

# Department of English Education

## I Educational Goal

In order to cultivate practical knowledge of management to cope with the age of information and internationalization, and to develop competent management experts who are able to serve the nation and human society (in the academy and industry field, research institute, etc), the department of business administration teaches and studies the newest theories in the areas of business administration.

## II Educational Objective

- ① Contributing to the academic development of business administration by investigating its theory and practices. To achieve this, the student's research presentations in an academic society are actively encouraged, and a seminar and workshop are held on a regular basis.
- ② Encouraging interdisciplinary research and industry-university cooperation for the student's practical ability of management.
- ③ Expanding an academic tie with a renowned university overseas, and encouraging the student's abroad program of business administration for the adaptation to global trends.

## III List of Full-time Faculty

Name	Position	Degree(University)	Field of Instruction	Area of Research
Lee, Duk Hoon	Professor	Ph.D. (Keio University)	International Business	Entrepreneurship International Industrial Strategy
Hur, Chan Young	Professor	Ph.D. (Univ. of Aston in Birmingham)	Human Resource Management and Organizational Behavior, Man Resources Management, Industrial Relations	Human Resources Management, Industrial Relations

Jung, Choong Young	Professor	Ph.D. (KAIST)	Production, Operation, MIS	E-Business, MIS
Jung, Gang Ok	Professor	Ph.D. (Yonsei University)	Marketing	Brand, Advertising, Internet Marketing
Jin, Hyun Woong	Professor	Ph.D. (KAIST)	Production, Operation, MIS	SCM/APS/Product Ions&Operations Management
Chang, Soo Duck	Professor	Ph.D. (Kyungpook National University)	Human Resource Management and Organizational Behavior	Organizational Behavior, Organization Theory
Yang. Won Seok	Professor	Ph.D. (KAIST)	Production, Operation, MIS	Management Science
Nam. Sung Jip	Professor	Ph.D. (Golden Gate University)	International Business	Global Marketing Cross Culture, Service Evaluation
Sim. Yong Bo	Professor	Ph.D. (Yonsei University)	Human Resource Management and Organizational Behavior	High Performance and Work System, Highly Committed Human Resource Management
Lee, Jin Ho	Associate Professor	Ph.D. (Sogang University)	Finance	Corporate Finance, Inverstment Banking, Financial Institution
Lee, Hee Tae	Associate Professor	Ph.D. (Seoul National University)	Marketing	Social Network Analysis, Marketing Statistics and Quantitative
Lee, Sang hoon	Assistant Professor	Ph.D. (KAIST)	Technology Management	Technology Management, Technology Innovation Strategy
Jung, Bo hee	Assistant Professor	Ph.D. (Seoul National University)	Marketing	Consumer Behavior, Pro-social Consumption, Design/Art Marketing
Park, Kyung Hee	Assistant Professor	Ph.D. (Ewha Womans University)	Finance	Corporate Finance, Behavioral Finance

## IV Course Description

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### •BA602 Marketing Management3 credits

This course integrates the theoretical and, more importantly, the managerial issues concerning the operation of the marketing discipline. More specifically, this course covers the existing conceptual and managerial issues concerning product, price, place, and promotion and helps students develop skills to approach a variety of marketing problems and formulate appropriate marketing strategies and implementation. Also, it encourages graduate students to participate in discussions related to marketing problems via methods such as case studies and simulation exercises.

### •BA603 Human Resources Management3 credits

This course provides an overview of the management of human resources in organizations. This course addresses the human resource function as a key strategic function in successful organizations. The course recognizes the dynamic relationships between strategy, people, technology, and the processes that drive organizations. Therefore, the formulation and implementation of HR strategies are no longer the sole responsibility of HR staff. Key topic areas include: strategic HR management, recruiting & staffing, HR development, performance management, compensation, and industrial relations.

### •BA604 Production and Operations Management3 credits

Productions and operations management has a profound effect on the productivity of manufacturing and services. This course presents a broad introduction of the field of productions and operations in a realistic, practical manner. This course deals with operations strategy, product and process design, quality management, supply chain management, inventory, scheduling, reliability, lean operations, 6sigma, forecasting, statistical analysis, and project management.

### •BA606 International Management3 credits

The International Management course looks at various types of businesses involving global competition. Throughout the case and article reviews, it identifies various types of strategies and their outcomes. It also reviews business environments of global corporations which shapes unique and unprecedented opportunities for today's global leadership development.

### •BA607 Strategy Management3 credits

Strategic management entails specifying the organization's mission, vision and objectives, developing policies and plans, which are designed to achieve these objectives, and then allocating resources to implement the policies and plans, projects and programs. This course will cover many of strategic issues that business managers should face in reality and

discusses what strategies are, how strategies can be formulated, what kind of strategies can be used for sustainable competitive advantage, and how strategies can be implemented and executed, etc. Human Resource Management and Organizational Behavior

**•BA608 Organization Theory3 credits**

This course focuses on theories in which analyses are conducted at the organizational level and deals with how hypotheses and perspectives of organizational theories have changed and will change in the future. Specific topics will include Max Weber's theory of bureaucracy, theories of situation and institutionalization, as well as the recent network theory. It focuses on theoretical formulations, research designs, and results of empirical studies. This course acquaints students with theory building through the development of existing arguments and problem-solving measures.

