

# IX. 린튼글로벌 칼리지

## 1. 글로벌학부

- 글로벌 커뮤니케이션 · 컬쳐전공 / 947
- 글로벌비즈니스전공 / 956



## 글로벌학부

### ■ 글로벌 커뮤니케이션·컬처전공 ■

#### 1. 학부현황

##### 1.1 연혁

연도	주요연혁	비고
2005. 3	린튼글로벌칼리지 글로벌학부(글로벌커뮤니케이션아트 전공) 개설	정원 45명
2008. 3	전공명칭변경	글로벌커뮤니케이션아트전공 →글로벌커뮤니케이션·컬처
2008. 3	학부 내 전공신설.(글로벌비즈니스)	
2010. 3	편제정원 증가	정원 50명

##### 1.2 교수진

이름	출신교			최종 학위명	전공분야	주요 담당과목
	학사	석사	박사			
Eric Gilder	University of Texas	North Texas State University	The Ohio State University	박사	Communication/ Political Science/Speech Communication/Com munication	Communication Theory Fundamentals of Journalism Media Project
Kevin Kester	University of Louisville	United Nations Univ. for Peace, Univ. of Toronto	-	석사	Music, International Studies / Conflict Management Ed. / (Hons) Comparative International Education	Introduction to Debate Conflict Resolution & Negotiation Advanced Globalization Seminar
Kitai Kim	Commonwealth Univ.	Commonwealth Univ.	Chungbuk National University	박사	Political Science/ Administration of Justice/ English Language and Literature	Media and Culture Editing for Communication Media Contemporary Political Discourse
Kenneth Morrison	Wayne State College	Emporia State University	-	석사	Broadcast Communications&Adve rtising / Instructional Design & Technology	Principles of Audio & Visual Communication Internet Media Production Case Studies in Communication Communication Project
Todd A. Terhune	Liberty Univ.	Michigan State Univ.	-	석사	Cross-Cultural Ministries / TESOL	Research Project/internship Overseas Practicum Intercultural Communication Cultural Diversity&Identity Introduction to World Music

1.3 교육시설 및 설비현황

명칭	호실	주요설비현황(개수)	기타
교수연구실	330109	PC(1), 프린터(1)	
	330301	PC(1), 프린터(1)	
	330302	PC(1), 프린터(1)	
	330309	PC(1), 프린터(1)	
	330310	PC(1)	
	330311	PC(1), 프린터(1)	
대학사무실	330102	PC(2), 프린터(2), 팩스(1), 복사기(1), 스캐너(1)	
학과사무실	240103	PC(2), 프린터(2), 팩스(1), 복사기(1)	
전용강의실	240001	PC(1), LCD프로젝터(1)	
	330104	PC(1), LCD프로젝터(1)	
	330403	PC(1)	
	330404	PC(1)	
PC실	240101	PC(10), 프린터(1), 스캐너(1)	
	330103	PC(51), LCD프로젝터(1)	
English Cafe		PC(3), LCD프로젝터(1), TV(1), DVD롬보(1)	호실 없음
학생회실	330105	PC(2)	
강사휴게실	330106	PC(1)	
자습실	330108,330303		
도서실	330304	TV(1), DVD롬보(1), 실물화상기(1)	

2. 교육과정

2.1 대학이념 · 교육목적 · 교육목표 체계

대학 창학이념	기독교 원리 하에 대한민국의 교육이념에 따라 과학과 문학의 심오한 진리탐구와 더불어 인간 영혼의 가치를 추구하는 고등교육을 이수시켜 국가와 사회와 교회에 봉사할 수 있는 유능한 지도자를 배출함을 목적으로 한다.		
↓			
대학 교육목적	진리·자유·봉사의 기독교 정신 아래 새로운 지식과 기술의 연구와 교육을 통하여 지성과 덕성을 갖춘 유능한 인재를 양성함으로써 국가와 인류사회 및 교회에 이바지함을 목적으로 한다.		
↓			
대학 교육목표	덕성과 인성을 갖춘 도덕적 지성인 양성	시대를 선도하는 창의적 전문인 양성	국가와 지역사회 발전에 봉사하는 지도자 양성
↓			
학과(전공) 교육목적	글로벌마인드와 적극적이고 능동적인 기독교적 인성을 갖춘 국제인 양성을 목적으로 한다.	21세기 세계와·탈지역화의 시대적 상황에 맞맞추어 국제적 경제영역에서 일할 실제적인 지식을 갖춘 전문인의 양성을 목적으로 한다.	실제적인 국제전문가로 사회에 기여하고자 하는 유능한 인재의 전인적 교육을 목적으로 한다.
↓			
학과(전공) 교육목표	기독교적 인성교육과 세계의 문화에 해박한 실제적인 글로벌마인드를 함양하는데 목표를 둔다.	복잡 다양한 세계 문화와 국가 간의 경제활동을 잘 이해하고 외국어에 능통한 국제적 시야를 가진 인재의 양성을 목표로 한다.	기독교적 인성배양과 다양한 세계문화와 경제시장의 이해를 통해 실제적인 국제전문가를 양성하여 사회와 국가의 발전에 기여 할 수 있도록 한다.

