

# VIII. 린튼글로벌 칼리지

## 1. 글로벌학부

- 글로벌 커뮤니케이션 · 컬처전공/ 965
- 글로벌비즈니스전공/ 976



## 글로벌학부

### ▣ 글로벌커뮤니케이션·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
2012. 3	편제정원 증가	정원 60명

##### 1.2 교수진

이름	출신교			최종 학위명	전공분야	주요 담당과목
	학사	석사	박사			
Kitai Kim	Virginia Commonwealth Univ.	Virginia Commonwealth Univ.	Chungbuk National University	박사	Political Science/ Administration of Justice/ English Language and Literature	Cultural Theory / Cultural Diversity and Identity / Film and American Culture
Najin Jun	Kyungsung University	University of Delaware	The University of Texas at Austin	박사	English Language and Literature/ Urban Affairs and Public Policy/ Communication	Intro to Media Studies / Communication Theory / Political Communication
Kenneth Morrison	Wayne State College	Emporia State University	-	석사	Broadcast Communications & Advertising / Instructional Design & Technology	Principles of Audio/Video Production / New Media Technology / Internet Media Production
Eric Durham	Texas A&M University	Howard University	Howard University	박사	Speech Communication/ Rhetoric & Intercultural Communication	Adv. Qualitative Research Methods / Development Communication / Effective Storytelling
Samuel Hong	Yonsei University/ Boston University	Boston University	Northeastern University	박사	Theology/ Pastoral Counseling/ Mental Health/ Psychology	Global Media/ Reporting & Writing/ Intro to Psychology
Jean-Luc Renaud	State Gymnase/ Lausanne	Southern Illinois University	Michigan State University	박사	Maths Science/ Mass Media	Global Media Literary/ Fundamentals of Journalism/ Communication, Technology & Society
Anthony Pennings	Antioch University	University of Hawaii	University of Hawaii	박사	Business, Science/ Communications/ Political Science	Research Methods/ New Media Technology/ Intro to Political Science

1.3 교육시설 및 설비현황

명칭	호실	주요설비현황(개수)	기타
교수연구실	500109	PC(1), 프린터(1)	
	500110	PC(1), 프린터(1)	
	500111	PC(1), 프린터(1)	
	500112	PC(1), 프린터(1)	
	500202	PC(1), 프린터(1)	
	500207	PC(1), 프린터(1)	
	500208	PC(1), 프린터(1)	
	500212	PC(1), 프린터(1)	
	500213	PC(1), 프린터(1)	
	500214	PC(1), 프린터(1)	
	500215	PC(1), 프린터(1)	
	500216	PC(1), 프린터(1)	
	500217	PC(1), 프린터(1)	
대학사무실	500204	PC(4), 프린터(4), 팩스(1), 복사기(1), 스캐너(1)	
글로벌카페사무실	440101	PC(1), 복합기(1)	
전용강의실	500101	PC(1), LCD프로젝터(1)	
	500102	PC(1), LCD프로젝터(1)	
	500201	PC(1), LCD프로젝터(1)	
	500205	PC(1), LCD프로젝터(1)	
	500301	PC(1), LCD프로젝터(1)	
	500305	PC(1), LCD프로젝터(1)	
	470101	PC(1), LCD프로젝터(1)	
	470102	PC(1), LCD프로젝터(1)	
PC실	500103	PC(60), LCD프로젝터(1)	
컨퍼런스룸	500108	PC(1), LCD프로젝터(1), TV(1), DVD콤보(1)	
학생회실	500106	PC(6), 프린터(3)	
프로젝트실	500114	Mac(1), PC(1), TV(1), DVD콤보(1), 식물화상기(1)	
자습실	500113		
대학원실	470104		
LGC연구소	470105		

## 2. 교육과정

### 2.1 대학이념 · 교육목적 · 교육목표 체계

대 학 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.
-------------	---



대 학 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.
-------------	---



대 학 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 실재적인 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 실재적인 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 실재적인 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 적극적으로 능동적인 기독교적 인성을 갖춘 국제전문가 양성을 목적으로 한다.	기독교적 인성교육과 세계의 문화에 해박한 실제적인 글로벌마인드를 함양하는데 목표를 둔다.	Global Media Literacy, New Media Technology, Journalism Project, Research Methods, Global Media, Reality and Media, Globalization and Social Media, Advanced Presentation Skills, Internet Media Production, Adv. Qualitative Research Methods, Intro to Media Studies, Cultural Theory, Foundations of Communication, Principles of Management
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.	Fundamentals of Journalism, Principles of Audio/Video Production Advanced Globalization Seminar, Principles of Public Relations Communication, Technology & Society, Contemporary Political Discourse Advanced Video Production, Production Project, Gaming and Animation Reporting and Writing, Issues in Communication Studies
국가와 지역 사회 발전에 봉사하는 지도자 양성	실제적인 국제전문가로 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.	Theories of Persuasion, Global Communication Seminar Effective Storytelling, Television and Culture Principles and Practices of Translation Film and American Culture, Political Communication Organizational Communication, Development Communication World Englishes