**•BA609 Management Leadership3 credits**

The objective of this course is to provide opportunities for students to improve their leadership skills through multiple perspectives from business and government. This course presents an exciting and interactive learning experience that enables students to enhance their leadership and communication skills and develop good relationships with peers interactively. Also, special guest speakers link the knowledge of teamwork and business leadership.

**•BA610 Study in Industrial Relations3 credits**

This course provides useful perspectives for solving many problems of industrial relations in organizations, such as management participation and of the bargaining process of employee • employer • government from reciprocal positions. Apart from existing ideas on industrial relations, this course focuses on three points: government status and roles for industrial relations; strategic choices of employees and employers considering the situations and institutions; and a new paradigm for industrial relations based on generally accepted theories.

**•BA611 Human Relations3 credits**

This course will discuss the ways employees to achieve purpose and happiness simultaneously 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 teach students the human relation skills they need to become successful managers in today's workplace. Key topic areas include: effective human relations communication, self-awareness, self-acceptance, motivation, trust, self-disclosure, and conflict resolution. With this course, students will gain the insights, knowledge and relationship skills to deal successfully with the wide range of people-related challenges in business today.

**•BA612 Organization Structure and Environment3 credits**

This course will deal with organization structure, one of the factors that increase the effectiveness of an organization. After the various perspectives on organizational effectiveness are covered, the meaning, components, and types of organization structure will be discussed. In doing so, the factors that affect the formation of organization structure (e.g., strategy, technology, environment, power) will be discussed in detail. Ways to increase the effectiveness of an organization by way of designing an effective organization structure will be a major focus of the course.

**•BA613 Small Group Theory3 credits**

This course provides an in depth study of the characteristics and problems/solutions specific to a group. It also covers methods to improve team performances. Group dynamics refers to a system of behaviors and psychological processes occurring within a social group (intragroup dynamics), or between social groups (intergroup dynamics). Key topic areas include: group formation, group membership and social identity, group cohesion, group influence on individual behavior, and intergroup conflict.

**•BA614 Organizational Behavior3 credits**

This course helps students understand various factors that affect the characteristics and behavior of an organization and its employees. By doing so, students will learn ways to effectively manage individuals, groups, and the organization. Learning the concepts and methods to simultaneously increase the satisfaction of employees and the effectiveness of an organization is the purpose of this course.

**•BA615 Organization Development3 credits**

This course focuses on specific concepts, theories and tools that can assist executives entrusted with the task of leading organizational change. During the last decade it has become clear that in the global economy, firms must constantly adapt to changing technological, competitive, demographic and other environmental conditions in order to survive and prosper. The importance of acquiring the knowledge and tools for changing organizations successfully cannot be overemphasized. This course will emphasize both analytical and clinical skills that are required for change management.

**•BA616 Group Dynamics3 credits**

The primary purpose of this course is to improve students' understanding of the principles of group dynamics and team effectiveness in organizational settings so that they function more effectively in organizational teams. Teams have become a basic building block of contemporary business organizations and increasingly more organizations depend on teams to achieve their goals. For this reason, effectively working in organizational teams either as a member or as a leader is a core competence required for high performance.

**•BA617 Study in Compensation Management3 credits**

This course covers basic theories and practices of compensation management. Specific topics will include horizontal/vertical fit and psychological and economic performance of compensation systems. Also, this course helps students to understand performance management systems, which typically include performance appraisal and employee feedback. Students will draw practical guidelines for performance planning, performance evaluation, and feedback and coaching from strategic and behavioral theories on performance appraisal and employee development and real cases of performance management systems.

**•BA618 Social Psychology3 credits**

This course outlines fundamental theories and historical development stages of Social Psychology and analyzes the phenomenon of group theory. Key topic areas include: self and identity, socialization over the life course, deviance, mental health and illness, attitudes, values, collective behavior.

**•BA701 Study in Wage and Salary Administration3 credits**

This course will introduce the recent theoretical and practical developments related to compensation. Performance management and compensation is an essential tool for supporting a firm's strategic management, developing employee competencies and reinforcing employee motivation. Students will understand how to design pay level and structure, performance-based pay, and employee benefits for high performing firms by studying a variety of theories and cases.

**•BA702 Human Resource Development3 credits**

This course addresses human resource development as a key strategic function in successful organizations. The course recognizes the dynamic relationship between strategy, people, technology, and the processes that drive organizations. Therefore, the formulation and implementation of HRD strategies is no longer the sole responsibility of HR staff. Also, This course will help students build successful career experiences with a ready-to-work business mind in the global corporate world.