## 2.2 학과 교육목적과 교과과정의 연계성

한남대학교 교육목표	학과(전공) 교육목적	학과(전공) 교육목표	전공교과목(명)
덕성과 인성을 갖춘 도덕적 지성인 양성	글로벌마인드와 적극적인 능동적인 기독교적 인성을 갖춘 국제전문가 양성을 목적으로 한다.	기독교적 인성교육과 세계의 문화에 해박한 실제적인 글로벌마인드를 함양하는데 목표를 둔다.	Intercultural Exchange Principles of Persuasion Foundations of Communication Fundamentals of Journalism Introduction to Debate Conflict Management & Negotiation Research Methods Advanced Presentation Skills Writing for Media Research Project/Internship International Diplomatic & Business Protocol
시대를 선도하는 창의적 전문인 양성	21세기 세계와·탈지역화의 시대적 상황에 발맞추어 국제화된 사회의 언론과 미디어 분야에서 일할 실제적인 지식을 갖춘 전문인의 양성을 목적으로 한다.	복잡 다양한 세계 문화를 이해하고 전문적인 언론 과 미디어 지식을 겸비한 외국어에 능통한 국제적 시야를 가진 인재의 양성을 목표로 한다.	Global Culture and Media New Media Technology Internet Media Production Video Production Projects Principles of Audio and Visual Communication Global Trends in Journalism Journalism: Ethics and the Law Photojournalism Broadcasting Advanced Journalism
국가와 지역 사회 발전에 봉사하는 지도자 양성	실제적인 국제전문가로서 사회에 기여하고자 하는 유능한 인재의 전인적 교육을 목적으로 한다.	기독교적 인성배양과 다양한 세계문화와 언론 분야의 지식함양을 통해 실제적인 국제전문가를 양성하여 사회와 국가의 발전에 기여할 수 있도록 한다.	International Diplomacy & the United Nations Business of Media Advanced Globalization Seminar Culture and Power in Asia Social Movements Theory Organizational Communication Communication Theory Global Communication Case Studies in Communication Communication in Action

## 2.3 학과(전공) 졸업소요 최저 이수학점 배정표

대학	학과,부(전공)	전공과목			교양과목						졸업 최저 이수 학점
		필수	선택	소계	필수			선택			
					공통 필수	선택 필수	학부 기초	계	부 전공	교직	
글로벌 칼리지	글로벌학부 (글로벌커뮤니케이션·컬처)	15	45	60	16	9	9	34	21	-	128

**2.4 글로벌커뮤니케이션컬처 전공 교육과정 편성표**

학년	학기	전공필수	학강실	전공선택	학강실
1	1	21046 Principles of Management	3-3-0	20292 Fundamentals of Journalism	3-3-0
	2	19698 Foundations of Communication	3-3-0	00000 Principles of Marketing	3-3-0
2	1	19068 Intercultural Exchange	3-3-0	20669 Writing for Media 20304 Communication Theory 20293 Global Culture and Media 00000 Global Trends in Journalism	3-3-0 3-3-0 3-3-0 3-3-0
	2	20673 Advanced Presentation Skills	3-3-0	20668 Principles of Persuasion 20296 Principles of Audio & Visual Communication 00000 Business of Media 00000 International Diplomatic & Business Protocol 20492 Advanced Journalism	3-3-0 3-3-0 3-3-0 3-3-0 3-3-0
3	1	20671 Introduction to Debate	3-3-0	20298 Organizational Communication 20305 Journalism: Ethics and the Law 20300 New Media Technology 20294 International Diplomacy & the United Nations	3-3-0 3-3-0 3-3-0 3-3-0
	2			20295 Conflict Management & Negotiation 20290 Global Communication 20310 Photojournalism 20306 Internet Media Production 20314 Social Movements Theory	3-3-0 3-3-0 3-3-0 3-3-0 3-3-0
4	1			20318 Case Studies in Communication 20316 Video Production Projects 20303 Culture and Power in Asia 00000 Research Methods	3-3-0 3-3-0 3-3-0 3-3-0
	2			20675 Research Project/Internship 00000 Communication in Action 20317 Broadcasting 20672 Advanced Globalization Seminar	3-3-0 3-3-0 3-3-0 3-3-0
학점계		학점( 15 ) - 강의( 15 ) - 실험( 0 )		학점( 84 ) - 강의( 84 ) - 실험( 0 )	

## 교과목개요

### 19068 Intercultural Exchange 3-3-0 (다문화교류)

This course investigates the various ways in which cultures differ and the necessity of understanding and respecting other cultures. Students examine the meaning of "culture" and how it can affect personal, national, and international understanding and communication, beliefs, and behaviors. The course examines the difficulties and dangers that can result from cultural misunderstanding and how one can avoid and resolve a variety of issues.