### 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	전 공 필 수	학-강-실	전 공 선택	학-강-실
1	1	21046 Principles of Management	3-3-0		
	2	19698 Foundations of Communication	3-3-0		
2	1	22103 Intro to Media Studies 22104 Cultural Theory	3-3-0 3-3-0	21559 Global Media Literacy 20300 New Media Technology 22105 Journalism Project 16491 Research Methods	3-3-0 3-3-0 1-1-0 3-3-0
	2			22106 Global Media 22107 Reality and Media 22108 Globalization and Social Media 20673 Advanced Presentation Skills 20306 Internet Media Production 22109 Adv. Qualitative Research Methods	3-3-0 3-3-0 3-3-0 3-3-0 3-3-0 3-3-0
3	1	20304 Communication Theory	3-3-0	20292 Fundamentals of Journalism 22110 Principles of Audio/Video Production 22111 Advanced Globalization Seminar 22112 Principles of Public Relations 22113 Gender, Race, and Class	3-3-0 3-3-0 3-3-0 3-3-0 3-3-0
	2			22114 Communication, Technology & Society 20314 Contemporary Political Discourse 22115 Advanced Video Production 22116 Production Project 22117 Gaming and Animation 22118 Reporting and Writing 22119 Issues in Communication Studies	3-3-0 3-3-0 3-3-0 2-2-0 3-3-0 3-3-0 3-3-0
4	1			22120 Theories of Persuasion 22121 Global Communication Seminar 22122 Effective Storytelling 22123 Television and Culture 21557 Principles and Practices of Translation 22124 Thesis 22125 World Englishes	3-3-0 3-3-0 3-3-0 3-3-0 3-3-0 3-3-0 3-3-0
	2			22126 Film and American Culture 22127 Political Communication 21440 Organizational Communication 22128 Development Communication	3-3-0 3-3-0 3-3-0 3-3-0
학점계		학점(15) - 강의(15) - 실험(0)		학점(97) - 강의( 97 ) - 실험(0)	

## 교과목개요

### **22103 Intro to Media Studies** 3-3-0

This course is primarily about the relationship between media and society. It explores the ways in which media and society shape each other. The course examines the development and role of media such as print, radio, television, film, video games, animation and the Internet. It introduces students to key theories, concepts and contemporary issues in media studies in the context of globalization and recent social change.

### **22106 Global Media** 3-3-0

This course introduces students to the issues revolving around the globalization of media and its implications for local, national, regional and global culture and identity. The course involves critical examinations of the ways in which we as the audience use various old and new media and how the use may or may not shape our sense of culture, identity and diversity in our everyday life.

### **20304 Communication Theory** 3-3-0

This course introduces students to the fundamental 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.

### **22114 Communication, Technology and Society** 3-3-0

This course introduces students to the historical development and role of information and communication technologies and their significance in our everyday life. It examines the political, economic, social and policy aspects of various media technologies such as print, radio, television,

film, video games, animation, the Internet, and digital and new media. It also explores contemporary issues associated with the rapidly developing media technologies, which include intellectual property, privacy, freedom of information and social change.

### **22120 Theories of Persuasion** 3-3-0

This course introduces students to the theories and practice of persuasion. Drawing not only from communication studies but also from other social sciences such as sociology, psychology, linguistics, economics and management, it investigates the ways in which techniques and strategies of persuasion are used in interpersonal as well as mass media communication.

### **22127 Political Communication** 3-3-0

This course introduces students to the fundamentals of political communication. It examines the history, concepts, theories and contemporary issues that are involved in the processes by which interpersonal communication and mass media influence and are influenced by public opinion formation, political agenda and issues, the election and campaign processes, governmental and collective decision making, the developing and delivery of government policies, and the evaluation of government performance.

### **21440 Organizational Communication** 3-3-0

One of the ways in which individuals engage themselves in society is through organizations. In particular, through the workplace, individuals realize their goals. This course is about how individuals exchange verbal and nonverbal messages to accomplish their tasks in organizations. Throughout the course, students will examine the theories and practice of organizational communication with such topics as organizational culture, organizational socialization, social network, forms of organizing, decision making, power, leadership, conflict, technology in



the workplace, and various approaches to human resource management.