**•BA703 Industrial Psychology3 credits**

This course deals with the selection and evaluation of personnel, and other job aspects such as morale, satisfaction, and relationships between managers and workers in the workplace. It is the field of study that concentrates on the selection and evaluation of employees; this area of psychology deals with job analysis and defines and measures job performance, performance appraisal, employment tests, employment interviews, employee selection and employee training, and human factors. So, the course provides the basic theory of the management of human resources in organizations.

**•BA704 Special Problems in Personnel Management3 credits**

The objective of this course is to introduce special topics in organization and personnel through an in-depth treatment of a specific area in organization and personnel, or an application of organization and personnel to a particular industry. It helps students integrate their knowledge of human resource management with that of general management, business strategy, accounting/finance, marketing, and public relations. The course provides lectures, case studies, discussions, and presentations.

**•BA705 Special Topics in Organizational Behavior3 credits**

This course discusses various factors that affect the characteristics and behaviors of individuals, groups, and organizations and provides fundamental theories and practices to improve individual, group, and organizational performances. It familiarizes students with the methods of increasing employee satisfaction and organizational effectiveness through readings of relevant literature.

**•BA706 Communication Theory3 credits**

This course will introduce the essential elements regarding various types of business communications, ranging from verbal, written and non-verbal, including an examination of internal reports, proposals, presentations, and face-to-face meetings. Students will have the opportunity to work on various business communication skills as part of the course and the course will utilize a wide range of real and practical examples. The course is designed to strengthen the understanding of the business world with a view towards helping future success in business generally.

**•BA707 Motivation Theory3 credits**

This course studies the concepts, theories, and practices of motivation. It covers the relations between motivation and other concepts of organizational behavior. Motivation is a term that refers to a process that elicits, controls, and sustains certain behaviors. There are many approaches to motivation: physiological, behavioral, cognitive, and social approaches.

**•BA708 Organizational Psychology3 credits**

This course identifies how behaviors and attitudes can be improved through hiring practices, training programs, and feedback systems and help organizations transition among periods of change and development. Organizational psychology is the scientific study of employees, workplaces, and organizations. Industrial and organizational psychologists contribute to an organization's success by improving the performance and well-being of its people. Key topic areas include: attraction and socialization, productive behavior in organizations, job satisfaction and organizational commitment, occupational stress, theories of motivation, leadership and influence processes and organizational culture.

**•BA709 Special Problems in Industrial Relations3 credits**

This course probes into current issues and directions of industrial relations, centering around a strategic approach to industrial relations. Specifically, it provides in depth study of strategic choices made by employers and employees in order to boost corporate and national development. This course provides cases studies of building sound industrial relations as the mainspring of national competitiveness and seminars about the problems and future development of industrial relations. It covers current issues of industrial relations, centering around a strategic paradigm that regards industrial relations as a wellspring of national development.

**•BA619 Securities Market3 credits**

This course will provide doctoral students with a theoretical framework for the analysis of financial markets. It helps students not only understand contemporary research trends but also develop their own research topics in this area.

**•BA620 Investment Analysis3 credits**

This course is designed to study valuation tools and investment strategies for a variety of fixed-income securities and their derivatives. Major topics include basic mathematics of fixed-income cash flows, yield-to-maturity, measures of interest rate risk, term structure models, interest rate derivatives, MBS, ABS, structured products, credit risk management, and bond portfolio management. This course also deals with empirical papers and cases on related issues so that students can have a good understanding of empirical evidence as well as empirical analysis skills.

**•BA621 Financial Institution3 credits**

This course studies the theories of the existence and roles of the financial markets in a national economy. It covers the application of managerial theories to the practices in financial institutions.

**•BA622 Insurance Theory3 credits**

This course studies the fundamentals of insurance and risk management. It focuses on the efficient design of risk transfer/sharing mechanism, resolution of information problems, and the organization and functions of insurance markets.

**•BA623 Capital Budgeting3 credits**

This course studies the wholistic issues of capital budget. Inflation, cash flow, risk and measurement, discounting rate, investment under risk, portfolio, and CAPM theory are included. The course will provide master degree's students with a theoretical and practical system for the comparative analysis of capital markets.

**•BA624 Business Analysis3 credits**

This course studies various mathematical methods that are used in financial markets. The purpose of this course is to develop soundly the financial market by making, maintaining and complementing various financial products needed in the market in order to manage financial risks. In class, students will review mathematics and probability including calculus, differential equations, linear algebra, and real analysis, and study the stochastic calculus using Brownian motions. Furthermore, they will use the stochastic process for derivative pricing through the partial differential equation and risk-neutral pricing. Students are required to have a solid understanding of basics of probability, statistics, differential and integral calculus.