### 19698 Foundation Communication 3-3-0 (커뮤니케이션입문)

This course provides an overview of the basic concepts of communication and the skills necessary to communicate in various contexts. Emphasis is placed on communication theories and techniques used in interpersonal group, public, intercultural, and mass communication situations.

### 20290 Global Communications 3-3-0 (글로벌커뮤니케이션)

This course provides an introduction to the history, purpose, channels, content, technologies, policies, and regulation of international communications systems. Issues covered include differences in media development between post-industrial and developing nations, imbalances in international news and information flow, and the emergence of global communications.

### 20292 Fundamentals of Journalism 3-3-0 (언론학 개론)

This course examines the nature and definition of news, and introduces students to the fundamentals

of gathering and writing news, interviewing, meeting deadlines and editing copy. It also introduces the ethical and legal boundaries of journalism and the responsibilities of journalists. Students are required to produce several writing assignments.

### 20293 Global Culture and Media 3-3-0 (국제문화와 미디어)

This course provides students the opportunity to study, discuss, and write about global media and the transformation of cultures and relations between peoples since the 1980s. The most important of these changes is the development and diffusion of new global media.

### 20294 International Diplomacy & the United Nations 3-3-0 (국제외교와 유엔)

This course introduces students to international organizations, global politics, and diplomatic relations. The course will explore different bodies of the UN by examining their history, mandate and current issues on the global agenda. International diplomacy expands upon peace and conflict skills acquired in the foundation course, Conflict Management and Negotiation, and concludes with a model UN simulation.

### 20295 Conflict Management & Negotiation 3-3-0 (갈등관리와 협상)

This course will examine communication patterns and uses as they affect interpersonal relationships. Students will learn conflict management techniques such as facilitation, collaboration, mediation, and negotiation.

### 20296 Principles of Audio & Visual Communication 3-3-0 (시청각 커뮤니케이션 원리)

This course introduces the principles and concepts involved in the creation of vocal and musical sound,

still and moving images. Students will learn methods which will be applied towards individual and group projects.

**20298 Organizational Communication** 3-3-0  
(조직커뮤니케이션론)

This course examines the role of communication in organizations. Students will learn the major theories of organizational communication, identifying and defining primary concepts, and applying them to discussions of real-world situations. The role of technology, corporate culture, leadership, teamwork, ethics, and diversity in communication is examined. Effective communication in global organizations and critiques of organization communication systems and structures are also presented.

**20300 New Media Technology** 3-3-0  
(신매체기술)

This course will provide students with a good theoretical and practical understanding of how to harness the power of the new internet applications and media tools in a highly networked world. Students will look at the social implications of new technologies and also look at the technologies themselves to understand their level of complexity and how consumers and organizations can use or implement them appropriately.

**20303 Culture and Power in Asia** 3-3-0  
(아시아의 문화와 권력)

This course sheds light on the challenges of today's world and the future of the balance of power in Asia by creating an awareness of the powerful forces of geography, culture, agriculture, trade, transportation, communication, industry and technology and how they have shaped communities, nations, and regions. Students will explore why and how certain countries gained, maintained, and lost power. By looking at the

past, student will discuss Asia's future.

**20304 Communication Theory** 3-3-0  
(커뮤니케이션 이론)

This course introduces the study of the basic theories of human communication, mass communication, and new media and technology. It focuses on the relationships among communication theory, research, and practice. General themes include intra- and interpersonal communication, public communication, mass media, and contemporary issues associated with mediated communication.

**20305 Journalism: Ethics and the Law** 3-3-0  
(언론의 윤리와 법)

This course will focus on ethics and the rights of journalists within the law. How stories are gathered and presented to an audience have to be within legal guidelines. This course will make clear what those guidelines are. In addition, it will challenge students in the area of ethics and offer case studies to work with and work through.

**20306 Internet Media Production** 3-3-0  
(인터넷 미디어 제작)

This hands-on course leads students through the development, pre-production, production, and post-production process of creating media content for web distribution. The class includes practice with several widely-used software applications. Special emphasis is placed on the production of material for promotional or instructional purposes.

**20310 Introduction to Photojournalism** 3-3-0  
(포토 저널리즘)

This course introduces basic elements of visual communication. Organization, printing techniques, and layout are covered. Students will learn specific areas of photojournalism including sports, general news,



travel, documentary, and picture editing.

**20314 Social Movements Theory** 3-3-0  
(사회운동론)

This course seeks to explain how and why social mobilization occurs. It explores theories of social change and the numerous social movements around the world that have led to political and social transformation. Movements examined include the Antigonish movement in Canada, Highlander and the civil rights movement in the US, liberation theology and popular education in Latin America, OTPOR in Serbia, the Salt March in India, the Yellow Revolution in The Philippines, and democracy movements in Korea, among others.