### **22128 Development Communication** 3-3-0

This course examines the history and role of communication in the process of social change. It introduces students to core concepts and theories of development communication as it investigates the significance of interpersonal and mass media communication in such topics as social movements, social control, resistance, rhetoric and propaganda, education and entertainment, communication technology, and various ethical issues.

### **22123 Television and Culture** 3-3-0

“Did you see that show last night? That was so funny!” What makes a TV program so popular that everyone is talking about it the next day at school and work? What impact does this have on society? This course investigates the dynamic interactions between television and culture. Students will identify the main features of the television industry and of the most popular programs to acquire skill in interpreting the cultural impact on viewers. Students examine the decision-making process behind television programming and become more knowledgeable and selective viewers.

### **21557 Principles and Practices of Translation** 3-3-0

There is much more to translation than just knowing a language. This course introduces students to the theories and practices of translation and interpretation beyond vocabulary and grammar. Students analyze pre-prepared interpretations and translations to discover the mental processes involved in interpretation and the cultural factors that influence those processes. Students will also explore ethical standards and dilemmas in interpretation.

### **22126 Film and American Culture** 3-3-0

America is just like in the movies! Is it true? This course explores the relationship between American films and their reflection of, and influence on, American culture. Students will view a variety of films or film clips that support the course objectives and engage in class discussions that will stimulate critical thinking skills and increase cultural awareness.

### **19698 Foundations of Communication** 3-3-0

This course introduces students to basic ideas and practices used in the field of communication. By combining theoretical approaches with applied activities, students will learn valuable skills that are desired in the contemporary job market. Students will be expected to participate in a variety of activities, discussions, readings, and assignments to successfully master the content area.

### **22104 Cultural Theory** 3-3-0

This course is designed to familiarize students with major works of cultural theory and criticism. Cultural theory provides a foundation for us to contextualize and critique political, social and economic constructions of culture. Specifically, the course focuses on theories and critiques of colonialist and imperialist formations of culture/cultural discourses. In doing so the course aims to examine the relations of power that infuse culture and the dynamism of cultural discourses.

### **22107 Reality and Media** 3-3-0

It is a common belief that the stories we encounter through mass media, whether in video games, action movies, or political comedy skits on *Saturday Night Live*, are just entertaining fantasies that have an intangible impact on our everyday lives, attitudes, and choices. This course challenges those assumptions. The course focuses on how the images, sounds, and narratives that bombard us daily have ample power to alter our

realities in regard to gender and racial stereotyping, social identity, domestic violence, presidential politics, “fakenews” and “newmedia” like text-messaging, blogs, and Facebook.

**22113 Gender, Race, and Class** 3-3-0

This course will focus on class gender, race and class as historically specific, structured relations of oppression and exploitation, exploring some of the main theories which have been developed to account for their existence and interaction. Some of the questions to be addressed are: What are the main levels of analysis within which we can explore the interplay between these exploitative and oppressive relations? What are some of the ways through which globalization affects these relations and the theories about these relations? What are their theoretical, cultural, ideological and political implications? How do they illuminate or obscure our understanding of contemporary social issues? The course is intended to be critical, examining controversial issues from a variety of theoretical and political standpoints.

**22124 Thesis** 3-3-0

This is the capstone course for the Global Communication & Culture major student. It is designed to foster and support the thesis-writing process in addition to being a writing workshop. Students will apply research methodologies, engage in peer-reviewing and oral presentations, and develop their writing for publication. The course will also offer professional development for students interested in academic careers.

**22108 Globalization and Social Media** 3-3-0

The world becomes more connected every month. Thanks to social media and the decreased cost of technology, people are able to share ideas more quickly and more easily than previously imagined. This course will study many case studies of how social media is being used to connect citizens of the world. We will explore how different cultures

and governments embrace social media and why. Students will have a greater understanding of the power of social media to help people organize and create changes in society.

**20306 Internet Media Production** 3-3-0

We live in a busy, global, digital, connected world. The organizations that can effectively use the internet to connect with people have a large advantage over other countries. This course will help you use the newest tools and trends to communicate effectively in this new world. In this course you will learn how to plan, prepare and present your message with the help of many free tools. You will learn how to create and manage messages that will help for public relations and marketing.

**22110 Principles of Audio/Video Production** 3-3-0

This course will help you tell the positive stories of your life or your organization in an effective way visually by using audio, photos and video. This course will prepare you effectively use the power of sight, sound and language to communicate your ideas, passions, or proposals for profit. In this course you will learn how to plan, prepare and present your message in a way that people will remember. During your days at LGC, the things you will learn in this class will help your future presentations and group projects.