**•BA625 Corporate Finance Theory3 credits**

This course provides an advanced look at major topics of corporate finance, and focuses on evaluating the theories and methods related to firm valuation. Students will analyze potential impacts of financial decision making that directly affect firm value. Topics to cover include financial analysis, capital structure, dividend and compensation policy, debt financing, mergers and acquisitions, corporate bankruptcies, corporate governance, agency theory and related issues. The course will emphasize the close connection between corporate financial policies and firm valuation.

**•BA626 International Finance3 credits**

International finance theory and policy, organization of global finance market, structure of exchange market, international currency system, risk of exchange, and relevant laws are included. This course studies global finance issues as well.

**•BA627 Seminar in Financial Management3 credits**

This course is designed to deal with selected issues that are highlighted recently in finance academics including corporate finance, investments, financial institutions, derivatives, risk management, international finance, etc. The purpose of the course is to enhance students' understanding of the selected issues in finance and their ability to apply their knowledge to a real world situation. The class format will be based on lectures, case analysis and discussion of the selected issues

**•BA710 International Financial Management3 credits**

The purpose of this course is to present and understand foreign exchange markets, international financial markets, exchange rate risks, interest rate risks, international financial institutions and management of financial risk inherent in international business.

**•BA711 Financial Institution Management3 credits**

This course studies the theories of the existence and the roles of the financial institutions as a private firm in a national economy, and discusses the basic knowledge that should be

known to managers of financial institutions. It covers the application of managerial theories to the practices in the financial institutions. Specifically, this course places emphasis on the following subjects: (1) the reason for existence of financial institutions (FIs) and their roles, (2) the differences between FIs' management and ordinary firms' management, (3) the industrial organization approach to FIs, (4) the lender-borrower relationship, (5) the equilibrium and rationing in the credit market, (6) risk management in the FIs, and (7) Regulation for FIs.

**•BA712 Financial Markets3 credits**

This course is designed to study theories of law systems about finance and business. In class, students will deal with security transaction law, financial markets, financial institutions, and financial supervisory institutions and study selected issues that are highlighted recently in finance academics and professionals, including the Capital Market Consolidation Act that focuses on issuing disclosure regulation, unfair transaction regulation, and M&A regulation. The class format will be based on lectures, case analysis and discussion of the selected issues.

**•BA713 Portfolio Theory3 credits**

This course is designed to deepen the knowledge learned from Investments class, and to study basic concepts and empirical evidence related to portfolio management. There will be special focus on understanding the close relationship between academic research and practices, and an emphasis learning empirical methodologies and evidence with real data analysis. Students begin by reviewing alternative asset pricing models and well-known market anomalies, along with their practical applications, trading costs, and other new issues of portfolio management.

**•BA714 Financial Derivatives3 credits**

This course is designed for students to understand basic structures and pricing theories of derivatives such as options, futures, forward, and swaps, and to understand various trading strategies using derivative securities. The course will also discuss arbitrage, hedging, and their applications to risk management practices. topics to cover include the followings: 1) Structure and pricing theory of options, futures, forward and swap, 2) Arbitrage and hedging transactions, 3) Bond pricing and duration, 4) Term structure and interest rate derivatives, 5) Binomial and Black-Scholes option pricing model, 6) Implied volatility and volatility estimation, 7) Option pricing using numerical approach, 8) Option pricing for exotic options, 9) Evaluation of market and credit risks, 10) Case studies about success and failure of financial risk managements.

**•BA715 Security Analysis3 credits**

This course is designed to study valuation tools and investment strategies for a variety of fixed-income securities and their derivatives. Major topics include basic mathematics of

fixed-income cash flows, yield-to-maturity, measures of interest rate risk, term structure models, interest rate derivatives, MBS, ABS, structured products, credit risk management, and bond portfolio management. This course also deals with empirical papers and cases on related issues so that students can have a good understanding of empirical evidence as well as empirical analysis skills.

**•BA716 Working Capital Management3 credits**

This course is designed for students in Finance to gain advanced knowledge on empirical methods for financial research regarding working capital management. The class format is discussion-oriented and focuses on empirical techniques frequently used in financial research. Students will learn how to apply econometric methods to the test of asset pricing models and other financial research issues.

**•BA717 Quantitative Financial Analysis3 credits**

This course provides advanced study about evaluation models of financial derivatives such as futures, options, and swaps. It focuses on non-arbitrage principles in valuing assets. Considerable knowledge about statistics, mathematics, and computing is required.

**•BA718 Study in Capital Market3 credits**

This course introduces modern financial theories on capital markets and studies how to apply them in a real business world. At first, students study fundamental theories such as the choice of consumption-investment, CAPM, APT, option pricing theories, and term structure models, etc., and explain the theories about utility, probability and stochastic process for understanding the fundamental theories. Then, they will study microstructure theories related to the role of information asymmetry and transaction costs in price dynamics and deal with institutional features and functions of various capital markets such as stock, bond and derivatives markets. Practical examples for all topics are introduced and analyzed by applying them to the methods and tools introduced in the course. Also, students will learn how to apply the modern financial theories to practices. Mathematical knowledge is required.