**20316 Video Production Projects** 3-3-0  
(비디오 제작 프로젝트)

This is a practical course in which students perform some of the key roles involved in the production of a video. The emphasis of the course is on the shaping and refinement of creative ideas and their conversion into compelling works of screen art. Topics such as production management, lighting, camera work, design, mise-en-scene, screen performance, sound recording and mixing, and film music will be explored.

**20317 Broadcasting** 3-3-0  
(방송학)

This course will focus on "Broadcasting" in today's media arena. Students will write scripts for Broadcasting in TV, News, Radio, and Online. They will acquire skills in writing, reporting, editing, interviewing, and research skills. This class will also give students a hands-on opportunity to broadcast and experience of a news room. Their final project will be to do a news show that will be viewed in class and online.

**20318 Case Studies in Communication** 3-3-0  
(커뮤니케이션 사례연구)

This course examines the dynamic cultural, commercial and political forces involved in organizational communication utilizing contemporary real world case studies. Students will research and discuss case studies in a problem-solving environment. The class emphasizes effective group interaction, presentation, writing, and analysis.

**20492 Advanced Journalism** 3-3-0  
(고급언론학)

A blend of current and global events and high-level journalism writing, this course combines instruction in contemporary theories about press performance with advanced newsroom skills. The course advances students' understanding of newsroom management, news gathering, press ethics, and the organizational norms that drive journalistic styles. Students develop advanced reporting and editing skills in completing various news assignments.

**20668 Principles of Persuasion** 3-3-0  
(설득의 원리)

Persuasive messages surround us, in political campaigns, advertisements, news broadcasts. This course will explore the nature of persuasion as it influences human attitudes, values and actions, particularly as we experience it through the media; the course will also introduce effective strategies and skills for becoming intelligent, critical consumers of persuasive messages.

**20669 Writing for Media** 3-3-0  
(미디어작문)

In this course students will be introduced to key media writing skills. The course will cover a range of genres and roles in the journalism and communication field. Students will learn the fundamentals of

journalistic prose, research, interviews and news story structure. Students will learn how to structure and edit a news story, how to use quotes and how to engage readers.

**20671 Introduction to Debate** 3-3-0  
(토론의 원리)

This is a beginning course introducing forms of debate, argument structure, and parliamentary procedure. It helps students develop public speaking, critical thinking and research skills while analyzing and investigating problems facing the country and the world today and formulating plans to solve them.

**20672 Advanced Globalization Seminar** 3-3-0  
(고급국제화세미나)

This course provides theoretical frameworks and historical perspectives of globalization to present an adequate understanding of past and future challenges to global development. Students explore the intersectionality of politics and economics, gender and development, ecology and human rights, and question the relevance of globalization as a conceptual framework for understanding the contemporary world.

**20673 Advanced Presentation Skills** 3-3-0  
(고급프리젠테이션 기법)

This course is designed to take students a step further in developing higher-level skills for successful public speaking. Students will improve skills in delivering informative and persuasive presentations and speeches. They will focus on audience analysis and adaptation, building strong arguments, speech organization, and use of new technologies.

**20675 Research Project/Internship** 3-3-0  
(연구프로젝트/인턴쉽)

The aim of this course is for students to demonstrate a broad range of knowledge gained from

their studies. The research project is a research paper and/or data collection project in their chosen area. The internship provides students with supervised training under the sponsorship of an approved agency or organization.

**00000 Research Methods** 3-3-0  
(연구방법론)

The aim of this course is to evaluate a range of research approaches and methodologies relevant to the analysis, critique and understanding of social sciences. To promote a critical and analytical approach to contemporary issues in mass communication. To prepare students for work on a research project with particular reference to theoretical contexts, choice of method, and use of information sources.

**00000 Communication in Action** 3-3-0  
(커뮤니케이션 활동)

This course was designed to use what skills have been learned in previous courses and apply them in real life situations. Communication in Action will give students the opportunity to create their own projects and advertise them to the surrounding community. This course is a completely hands-on subject with real life experience.

**00000 International Diplomatic & Business Protocol** 3-3-0  
(국제외교 및 비즈니스 관례)

This course builds appropriate confidence, vocabulary, personal presence to function effectively in a professional environment and project a global image of professionalism and credibility. Students will learn and practice the basic categories and rules of protocol and etiquette. The goal is to provide students with the knowledge and skills that will be useful in professional and social contacts in diplomacy and business.

**00000 Business of Media** 3-3-0

(미디어경영)

This course provides a detailed examination of the business models and economic traits in a variety of media industries including film and television, cable and satellite, book and magazine publishing, gaming and the Internet. Emphasis on historical trends and current strategies in both domestic and global markets.

**00000 Global Trends in Journalism** 3-3-0

This course takes a look at Journalism from a global perspective. Trends that are taking place in the international arena concerning journalism will be address, and students will obtain an international perspective on issues facing journalist around the world.

