 3(3)
BD3304 International Business Management 3/2 3(3)

Elective major courses

BD4126 Cost Accounting 2/1 3(3)
BD4256 Accounting Analytics 2/1 3(3)
BD4236 Applied Statistical Analysis 2/1 3(3)
BD4472 Creating Shared Value Strategy 2/1 3(3)
BD4104 Microeconomics 2/1 3(3)
BD4234 Business Law 2/1 3(3)
BD4206 Labor Law 2/1 3(3)
BD4255 Global SDP 2/1 3(3)
BD4252 Global Communication 2/1 2(2)
BD4209 Creativity Discussion 2/1 3(3)
BD4128 Introduction to Tax 2/2 3(3)
BD4243 Intermediate Financial Accounting I 2/2 (3)
BD4208 Management Organization Theory 2/2 3(3)
BD4245 Human Relations 2/2 3(3)
BD4202 Consumer Behavior Analysis 2/2 3(3)
BD4237 Case in Business Administration 2/2 3(3)
BD4247 Data Analysis for Business & Management 2/2 3(2)
BD4242 Macroeconomics 2/2 3(3)
BD4251 Global Design Management 2/2 3(3)
BD4254 Global Business Management and Liberal Arts 2/2 3(3)
BD4249 Marketing Promotion Strategy 2/2 3(3)
BD4368 Tax Accounting I 3/1 3(3)
BD4244 Intermediate Financial Accounting II 3/1 3(3)
BD4301 Marketing Research 3/1 3(3)
BD4304 Securities Analysis 3/1 3(3)
BD4378 Corporate Finance 3/1 3(3)
BD4390 Business Simulation 3/1 3(3)

BD4307 Management Strategy 3/1 3(3)
 BD4253 Data Analysis for Economics 3/1 3(3)
 BD4473 Global Cultures and Business Management 3/1 3(3)
 BD4385 Introduction of Social Enterprise Start-up 3/1 3(3)
 BD4377 Service Marketing Management 3/2 3(3)
 BD4369 Tax Accounting II 3/2 3(3)
 BD4352 Auditing 3/2 3(3)
 BD4411 Business and Society 3/2 3(3)
 BD4375 Theory of Capital Market 3/2 3(3)
 BD4210 Insurance 3/2 3(3)
 BD4477 Business Analytics 3/2 3(3)
 BD4362 E-business 3/2 3(3)
 BD4382 Industrial Environment and Company 3/2 3(3)
 BD4381 Global leadership 3/2 3(3)
 DB4392 Preparation for the Corporate World 3/2 3(3)
 BD4457 Accounting Theory 4/1 3(3)
 BD4460 Organizational Innovation 4/1 3(3)
 BD4302 Labor Relations 4/1 3(3)
 BD4433 Distribution Channel System 4/1 3(3)
 BD4488 Sport Marketing 4/1 3(3)
 BD4422 Business Analysis 4/1 3(3)
 BD4414 Theory of Investment 4/1 3(3)
 BD4471 International Financial Management 4/1 3(3)
 BD4483 Introduction to Revenue Management 4/1 3(3)
 BD4153 Venture Business Management 4/1 3(3)
 BD4383 Economic Environment and Finance 4/1 3(3)
 BD4480 Storytelling in Global Business Management 4/1 3(3)
 BD4490 Analysis & Design for management 1 4/1 3(3)
 BD4152 Entrepreneurship 4/2 3(3)
 BD4464 Business Ethics 4/2 3(3)
 BD4364 Emotion Management 4/2 3(3)
 BD4410 Marketing Strategy 4/2 3(3)
 BD4485 Risk Management 4/2 3(3)
 BD4456 Financial Institution Management 4/2 3(3)
 BD4469 Service Operations Management 4/2 3(3)
 BD4486 Global Innovation Strategy 4/2 3(3)

BD4487 The Fourth Industrial Revolution 4/2 3(3)

BD4156 Essential Economic for Business 4/2 3(3)

BD4489 Negotiation Theory 4/2 3(3)

BD4491 Analysis & Design for management 2 4/2 3(3)

BD3103 Principles of Economics

This course covers essential elements of macroeconomics and macroeconomics at an introductory level. It is designed to offer students a broad understanding of the basic workings for business administration.