**•BA719 Financial Policy3 credits**

This course will provide students with a theoretical framework for the analysis of financial markets and financial policy. It helps students not only understand contemporary research trends but also develop their own research topics in this area.

**•BA720 Special Topics in Financial Management3 credits**

This course uses a case-based approach to explore advanced financial accounting issues. Topics and cases include unique features of corporate governance in Korea, cutting-edge financial products, foreign currency translation, accounting fraud and fraud detection, international and cultural aspects of financial accounting and ethical issues in financial

reporting. This course uses real-world examples on these topical issues. Future fund managers, financial analysts, internal controllers and regulators are encouraged to take this course. Completion of an introductory financial accounting course is required.

**•BA721 Futures Market3 credits**

Studies in futures deal and risk Management focuses on the efficient design of risk transfer/sharing mechanism, resolution of information problems, the organization and functions of insurance markets, and recent trends. It allows students to understand better the social and economic phenomena related to risk and insurance.

**•BA628 Management Science3 credits**

Management science deals with a wide range of problem-solving techniques and methods applied in the pursuit of improved decision-making and efficiency, such as mathematical optimization, decision analysis, simulation, queueing theory, and game theory.

**•BA630 Manufacturing Strategy3 credits**

Manufacturing strategy reflects the goals and strategies of the business, and enables the manufacturing function to contribute to the long-term competitiveness and performance of the business.

**•BA631 Quality Management3 credits**

Quality management is focused not only on product/service quality, but also the means to achieve it. Based on TQM(Total quality management), it deals with process innovation, 6sigma, and statistical methodologies for quality control.

**•BA632 Method Engineering &Work Study3 credits**

Methods engineering includes five activities: planning, methods study, standardization, work measurement, and controls. Work study investigates the work done in an organization and aims at finding the best and the most efficient way of utilizing the available resources (man, material, money and machinery) to achieve the best possible quality work in the minimum possible time.

**•BA633 Production Planning3 credits**

Production Planning is a managerial statement of time-phased production rates, work-force levels, and inventory investment which takes into consideration customer requirements and capacity limitations.

**•BA634 Telecommunication Management3 credits**

Telecom Management studies telecommunication operations and business models from the management, finance, legal and regulation telecommunications industries. This course is designed to give students the skills necessary to manage telecommunications business issues.

**•BA635 Technology Management3 credits**

Technology Management is the set of management disciplines that allows organizations to manage their technological fundamentals to create a competitive advantage. The major concepts considered in technology management are technology strategy, technology forecasting, technology road-mapping, technology project portfolio, and technology portfolio.

**•BA636 Seminar on Operations Management3 credits**

This course investigates, analyzes, and discusses various business cases in production and operation management

**•BA722 R &D Management3 credits**

R&D management can be defined as the place where the tasks of innovation management meet the tasks of technology management. It includes basic research, fundamental research, technology development, advanced development, concept development, new product development, process development, prototyping, R&D portfolio management, technology transfer.

**•BA723 Special Seminar in Corporate Strategy 3 credits**

This course studies theoretical models for establishing corporate strategy and deals with business cases for corporate strategy.

**•BA724 Study of Venture Business3 credits**

This course presents the theories and case studies related to the establishment and development of venture business. It also studies the characteristics of successful entrepreneur and the requirements of institutions and systems for successful venture business.

**•BA725 Decision Support System3 credits**

Decision support system is a computer-based information system that supports business or organizational decision-making activities. It serves the management, operations, and planning levels of an organization and helps to make decisions, which may be rapidly changing and not easily specified in advance.

**•BA726 Software Development Methodology3 credits**

This course studies the concept of e-business and traditional methodologies for dealing with e-business, and presents specific cases in Internet business.

**•BA727 Manufacturing Information System3 credits**

Management information system deals with information technologies that manage manufacturing operations in factories and includes management of resources, scheduling, dispatching and executing production orders, collection of production data, production performance analysis, and production track & trace.

**•BA728 Special Topics in Operations Management3 credits**

This course focuses on the specific topics in productions and operations management. It includes Japan's production systems, the innovation of production systems, the comparison of the production systems between Japanese and Western societies and the impact of the technology innovation on production systems.

**•BA729 Production-Inventory System3 credits**

Production-inventory system studies the inventory policy based on aggregate production planning and production scheduling.

**•BA730 Design of Operations System3 credits**

This course considers the fundamental models for designing and operating production systems. Specifically, it researches capacity planning, location of production system, logistics, CIM, and FMS.

**•BA731 Project Management3 credits**

In IT Management Seminar, students investigate the corporate environment characteristics of IT business and its changes, examine the development of IT technology, and analyze the impact of government's regulation on IT business.