■ 글로벌비즈니스전공 ■

1. 학부현황

1.1 연혁

연도	주요연혁	비고
2005. 3	글로벌칼리지 글로벌학부(글로벌커뮤니케이션아트 전공) 개설	정원 45명
2008. 3	전공명칭변경	글로벌커뮤니케이션아트전공 →글로벌커뮤니케이션·컬처
2008. 3	학부 내 전공신설.(글로벌비즈니스)	
2010. 3	편제정원 증가	정원 50명

1.2 교수진

이름	출신교			최종 학위명	전공분야	주요 담당과목
	학사	석사	박사			
Majid Aramand	Karaj Azad Univ. and Shiraz Univ	Tampere Univ. of Technology	Tampere Univ. of Technology	박사	Electronic Engineering / Industrial Management / Strategic Management	Operations Management Research Methods Research Project/internship
Louisa Kim	Nottingham Trent Univ.	Univ. of London	-	석사	Business Administration / International Business	Introduction to Marketing Performance Management Events Management Advertising & Promotion Management Business Project
Jongwoon Kim	Seoul National Univ.	Indiana Univ. Bloomington	Indiana Univ. Bloomington	박사	Industrial Organization/ Business/Strategy/ International Trade	Principles of Economics Business Strategy
Jin Lee	Hannam (Soongjun) University, Univ ersity of Illinois	University of Illinois	-	석사	English Language & Literature / Accountancy	Principles of investments International Finance
Philip Scothern	University of East Anglia	The University of Sheffield	-	석사	(Hons) Development Economics / Korean Studies	Introduction to Business information Management Principles of Microeconomics

### 1.3 교육시설 및 설비현황

명칭	호실	주요설비현황(개수)	기타
교수연구실	330109	PC(1), 프린터(1)	
	330301	PC(1), 프린터(1)	
	330302	PC(1), 프린터(1)	
	330309	PC(1), 프린터(1)	
	330310	PC(1)	
	330311	PC(1), 프린터(1)	
대학사무실	330102	PC(2), 프린터(2), 팩스(1), 복사기(1), 스캐너(1)	
학과사무실	240103	PC(2), 프린터(2), 팩스(1), 복사기(1)	
전용강의실	240001	PC(1), LCD프로젝터(1)	
	330104	PC(1), LCD프로젝터(1)	
	330403	PC(1)	
	330404	PC(1)	
PC실	240101	PC(10), 프린터(1), 스캐너(1)	
	330103	PC(51), LCD프로젝터(1)	
English Cafe		PC(3), LCD프로젝터(1), TV(1), DVD롬보(1)	호실 없음
학생회실	330105	PC(2)	
강사휴게실	330106	PC(1)	
자습실	330108,330303		
도서실	330304	TV(1), DVD롬보(1), 실물화상기(1)	

## 2. 교육과정

### 2.1 대학이념 · 교육목적 · 교육목표 체계

대학 창학이념	기독교 원리 하에 대한민국의 교육이념에 따라 과학과 문학의 심오한 진리탐구와 더불어 인간 영혼의 가치를 추구하는 고등교육을 이수시켜 국가와 사회와 교회에 봉사할 수 있는 유능한 지도자를 배출함을 목적으로 한다.		
대학 교육목적	진리·자유·봉사의 기독교 정신 아래 새로운 지식과 기술의 연구와 교육을 통하여 지성과 덕성을 갖춘 유능한 인재를 양성함으로써 국가와 인류사회 및 교회에 이바지함을 목적으로 한다.		
대학 교육목표	덕성과 인성을 갖춘 도덕적 지성인 양성	시대를 선도하는 창의적 전문인 양성	국가와 지역사회 발전에 봉사하는 지도자 양성
학과(전공) 교육목적	글로벌마인드와 적극적이고 능동적인 기독교적 인성을 갖춘 국제인 양성을 목적으로 한다.	21세기 세계와·탈지역화의 시대적 상황에 발맞추어 국제적 경제영역에서 일할 실제적인 지식을 갖춘 전문인의 양성을 목적으로 한다.	실제적인 국제전문가로 사회에 기여하고자 하는 유능한 인재의 전인적 교육을 목적으로 한다.
학과(전공) 교육목표	기독교적 인성교육과 세계의 문화에 해박한 실제적인 글로벌마인드를 함양하는데 목표를 둔다.	복잡 다양한 세계 문화와 국가 간의 경제활동을 잘 이해하고 외국어에 능통한 국제적 시야를 가진 인재의 양성을 목표로 한다.	기독교적 인성배양과 다양한 세계문화와 경제시장의 이해를 통해 실제적인 국제전문가를 양성하여 사회와 국가의 발전에 기여 할 수 있도록 한다.