BD3102 Principles of Business

This course teaches fundamental concepts and principles of modern business management. It covers four different steps of management process and different kinds of management functions and firms.

BD4127 Mathematics for Business and Economics

This course offers students basic skills to solve management problems quantitatively by learning calculus, LP, matrix theory, etc.

BD4125 Statistics for Business

This course is designed to introduce students to the basic concepts on statistics from the perspective of business. This course covers descriptive statistics, probability, probability distributions, estimation, hypothesis testing, and regression analysis.

BD3107 Principles of Accounting

This course teaches definition of accounting principles, concepts of cost revenue and income, surplus, reserves, valuation, depreciation, and interpretation of financial statements. It covers fundamental concepts of accounting and analysis of financial statements.

BD3205 Organizational Behavior

This course teaches how to explain, expect and control various human behaviors in order to complete business goals by behavioral science approaches. Major topics include personality, motivation, leadership, group dynamics, and decision making theories.

BD3207 Principles of Marketing

This course teaches basic knowledge and comprehensive understanding of various marketing theories including business strategy, product strategy, distribution system and social marketing.

BD4248 Management Science

This course offers an overview of basic tools and major topics in operations research. Students will learn how to deal with mathematical models and probability models that can analyze and solve business decision-making problems.

BD3204 Financial Management

This course teaches various theories or techniques of business financial system, financing and efficient financial management. Topics include working capital management, intermediate and long-term financing, capital budgeting, financial structure and firm valuation theory.

BD3320 Human Resource Management

The purpose of the course is to explain the human resource manager's role in dealing with employees. It introduces the challenges of human resource management and presents the key concepts, issues, and practices. The applications of theory and practice will be emphasized so that students will gain a useful understanding of human resource management, whether they seek careers in this field or in other disciplines.

BD3319 Information Management

This course is designed to introduce students to the fundamentals underlying the design, implementation, control, evaluation, and strategic use of modern, computer-based IS for business data processing, office automation, information reporting, decision-making, and electronic commerce. This course covers the basics on information, the managerial and strategic aspects of information technology, web-based commerce, decision support, business intelligence, and management processes of IS. Students learn major information systems with technical treats and strategic implications. Students also learn to plan, develop, organize, and manage information systems followed by an information strategy plan.

BD3304 International Business Management

This course consists of 2 hours of lecture and 1 hour of case study. It covers various issues and problems arising in the international business environment, Topics include environments of international businesses, strategies for multinational corporations, and functional management of MNCs.

BD3302 Operations Management

This course teaches the importance of the production management in a company and covers the concepts and methodologies for the effective production management. Topics include quality management, demand forecast, aggregate production planning, PERT/CPM, material requirement planning, JIT and logistics management.

BD4126 Cost Accounting

Cost or managerial accounting course concerns with fundamental cost concepts, behaviour, and cost-volume-profit analysis and the use of cost information to develop superior decision making process and outputs. This course introduces the production, communication, and the use of accounting information within the context of business activities.

BD4256 Accounting Analytics

In this course, students will learn how to process accounting information and how to interpret and analyze accounting information based on their basic knowledge of accounting.

BD4236 Applied Statistical Analysis

This course is designed for students to practice statistical methodologies from the perspective of business. Through hand-on experiences of statistical programs, students have a chance to practice statistical methodologies. This course covers hypothesis testing, analysis of variance (ANOVA) and regression analysis.

BD4472 Creating Shared Value Strategy

Creating shared value (CSV) is a business concept first introduced in Harvard Business Review article Strategy & Society: The Link between Competitive Advantage and Corporate Social Responsibility. Written by Michael E. Porter, a leading authority on competitive strategy and head of the Institute for Strategy and Competitiveness at Harvard Business School, and Mark R. Kramer, Kennedy School at Harvard University and co-founder of FSG.

The central premise behind creating shared value is that the competitiveness of a company and the health of the communities around it are mutually dependent. Recognizing and capitalizing on these connections between societal and economic progress has the power to unleash the next wave of global growth and to redefine capitalism.