**•BA732 Business Decision Making Theory3 credits**

This course deals with game theory, utility theory, statistical inference, multiple objective decision theory, and group decision theory based on decision theory under conditions of uncertainty

**•BA733 Service Management3 credits**

Service Management includes service strategy and service offerings, field service management or field force effectiveness, customer management, task scheduling, event management, human resource management, service layout, service process design, service quality measure and control, and automation in service business.

**•BA734 Productivity Management3 credits**

This lecture deals with the methodologies for measuring and improving productivity through the examination of research papers and case studies.

**•BA735 Logistics Management3 credits**

Logistics management considers the flow of resources, not only goods, between the point of origin and the point of destination in order to meet the requirements of customers or corporations. Logistics involves the integration of information, transportation, inventory, warehousing, material handling, and packaging, and often, security. Marketing &International Business

**•BA637 International Business Environment3 credits**

The International Business Environment courses deal with the political and social context in which business activities take place. This includes consideration of factors that shape or reflect the operational realities of management and business, including: Patterns of historical development covering political, social and economic events and structures. Geographic environment involving human and economic geography, covering population and natural resource distributions, regional financial and trade centers, and transportation systems. Political environment including government structure, state role, interest groups, political parties and the policy-making process. Cultural traditions cover religious traditions and socio-cultural dimensions that have a direct impact on business operations. International environment includes regional organizations, regional political and economic trends, regional peace and conflicts, and the place of the region in the global system. For economic environments, economic policies, current economy patterns, and major industries are discussed. Under legal environment, major regional trade barriers, investment policies, and intellectual property protection issues are covered.

**•BA638 Japanese Management in Production and Technology3 credits**

The Japanese Management in Production and Technology course compares Japanese management style to the Western style. It elaborates characteristics of Japanese management style in detail, such as form of organization, management, setting strategy and implementations. It also deals with cultural traits of their business practices such as special relationships between government and business, and businessess and employees.

**•BA638 Multi-Cultural Management3 credits**

This dynamic and interactive course provides managers with an effective framework for achieving their goals in competitive global business settings. Through the use of cases, multicultural team exercises, and simulations, this course will equip the global manager with tools to solve problems and take advantage of opportunities in a multicultural world.

**•BA639 International Business Environment3 credits**

The international Business Environment course deals with factors influencing on business performances, such as business systems, culture, organization and business policies.

**•BA640 Japanese Management 3 credits**

Japanese Management compares Japanese management style to the Western style and their strategies and backgrounds to grow global corporations. It especially deals with Japanese muti-nationals(Shogoshogo).

**•BA641 Product Management3 credits**

This course includes recent theories and methodology related to product management. Also, the lecture focuses on the development of innovative products, research for consumer

needs, harmonizing relevant data with metric analyses, and overall management for new product development and commercialization as well as. Perceptual map and positioning orients on desirable product design that causes optimal selection of product ideas. Predictions for pretest market, test marketing, and diffusion help managers plan for new product demand. This course also explore the structure of market competition, segmentation, and the generation of new product positioning ideas to catch opportunities of new products.

**•BA642 Marketing for New Product3 credits**

New products are key to corporate growth and even survival. This course deals with the management of new products from idea through to product launch. Topics covered include: New products, critical success factors and the keys to new product success, The new product process, game plan from idea to launch, getting great new product ideas, picking the winners – project selection and portfolio management, market information and customer input, designing a market launch plan, and a new product strategy for the business.

**•BA643 Advertising Management3 credits**

This course is designed for graduate students to develop an appreciation of the advertising process as it relates to the advertiser, the advertising agency, the advertiser's customers, and the public. Although the course allows students the opportunity to gain insight into the total advertising process, the approach will be primarily from the perspective of marketing management rather than creative advertising people. The focus is on how to plan, develop and execute integrated marketing communications program using the tools of advertising, sales promotion, public relations, special events marketing, online advertising, and personal selling.

**•BA644 Marketing Channels Strategy3 credits**

This course is designed for graduate students to develop an appreciation of the strategic marketing channel process. Students will learn the channels of distribution between manufacturers and consumers and emphasis is placed on the development, operation, and management of various channel systems in dynamic environments. This course includes marketing channel structure, product assortment, considerations, promotional activities, pricing strategies, and physical logistics necessary to achieve channel objectives.

**•BA645 Consumer Behavior3 credits**

This is an interdisciplinary course which examines empirical and theoretical studies of the factors that influence the acquisition, consumption, and disposition of goods, services, and ideas. It analyses the psychological, sociological, anthropological, demographic, and regulatory forces that impact consumers and examines research methodologies employed to conduct empirical studies of consumer behavior. Specifically, this course includes decision making, problem recognition, information search, comparing alternatives, and purchase

behavior. Also, theories of consumer information processing, memory, attitude, and stereotype are important issues of this course.