**2.2 학과 교육목적과 교과과정의 연계성**

한남대학교 교육목표	학과(전공) 교육목적	학과(전공) 교육목표	전공교과목(명)
덕성과 인성을 갖춘 도덕적 지성인 양성	글로벌마인드와 적극적인 능동적인 기독교적 인성을 갖춘 국제전문가 양성을 목적으로 한다.	기독교적 인성교육과 세계의 문화에 해박한 실제적인 글로벌마인드를 함양하는데 목표를 둔다.	Principles of Management Macroeconomics Microeconomics Principles of Marketing Principles of Accounting Business Law Statistics for Business Administration Management Information Systems Research Methods Research Project/Internship International Diplomatic & Business Protocol
시대를 선도하는 창의적 전문인 양성	21세기 세계와·탈지역화의 시대적 상황에 발맞추어 국제적 경제영역에서 일할 실제적인 지식을 갖춘 전문인의 양성을 목적으로 한다.	복잡 다양한 세계 문화와 국가 간의 경제활동을 잘 이해하고 외국어에 능통한 국제적 시야를 가진 인재의 양성을 목표로 한다.	Technology Project Management Technology&Innovation Management Technology Entrepreneurship Technology& Innovation Commercialization Technology and Innovation Strategy Event Management IntegratedMarketing Communications Marketing Strategy International Marketing Management Marketing Research Strategic Management Human Resource Management Operations Management Organizational Behavior
국가와 지역 사회 발전에 봉사하는 지도자 양성	실제적인 국제전문가로 사회에 기여하고자 하는 유능한 인재의 전인적 교육을 목적으로 한다.	기독교적 인성배양과 다양한 세계문화와 경제시장의 이해를 통해 실제적인 국제전문가를 양성하여 사회와 국가의 발전에 기여 할 수 있도록 한다.	Global Tourism and Hospitality International Finance International Trade and Commerce Managerial Economics International Business Regional Seminar International Business Management

**2.3 학과(전공) 졸업소요 최저 이수학점 배정표**

대학	학과,부(전공)	전공과목			교양과목						졸업 최저 이수 학점
		필수	선택	소계	필수			선택			
					공통 필수	선택 필수	학부 기초	계	부 전공	교직	
글로벌 칼리지	글로벌학부 (글로벌커뮤니케이션·컬처)	15	45	60	16	9	9	34	21	-	128

## 2.4 글로벌비즈니스 전공 교육과정 편성표

학년	학기	전공필수	학강실	전공선택	학강실
1	1	19071 Principles of Management	3-3-0	20292 Fundamentals of Journalism	3-3-0
	2	00000 Foundations of Communication	3-3-0	20231 Principles of Marketing	3-3-0
2	1	20495 Macroeconomics	3-3-0	20323 Principles of Accounting 15224 Human Resource Management ___ Marketing Research 20678 Technology & Innovation Management	3-3-0 3-3-0 3-3-0 3-3-0
	2	20496 Microeconomics	3-3-0	20327 Management Information Systems 20501 Operations Management 20339 Event Management ___ Technology Project Management ___ International Diplomatic & Business Protocol	3-3-0 3-3-0 3-3-0 3-3-0
3	1	20676 Statistics for Business Administration	3-3-0	20332 Strategic Management 20333 International Trade and Commerce 20497 Integrated Marketing Communications 20128 Technology Entrepreneurship	3-3-0 3-3-0 3-3-0 3-3-0
	2			20328 Business Law 20322 Organizational Behavior 20338 Managerial Economics 20334 Marketing Strategy ___ Technology & Innovation Commercialization	3-3-0 3-3-0 3-3-0 3-3-0 3-3-0
4	1			20499 International Business Management 20337 International Finance 20344 International Marketing Management 20121 Research Methods	3-3-0 3-3-0 3-3-0 3-3-0
	2			20675 Research Project/Internship 20498 International Business Regional Seminar ___ Global Tourism and Hospitality ___ Technology and Innovation Strategy	3-3-0 3-3-0 3-3-0 3-3-0
학점계		학점(15)-강의(15)-실험(0)		학점(84) - 강의(84) - 실험(0)	

## 교과목개요

### **15224 Human Resource Management** 3-3-0 (인사관리)

This course provides an overview of the main elements of human resource management and employee relations. It considers the implications of HRM in the management of employees within organizations. Students will have the insights into the nature of HRM and employee relations in contemporary organizations, an understanding of the key processes and practices in HRM, and an understanding of the role of the HR function.

### **19071 Principles of Management** 3-3-0 (경영학 원론)

This course aims to introduce students to these basic management concepts: The nature and meaning of management, work and work organization influence of changing technology on management processes and practices; the motivation of people to achieve organizational objectives; social relations in the work place; organizational culture and control; conflict, its regulation and management; cross-cultural dimensions; global trends.

### **20121 Research Methods** 3-3-0 (연구 방법론)

The aim of this course is to evaluate a range of research approaches and methodologies relevant to the analysis, critique and understanding of international business. To promote a critical and analytical approach to contemporary issues in business. To prepare students for work on a research project with particular reference to theoretical contexts, choice of method, and use of information sources.

### **20128 Technology Entrepreneurship** 3-3-0

### (기술경영)

This course provides skills and knowledge for starting, launching and managing a new technology firm. Major topics are: technology entrepreneurship (what technology entrepreneurship is, who a technology entrepreneur is, cognitive foundations of technology entrepreneurship, and entrepreneurial opportunities in high technology industry); processes of starting a new technology firm (how to write a business plan to acquire resources and capabilities needed for launching a new technology firm); and skills for managing a new technology firm (management, accounting, marketing and operational skills).