On successful completion of the course unit, students are expected to have a

critical understanding of the major theoretical explanations of Creating Shared Value and have gained an understanding of the determinants of CSV with respect to business value, social value and strategy.

BD4104 Microeconomics

This course offers a broad understanding of market mechanism through the principles of price-setting in market and resource-distribution effect. Main contents include concepts and measurements of national income, IS-LM model, aggregate demand and supply, classical model, consumption theory, investment theory, money demand and supply, fiscal policy and monetary policy.

BD4234 Business Law

Students learn the commercial law which is related to corporation, consist of modern society. And study categorized law knowledge including corporation, draft, check, and business transaction.

BD4206 Labor Law

Labor law mediates the relationship between employees, employers, trade unions and the government. Collective labour law relates to the tripartite relationship between employee, employer and union. Individual labour law concerns employees' rights at work and through the contract for work.

BD4255 Global SDP

This course is to understand the business circumstances including economy, scientific and technological development and to self-design student's own global projects, which ultimately contributes to develop his or her core competency. We will analyze our own strength and weakness through diverse managerial tools and methods. Additionally, we will attempt to research new opportunities and threats, and plan a global project with vision. This course is focused upon an analysis of understructure or economy and science, technology and design amongst business circumstance.

BD4252 Global Communication

This class studies communication theory, practices communication, and thus offers a solid foundation for global management. We will explore the nature and principles of communication and attempt to improve communication skill, which is essential to be a global talent. It covers not only rhetorics and verbal

communication but also non-verbal ones and mass media in their relationships with management. This class broadens the horizon of communication and partly covers HCI, design, and cognitive engineering in their relationships with management.

BD4209 Creativity Discussion

This course is aimed at developing communication skills for political suggestion in discussion. We need discussion skills to be a person who has problem-solving skills which is required in our age. There are two features of problems we're facing. First, the problem is new one which has not been solved yet, so we need new creative solving skills. Second, the problems are not as simple as like before. In addition, they are more complicated and much bigger, so it is hard to solve them without others. Therefore, we need new way of solving problem, not pros and cons way.

BD4128 Introduction to Tax

This course aims to examine the fundamental concepts of income tax law. This course introduces the laws, regulations, and accounting practices pertaining to taxation. Topics include basic overview of corporation tax, individual tax and estate & gift tax.

BD4243 Intermediate Financial Accounting I

This course will provide a comprehensive coverage of essential accounting topics. Primary areas of study will include the development of accounting standards, financial reporting and the primary accounting activities of a business. This course covers topics such as: financial accounting standards; financial statements; cash; receivables; inventory methods; property plant and equipment; depreciation; intangible assets; time value of money; bonds, etc. Prerequisite: Accounting Principles.

BD4208 Management Organization Theory

This course teaches management procedure and structure on the basis of organizational behavior, and integrated theory of organizational design which includes environments and technologies of organization as a tool of analysis.

BD4245 Human Relations

By looking into issues that arise in relation to labor, man, and business as the environment and the internal conditions of businesses change, this course will discuss the ways to achieve purpose and happiness simultaneously.

BD4202 Consumer Behavior Analysis

This course teaches the importance of consumer behavior in marketing management. It covers how to embody or analyze consumer behavior theoretically and various managerial knowledge and skills in consumer behavior.

BD4237 Case in Business Administration

Business administration is a practical discipline. The study on business management provides students with the practical knowledge generally from the actual activities of a firm. In this aspect, case studies on business management refer to the process of acquiring the realistic knowledge from the various cases of business management. Emphasis is on the case analysis and case development.

BD4247 Data Analysis for Business & Management

This course is to foster students to be competent in data analysis in the areas of business and management activities using computer tools such as spreadsheet and database. Knowing how to use computer tools will make students highly desirable in their future workplace and increase their productivity for managerial decision-makings.

BD4242 Macroeconomics

This course teaches the basic principles about general economic variables and the movement of macroeconomic variables such as national income, interest rate, unemployment, inflation, foreign exchange rate, current account balance and so on.