**•BA646 Global Business Strategy3 credits**

This capstone course in global strategy focuses on the inherent tensions that global organizations encounter in formulating and implementing strategy such as localization v. standardization, and centralization v. decentralization. The treatment of issues transcends the typical multi-domestic or international template to address concerns of a transnational nature. Contemporary developments in joint ventures, strategic alliances, cross-border mergers and acquisitions, and the management of the globally diversified organization will also be addressed.

**•BA647 Seminar International Business Management3 credits**

The Seminar International Business Management course brings opportunities to class participants to share their research results and thoughts on global corporations' various strategies and implementations.

**•BA648 Global Marketing Strategy3 credits**

The Global Marketing Strategy deals with various marketing cases of global corporations.

**•BA649 Global Marketing3 credits**

This course provides graduate students with systematic ways to formulate effective global marketing strategies and to understand crucial trade-offs between standardizing and localizing marketing programs. The focus is on the development of global marketing programs based on the evaluation and coordination of global market opportunities. Topics include how to select country markets; how to enter markets; how to develop branding, product, services, pricing, distribution and communications strategies that are global in scope; and how to create a global marketing organization. This course also includes social and cultural environment, global segmentation, position, purchase intention, and country of origin effect.

**•BA650 Marketing Research3 credits**

This course is designed to provide graduate students with an understanding of the research methods used by marketing researchers to obtain information to guide marketing decisions. The goal is to provide students with sufficient knowledge about research methods to allow them to become sophisticated users of marketing research services. Specifically, this course includes measure, survey, sampling, hypotheses testing, and statistical analyses – descriptive statistics, t-test, ANOVA, regression, cluster analysis, discriminant analysis, and so on.

**•BA736 Comparative Management3 credits**

This course compares management styles and corporate systems of businesses in various countries.

**•BA737 Special Topics in International Business3 credits**

This analytical course deals with cases on Global Corporate Strategy. It deals with tensions between global companies and their business environments, typically globalization vs localization. Also, it covers special issues in international business strategy.

**•BA738 Special Topics in Global Strategy3 credits**

This course explores the strategic management of the global firm. Readings, cases, group projects and discussions are used to present the analytical tools and techniques that support strategy formulation, and the related managerial skills and decision processes that foster strategy implementation in the global business environment. Topics covered include: industry analysis; competitor analysis, value chain management; competitive positioning; building core competencies; leveraging organizational resources; and corporate strategic management, including the role of alliances, mergers, and acquisitions.

**•BA739 Overseas Chinese Management3 credits**

The Overseas Chinese Management deals with management and culture of Chinese living overseas, who have gained increasing attention to their accumulation of wealth and management style.

**•BA740 Asian's Management3 credits**

Asian's Management deals with global corporations originated from Asia and their special management style and strategy implementation. Asia and Asian corporations have shown tremendous success in recent years. The course looks at various management styles, such as Chinese management, Japanese management, Korean management, Islam management, and etc.

**•BA741 Multivariate Behavioral Research3 credits**

This course is intended for graduate students engaging in marketing research involving various variables. The course will cover topics such as multiple regression analysis, analysis of experimental data, logistic regression, and structural equation modeling. Emphasis will be placed on analyzing actual data sets using SPSS, LISREL, and related softwares. This course focuses on the relationship among variables-independent, dependent, moderator, and mediator variables. Comprehension of variables helps researchers suggesting and testing their hypotheses or theoretical models.

**•BA742 Special Topics in Marketing3 credits**

This course explores a current topic in the marketing field with investigation, analysis and discussion of a variety of topics that are important in real world marketing. Topics may include cause marketing, sports marketing, sales promotions management, customer relationship management, sales management, public marketing, business marketing, pricing, and non-profit organization marketing, internal marketing, etc.

**•BA743 Ecological and Cultural Marketing3 credits**

Ecological Marketing is particularly relevant in the global context of a growing demand by consumers for so-called green products, services and systems that support enhanced environmental sustainability. The course identifies changing patterns of consumer demand and increased propensities for consumers to pay for green products and services. Cultural marketing intends to provide graduate students with advanced knowledge of marketing, and a thorough analysis of marketing theory and application from a cross-cultural perspective. An in-depth look at international marketing is provided by adding a cultural variable to consumer behavior, market research, marketing decisions, strategy and marketing communications. Attention is also paid to design issues in creating ecological and cultural products, pricing, distribution, and promotion issues.

**•BA744 High Tech Marketing3 credits**

Marketing high-technology products combines basic marketing concepts with aspects that are unique to “new-to-the-world” products. These include time-based diffusion, target marketing to cross the chasm, network effects, rapid cost declines, information goods versus industrial goods, product bundling and versioning. Students prepare for careers in marketing high-technology products such as hardware and software, biotechnology, nanotechnology, and other emerging technologies are recommended to enroll in this course.