### **20321 Principles of Marketing** 3-3-0 (마케팅 원론)

This course is designed to introduce students to the fundamentals of contemporary marketing through the discussion of theoretical and practical aspects of modern marketing management and application of marketing principles to a real-world case. Students will learn the basic concepts of the marketing definition, consumer behavior, and the principal marketing functions: strategy, product development, branding, pricing, distribution, communication, research, and planning.

### **20322 Organizational Behaviour** 3-3-0 (조직행태론)

This subject will provide an introduction to basic individual and group processes, as they affect people in organizations. Major theories and models in key areas of organizational behavior will be examined: including group dynamics, motivation, stress, communication, conflict, power, strategy, structure, and change management.

### **20323 Principles of Accounting** 3-3-0



**(회계원리)**

There are two parts to this course: the first part of the course teaches participants to prepare and analyze the three main financial accounting statements - the balance sheet, the income statement and the cash flow statement. The second part introduces students to the production and use of financial information for the management of a business and for making long-term financial decisions.

**20327 Management Information Systems**  
**(경영정보시스템) 3-3-0**

This course is an introduction to the fundamentals of information technologies and to the strategic opportunities and challenges presented by these technologies. The main aim of this course is for students to gain an understanding of the impact of technology and how it affects the way business is conducted.

**20328 Business Law**  
**(경영경영관련법) 3-3-0**

This is an Introduction to the Anglo-American system of law, and comparing it with the Korean system of law. Introduction to the legal system as it affects business activity. Principles of the law of contracts, agency relationships, commercial paper and sales are discussed and analyzed through the use of the Uniform Commercial Code, cases and problems. Emphasis is upon the law and business relationships.

**20332 Strategic Management**  
**(전략적 관리) 3-3-0**

This course focuses on some of the important current issues in strategic management. It will concentrate on modern analytical approaches and on enduring successful strategic practices. An orientation on the technological and global outlook is highlighted as it shows significant emerging trends in strategic

management. The course provides the students with a pragmatic approach that will guide the formulation and implementation of corporate, business, and functional strategies.

**20333 International Trade and Commerce** 3-3-0  
**(국제통상론)**

This course will review the theoretical literature on international trade in the following areas: the positive theory of international trade, the instruments of trade policy, tariffs and retaliation, monopolistic competition and international trade, intra-industry trade under Cournot Oligopoly, strategic trade policy, the political economy of trade policy, international economic integration. Students will be provided with analytical tools for the interpretation and assessment of international trade policies and international economic institutions.

**20334 Marketing Strategy** 3-3-0  
**(마케팅 전략)**

This module develops students' understanding of the strategic domain of marketing and covers the different main perspectives of strategy in a marketing context, including: perspectives of strategy, important in a marketing context, rational planning of marketing, resource based view, process emergent and post modernist perspectives.

**20337 International Finance** 3-3-0  
**(국제재정학)**

This course will examine the causes and consequences of exchange rate and interest rate fluctuations. It will explore a variety of analytical frameworks which set out to explain and predict persistent exchange rate volatility and examine some of the consequences and applications of these findings to international financial management.

**20338 Managerial Economics** 3-3-0  
(경영경제학)

The course covers microeconomic concepts relevant to managerial decision-making. Topics include demand and supply analysis, consumer demand theory, forecasting, production and cost analysis, market structure, risk analysis and regulatory theory. Applications, including simulation, are used for an understanding of the economic tools and their potential use for solving real-world problems.

**20339 Events Management** 3-3-0  
(이벤트경영론)

Event management is fast catching up as a hot career option owing to the increasing trend in retail and marketing sector. Event management is all about putting in order a professional and focused event, for a particular target audience. Thus this course will examine the many facets of managing an event, including visualization of concepts, planning, budgeting, organization and execution of events, and customer service.

**20341 Operations Management** 3-3-0  
(운영관리)

This course focuses on providing students with a sound understanding of the processes by which market attractiveness is assessed, and the consequences of choice. It will assess the various methods and process by which companies enter various markets, and implications thereof. To provide students with a sound understanding of the major business/corporate challenges faced by companies, the reasons for these challenges, and the strategic options and responses available.

**20344 International Marketing Management**  
(국제마케팅관리론) 3-3-0

The module introduces the student to the various

aspects of international marketing with the principal objective of developing skills in the identification, analysis and solution of problems encountered in international marketing theories and the practice of international marketing both domestically and internationally.

**20495 Macroeconomics** 3-3-0  
(거시경제론)

The aim of this course is to provide an understanding of the theoretical foundations of macroeconomics. The course covers (a) the major macroeconomic markets: the goods, money and labor markets and the external sector, and their constituent functions including the consumption function, saving function, investment function, money-demand function, money supply, etc. (b) macroeconomic models: real business cycle models and Keynesian business cycle models inclosed and open economies, (c) macroeconomic policy issues, and (d) aspects of growth theory.