BD4251 Global Design Management

This course is to understand the principles and nature of design and to study how to make innovative products, service, and organization through design thinking. We will integrate design with management and thus attempt to develop core competency for 21st century global leader. We will study design tools such as contextual inquiry, affinity diagram, persona, sequence walking, prototyping, and practice them to meet the demand of industries. With infographics, one can learn how to visualize information effectively and attractively. Additionally, this

class approaches design not only design as styling or process but also design as innovation and strategy.

BD4254 Global Business Management and Liberal Arts

This class is designed to explore the relationship between business management and liberal arts. We will study on the establishment and development of business management theories in relation to neighboring disciplines including history and philosophy. Additionally we will explore the relationship between business management with other subjects such as psychology, sociology, logics, arts, and behavioral economics, and thus broaden the scope of understanding business management.

BD4249 Marketing Promotion Strategy

To study theories and practices in advertising, sales promotion, and public relation that create the marketing promotion strategy. Integrated Marketing Communication (IMC) is applied in this course.

BD4368 Tax Accounting I

This course aims to examine the fundamental concepts of income tax law. This course introduces the laws, regulations, and accounting practices pertaining to taxation. Topics include basic overview of individual tax, estate & gift tax, and etc.

BD4244 Intermediate Financial Accounting II

This course will provide a comprehensive coverage of essential accounting topics. Primary areas of study will include the development of accounting standards, financial reporting and the primary accounting activities of a business. This course covers topics such as: revenue recognition; stockholders' equity; financial instruments; share-based compensation payment transaction; lease; earnings per share; income tax accounting, etc. Prerequisite: Accounting Principles.

BD4301 Marketing Research

This course teaches theories and skills of marketing research which is vital in providing appropriate information to marketing managers. Students will also acquire practical experience by participating in various team projects.

BD4304 Securities Analysis

This course teaches how to analyze the current and future situations in international financial market and corporate management strategies. Topics include foreign exchange and international monetary policy.

BD4378 Corporate Finance

Prerequisite: Financial Management. This course covers the functions of financial managers, financial markets, and financial analysis tools, and corporate financial decision making. It provides an introduction to cost of capital, investment analysis, capital budgeting, dividend policy, corporate governance and the valuation of securities.

BD4390 Business Simulation

This course addresses the issues involved in the decision-making models for business activities. In line with the learning traits, the aims of this course are introducing and understanding core decision making models as a business analysis tool, improving the ability to use formal and informal analysis required in management activities through simulation modeling and interpreting it from a business perspective.

BD4307 Management Strategy

This course teaches how to analyze the main parts of business management with a general and moderate point of view. Major topics include portfolio management at the corporate level, strategy analysis at the business level and functional analysis, etc.

BD4253 Data Analysis for Economics

In the course of learning business administration, understanding of macroeconomic environment and economic statistics for industrial analysis is indispensable. In this course, we will study demographics, employment and wage, price, industrial statistics, national account(national income, balance of payments, input-output etc.), financial statistics etc. among statistics of these countries learn. Mainly on statistics related to economic phenomena, we will investigate the method of making statistics and the meaning of various statistical indicators. Emphasis is placed on understanding the meanings of various economic statistical indicators that will be in contact with news via this subject.

BD4473 Global Cultures and Business Management

This class is about cultural differences and how they affect the process of doing business and managing. It also provide the student with a broader context for intercultural competence in global era.

BD4385 Introduction of Social Enterprise Start-up

This subject is designed for learning the various types of business and start-up models in social enterprise, based on understanding the social economy as a third sector between the private and public sector. The students will explore the ideas of running a social enterprise, achieving performance, and cooperating with existing economic organizations through the establishment of a business plan.

BD4377 Service Marketing Management

This course will teach the key concepts and practices of service marketing. Students will learn the uniqueness of service marketing, the methods to enhance service quality, and the ability to create a service marketing plan.

BD4369 Tax Accounting II

The primary emphasis in this course is the determination of net income for tax purposes. This course introduces students to tax accounting and contrasts its effects with those of financial accounting. After the course, students should be able to identify accounting transactions and methods that have differing tax and financial statement treatments, and to understand and plan for the consequences of those differences.

BD4352 Auditing

This course teaches an understanding of the audit function and the auditor's responsibility and the main concept / purpose of auditing. It covers the overall procedures of auditing system.