**•BA745 Strategic Physical Distribution3 credits**

This course examines the design and management of physical distribution interrelationship and interdependence within the functional areas of business. Focus is on the transportation methods, techniques, physical and automated systems, infrastructure, interrelationships and requirements comprising physical distribution and logistics systems. Specifically, logistic strategy, and distribution structure help students understanding overall concepts. will be covered as well as demand prediction and stock management are related with production area purchase, delivery, and charge orient to promote product value.

**•BA746 brand Management3 credits**

Brand is a fundamental element of competitive strategy. This course will address the strategic importance of brand, provide theories and strategies for building, leveraging, and defending strong brands, and discuss current opportunities and challenges facing brand managers. Particular emphasis is placed on understanding psychological principles at the consumer level that will improve managerial decision-making with respect to brands. Specifically, brand strategy, brand concept, and brand identity are important issues in this course. Global brand management, corporate identity, and store brand are also included.

**•BA747 Global Age's Entrepreneurship3 credits**

This course will explore and analyze venture business continuity challenges and the best management in global scope. The focus is on pragmatic, action-oriented, management,

governance and venture business leadership skills throughout the world.

**•BA748 Venture & Entrepreneurship3 credits**

This course covers the personal characteristics and qualities of the entrepreneur, innovation, creativity, the business plan, opportunity analysis, and the role of entrepreneurship in developed and developing economies. Aspects of the family business, an important part of every economy, are also covered to provide an understanding of their role in a developed or emerging economy.

**•BA749 Global Entrepreneur3 credits**

In global economies, entrepreneurship is the engine of economic growth and prosperity. As emerging global leaders, it is important to understand the underlying principles and concepts of entrepreneurship and the entrepreneurial process. Through case reviews, it focuses on entrepreneurs' strategy, risk management and their passion.

**•BA750 High Technology & Entrepreneur3 credits**

This course deals with the influence of entrepreneurship in the development of current high technology.

**•BA751 Marketing Strategy3 credits**

This course covers the design of marketing strategy and its implementation in marketing plan. As organizations have become more customer oriented, marketing strategy and planning has developed into a critical managerial activity. New research findings and much improved practice have developed in recent years as a result. The objective of this course is to provide a solid analytical framework within which graduate students will learn to develop strategic thinking, to create a sophisticated awareness of the cutting edge developments in the field, and to provide the experience of applying these concepts in the context of both case studies and research. This course includes environment analysis, customer analysis, product life cycle, competitive advantage, SWOT analysis, customer relationship management, digital marketing, mobile marketing, and global marketing.

**•BA752 Services Marketing3 credits**

The service sector occupies a large and growing sector of the economy in most countries around the world. This course is an applied marketing course for graduate students to introduce a distinctive approach to services marketing strategy-both in its development and execution for service organizations. Emphasis is placed on the discussion of the field's most current services marketing concepts, principles, and theories and application of services marketing concepts to actual business situations through case analyses. Specifically, this course include service positioning, service price, service promotion, process management, expectancy management, and service quality.

**•BA753 Marketing Theory Seminar3 credits**

Marketing has strongly developed over the past several decades. Such development has reached a stage of maturity with increasing specialization within the marketing discipline and profession. Sometimes, extreme specialization prevents a broader perspective and appreciation of the discipline. It is important to take stock of the roots of marketing thought development by closely examining seminal papers that have strongly influenced the discipline, marketing classics. Each student studies one such classic paper and present their evaluation to the wider group. The course also includes an overview of where the theory has progressed since each article was first written.

**•BA754 Internet Marketing3 credits**

The new environment created by the internet affects traditional marketing in many ways. The objective of this course is to offer an opportunity for graduate students to explore the impact of the internet on the practice of marketing. The emphasis is on using internet as a tool for marketers to increase effectiveness, efficiency and competitiveness of distribution, advertising, brand building, pricing, promotions, new product development, customer service, market research, etc. This course includes internet environment, online consumer behavior, internet marketing research, internet marketing strategy, internet marketing mix, mobile marketing online community, and laws related to internet marketing.

**•BA755 Promotion Strategy3 credits**

This course provides an opportunity for graduate students to gain an understanding of various facets of promotion management and technique. Students examine the use of various available promotional vehicles to communicate to potential customers the messages that support the objectives of the marketing plan. Appropriate theories are reviewed and analytical frameworks are offered to help students in their decision making. During the class, the students participate in discussion of specific promotional marketing case and its implication. This course includes promotion program, creative strategy, media strategy, direct marketing, internet promotion, public relations, and person

**•Research for the Master's Degree I 0 credits**

**•Research for the Master's Degree II 0 credits**

**•Research for the Doctoral Degree I 0 credits**

**•Research for the Doctoral Degree II 0 credits**

**•Research for the Doctoral Degree III 0 credits**