**20496 Microeconomics** 3-3-0  
(미시경제학)

The main aim of this course is to provide an understanding of Microeconomics. The course will cover the theory of consumer choice, the theory of the firm and market power and market structure. We will examine firm behavior (firm pricing, strategies such as entry deterrence and advertising) in these markets. Students will also be exposed to new developments in the field of Microeconomics which have now come to assume a central role, such as, game theory and the strategic interactions between firms and pricing with market power.

**20497 Advertising and Promotion Management**  
(마케팅커뮤니케이션) 3-3-0

n this course students learn to evaluate audience

demographics and apply the appropriate communication channels and messages based upon the audiences' needs and the business realities of marketing campaigns. Through simulation exercises, case study analysis, and self-directed reading, students develop a results-oriented and measurable marketing campaign proposal.

### **20498 International Business Regional Seminar**

(국제지역 비즈니스 세미나) 3-3-0

This is an intensive course that familiarizes students with conducting business in different regions. Regions that will be studied in this seminar may include: North America, Europe, East Asia, South East Asia, Central Asia, The Middle East, India, Australia and New Zealand.

### **20499 International Business Management**

(국제비즈니스관리) 3-3-0

This course considers the objectives and strategies of international business in the context of global competition. It covers competitive advantage, competitive strategies, alternative modes of market entry, including import and export through intermediaries, contracting with suppliers and distributors, and foreign direct investment (FDI). Case studies are used throughout to illustrate the basic principles of multinational business management and strategy.

### **20675 Research Project/Internship** 3-3-0

(연구프로젝트/인턴쉽)

The aim of this course is for students to demonstrate a broad range of knowledge gained from their studies. The research project is a research paper and/or data collection project in their chosen area. The internship provides students with supervised training under the sponsorship of an approved agency

or organization.

### **20676 Statistics for Business Administration**

(경영통계학) 3-3-0

An introduction to Statistics, this course will include the following topics: graphing and tabulating data, describing data sets: central tendency, variability and skew, normal curve and standard scores, correlation and regression, proportions and contingencies, sampling and statistical inference.

### **20678 Technology & Innovation Management**

(기술혁신경영) 3-3-0

This course introduces students to the basic concepts of managing innovation and new product design and development in high technology firms. Major topics include: how the innovation process works (new product design and development in technology firms, open source vs. proprietary innovations in technology firms); and organizing and managing innovation within existing technology firms (R&D management in technology firms).

### **\_\_\_ Marketing Research** 3-3-0

(마케팅연구)

Students examine the basic concepts and techniques used in marketing research as a problem-solving aid in decision making in marketing. Problem definition, research design, types of information and measurement scales, and evaluation and utilization of secondary data with an emphasis on electronic access are discussed. Students are trained in the basic methods of primary data collection, including structured and unstructured interviews, focus groups, and surveys.

### **\_\_\_ Technology Project Management** 3-3-0

(기술사업경영)

This course provides skills needed to manage projects

in technology firms .Major topics are: project definition and identification in technology firms, project management methodologies, project team building and communication, project planning, project scheduling, project resource management, project performance management, project implementation and deployment, and project management software.

### \_\_\_ **Technology & Innovation Commercialization**

(기술혁신상업화론) 3-3-0

This course provides skills needed to market innovations and new technology-based products to customers around the world. Major topics are: marketing toolkit, targeting markets and customers, product marketing and management, partners and distribution, sales and negotiation, and outbound marketing in technology firms.

### \_\_\_ **Global Tourism and Hospitality** 3-3-0

(국제관광·호텔경영학)

This is a fundamental course to introduce students to the concepts of international tourism and hospitality. Analysis of regional framework and specific regions of the world, the interrelationship between human society and the physical environment. Tourism as a factor in economic development and its cultural and sociological factors and explored. An analysis of the international organization of tourism and the facilitation procedures required for its successful implementation are highlighted. This course will focus specifically on how business tourism differs from leisure tourism and the effects it has on local and global economies.

### \_\_\_ **Technology and Innovation Strategy**

(기술혁신전략) 3-3-0

This course introduces students to the basic concepts of strategy in high technology firms. Major topics Include: competitive advantage and competitive

capabilities in technology firms, dynamic capabilities in high technology firms, corporate R&D strategies and corporate entrepreneurship in technology firms, synergy and diversity in technology firms, cooperative strategies in technologies firm, and international strategies in technology firms.

### \_\_\_ **International Diplomatic & Bussiness Protocol**

(국제외교 및 비즈니스 관례) 3-3-0

This course builds appropriate confidence, vocabulary, personal presence to function effectively in a professional environment and project a global image of professionalism and credibility. Students will learn and practice the basic categories and rules of protocol and etiquette. The goal is to provide students with the knowledge and skills that will be useful in professional and social contacts in diplomacy and business.