BD4411 Business and Society

This course teaches how a company accomplishes social goals as well as organizational objectives respectively. Specific topics include business ethics, social responsibility, multi-national corporations, environmental issues, interventions, and relationships with various inside and outside stock-holders of an organization.

BD4375 Theory of Capital Market

The purpose of this course is to provide a broad understanding of corporate financing sources. Each area of financing sources will be introduced in sufficient depth to satisfy students without knowledge of finance. The capital market will be studied into two categories; direct financial market and indirect financial market.

BD4210 Insurance

This course teaches air carrier insurance theoretically and practically in the aspects of business policy. Topics include insurance management, problems of property losses, legal liabilities, pension related issues, and life and health contingencies etc.

BD4477 Business Analytics

The objective of this course is to establish the ability to analyze data generated in businesses through statistical modeling including regression analysis.

BD4362 E-business

This course covers emerging online technologies and trends and their influence on the electronic commerce marketplace. Students will learn various revenue models and how to market on the Web. Next, the course covers online auctions and various legal and ethical issues. Students will learn about important security issues, such as spam and phishing, their role in organized crime and terrorism, identity theft, and online payment fraud. Finally, students learn technologies with the strategic business aspects of successful e-commerce.

BD4382 Industrial Environment and Company

This course examines the challenges, prospects, and means of managing employees, organizations, and business strategies in the new innovative economy. Principal goal of this course is to understand the challenges and opportunities presented by new technology, as well as managerial skills necessary to succeed.

BD4381 Global leadership

This class provides both an in-depth presentation of leadership theory and a discussion of how it applies to real-life situations. It treats leadership as a complex process having multiple dimension. It also emphasize the significance of the practice of leadership by focusing on real situations of practicing leadership.

BD4392 Preparation for the Corporate World

This course prepares students for a successful career in a globalized corporate

world. Its main purpose is to examine their careers and plan for the talent so that they can eventually to have an international business mindset and grow into the “right people” for the organization.

BD4457 Accounting Theory

This course examines the basic concepts necessary to understand the information provided by financial accounting systems. Emphasis is on the analysis and interpretation of financial information. Generally accepted accounting principles will be discussed throughout the course. Interpretation and analysis of financial reports and current issues affecting these reports will be stressed.

BD4460 Organizational Innovation

This course examines organizational, structural, and institutional Innovations for the turbulent environment. This course also provides students with frameworks and tools for implementing effective change strategies.

BD4302 Labor Relations

This course teaches history of the emergence and maturation of labor unions with emphasis on organization, legal restrictions, collective bargaining, labor agreement and industrial peace.

BD4433 Distribution Channel System

This course teaches marketing problems related to distribution channel management with a practical point of view and so as to deal with those problems. It covers the techniques on the identification of core managerial problems in certain situation and develops a set of alternative solutions.

BD4488 Sport Marketing

This course teach students to marketing concepts, theories, and cases for ‘marketing for sport’ and ‘marketing through sport.’ Especially, It addresses the difference between general marketing and sport marketing, the uniqueness of sport industry. Therefore, the students have ability to create a sport marketing plan.

BD4414 Theory of Investment

This course teaches various theories and analytical methods of security evaluation and investment return optimization, optimal Portfolio strategy; evaluation models and security analysis.

BD4471 International Financial Management

The course is designed to address key issues of international financial management. It studies the international financial environment as well as corporations' strategic alternatives and operational practices. The following topics are among those covered: foreign exchange markets and the management of foreign exchange exposure; capital budgeting in multinational corporations; cross-border lending by banks; trade finance; and foreign direct investment. Emphasis of the course is on how to manage exchange and political risks while maximizing benefits from global opportunity sets faced by the firm.

BD4153 Venture Business Management

This course covers the fundamentals of starting a new business. Topics considered will be divided into two parts. The first part includes the managerial principles of medium and small sized firms - their characteristics, importance, roles, and successful factors. The second one includes managerial techniques and supporting plans on venture business.

BD4383 Economic Environment and Finance

This course aims to give students the opportunity to learn the concepts and techniques of financial market. Studying topics related to current issues of financial system such as capital market, students will learn the structural and functional aspects of banking and finance.

BD4480 Storytelling in Global Business Management

This course is designed to understand the nature and characteristics of storytelling and to research how storytelling is used in business management. We will study how to use mythology, folklore, and other diverse narratives in strategic management, leadership, organization change, design management, marketing and scenario management. We will explore the meaning of persona, scenario making, and make persona and scenario in class to meet the demand of industries. Additionally, we will practice banding oneself and expressing one's life authentically in Letters of Self-introduction.

BD4490 Analysis & Design for Management 1

This course is aimed to enhance students' analytical skills for management issues encountered in practical business areas with the fundamental knowledge on the business administration. The global and the domestic economic trend will be discussed, and business cases of different industries will be analyzed and presented in the class. The scheduled meeting with the advisor will be provided for tailored study for each student.

BD4152 Entrepreneurship

This course is designed to improve the entrepreneurship. Entrepreneurship is most important to start the business. Case studies and business planning methods are applied to find the business opportunity and to make creative core competence.

BD4464 Business Ethics

Recently, several accounting fraud scandals and other business fraud accidents have occurred. One of the possible reason for the problem is the lack of appropriate ethics education in the university. This course will teach the necessary ethics to help students to improve the ethical attitude.

BD4364 Emotion Management

It is necessary to concern on emotional aspects of employees as well as rational aspects of organizations in order to improve organizational effectiveness. Focusing on employee's sides, this course aims to let students learn the basic concepts and cases related to emotions in workplace such as positive and negative emotion, emotional labor, stress, and work-life balance.

BD4410 Marketing Strategy

This course teaches important theories and practical know-how of marketing strategy focused on marketing mix variables (product, price, promotion, place).

BD4485 Risk Management

Risk Management is to provide capability to analyze and cope with risks to economic subjects including person/family, corporations, and public sectors. The speed and size of loss from risks in modern society are unprecedentedly rapid and big. Therefore, each economic subject has to develop and retain ability to handle those risks to survive.

BD4456 Financial Institution Management

This course aims to give students the opportunity to learn the basic concepts, and techniques of financial institution management. Studying topics related to financial institutions like financial system, capital market, and monetary issues, students will learn the structural and functional aspects of financial institutions.

BD4469 Service Operations Management

This course studies the strategic and operational aspects of service management system. Especially, this course discusses the design and operational control of service operations and addresses specific issues related with several divisions in the service industry.

BD4486 Global Innovation Strategy

Global firms pursue technological and customer-based innovation. This course deals with these two types of innovations. Technological innovation contains new technologies such as big data, IoT, 3D printing, artificial intelligence, and virtual reality and so on. Customer-based innovation is related to the decision making for value portfolio restructuring such as ERRC.

BD4487 The Fourth Industrial Revolution

Recently interest in the fourth industrial revolution is increasing. The fourth industrial revolution is defined as the next industrial revolution in which new information technologies, such as artificial intelligence, internet of things, big data, mobile communication, are converging in the economy and society. In order to prepare for the fourth industrial revolution, the basic contents of future fusion technology are explored and discussed. Major issues concerning the fourth industrial revolution will be discussed in the form of seminars.

BD4156 Essential Economics for Business

Essential Economics for Business presents the core principles of microeconomics and macroeconomics applied to the world of business while also looking at wider, topical business issues, such as business strategy, corporate social responsibility, ethics and the state of the global environment in which we live. Case studies examine everything from the impact of the financial crisis to the operation of specific businesses to illustrate how economic theory relates to real business issues.

BD4489 Negotiation Theory

Negotiation is a dialogue between two or more people or parties intended to reach an understanding, resolve points of difference, to gain advantage for an individual or collective, or to craft outcomes to satisfy various interests.

BD4491 Analysis & Design for Management 2

This course is aimed to enhance students' understanding of the global business environment and analytical skills required to be successful in solving management issues encountered in operating globally with the fundamental knowledge on the business administration. The global economic trend and business cases of different industries will be surveyed and analyzed in the class. The scheduled meeting with the advisor will be provided for tailored study for each student.