**22112 Principles of Public Relations** 3-3-0

Less than 100 years ago, the exciting field of Public Relations was born. Sigmund Freud’s nephew learned how to use media and messages to control how people think. Today, organizations rely on public relations to communicate how they want people to think about their organization. You will learn about the history, theories, practices and principles public relations. You will also follow current events throughout this semester through the eyes of a public relations expert.

**22115 Advanced Video Production** 3-3-0

This course should be taken after Principles of Audio/Video Production. You will begin using the camera and editor in the second week of the course. You will be busy having fun creating valuable content in English that will be used for promoting and reporting events at LGC. You will learn to think like a journalist and think like a marketer as you discover the power of video in communicating the mission of your organization.

**22116 Production Project** 3-3-0

This project course should be taken with Advanced Video Production. This will be an active hands-on segment of it's partner course. You should be prepared to apply the knowledge you learn in previous video production and journalism courses by creating media to help tell the positive stories of your campus. Your time management & project management skills will greatly increase during this course.

**22117 Gaming and Animation** 3-3-0

Gaming and animation have powerful effects on culture. Marketers and media companies use both gaming and animation spread their messages. In this course you will learn the positive and negative effects of these types of media, how they effect our cultures and how they effect how we spend our time.

**22122 Effective Storytelling** 3-3-0

We all have interesting stories to tell. Stories are valuable tools to help people connect and understand each other. You will learn the elements and skills needed to deliver effective stories to persuade people to join your organization's mission. This course will discuss how stories are used in marketing, public relations, organizational communications, politics, and cultural traditions. Stories can make presentation, advertisements and conversations more exciting if you learn how to tell them the

right way.

**16491 Research Methods** 3-3-0

This course is an introduction to basic research. It includes a review of the scientific method, questions of validity and ethics, primary and secondary research, and quantitative, qualitative and participatory research methodologies. Within this context, the course explores a variety of basic methods for collecting information, such as surveys, questionnaires, interviews, and focus groups. In addition, the course provides a framework for evaluating communication research and some hands-on experience in the process of conducting empirical investigations.

**22109 Advanced Qualitative Research Methods** 3-3-0

This course examines in-depth qualitative research strategies and methods for students interested in furthering their knowledge and practice of qualitative research. It is expected that students have completed a basic research methods course. The learning objectives for advanced qualitative research methods are: (1) to help students understand the concepts necessary to produce high quality qualitative research, (2) to develop the skills and capabilities in the planning and execution of a qualitative research project, and (3) to develop the reflective ability to understand and critique the notion of good research. Topics include grounded theory, storytelling, critical ethnography, discourse analysis, case studies, and phenomenology.

**22111 Advanced Globalization Seminar**

3-3-0

This seminar examines the influence of globalization on the realization of communication processes and culture. The course begins by exploring the many facets of globalization, including the free flow of goods and capital, the

rise of global institutions, and the movement of people and ideas across borders. The second section of the course examines globalization's impact on culture, including popular knowledge, development, international labor and safety standards, environmental sustainability, the preservation of cultural identity, social welfare, human rights, democratization and global terrorism. We will examine the influence of a variety of actors on the intersection of globalization and culture, including media, social networking, MNCs, the IMF/World Bank, the WTO, NGOs, and states.

### **20314 Contemporary Political Discourse**

3-3-0

This course explores political and cultural issues through the framework of public discourse and power dynamics. The course analyzes the vocabularies through which we publicly understand contemporary issues, examines the interests served by such language discourses, and invites discussion regarding alternative language choices, 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.

### **22119 Issues in Communication Studies**

3-3-0

Issues in Communication Studies explores a particular set of concepts and skills from communication in more depth. The course may choose to focus on a particular issue, for example, a current public affairs topic or critical thinking strategies, or on an applied communication problem, such as designing a competitive strategic information campaign or producing a journalistic product. Subjects vary.

### **22121 Global Communication Seminar**

3-3-0

This seminar entails a detailed examination of a specific topic from the field of communication, exploring in greater depth theories and methods introduced in the core communication curriculum. Seminars include a heavy focus on class participation and students complete a research project with a significant final product (typically a research paper).

### **21559 Global Media Literacy**

3-3-0

In a world saturated with messages from various media, it is critical for citizens around the globe to develop the ability to strategically access, analyze, evaluate, and produce communication in a variety of forms. This course analyzes messages from various angles including the producers, intentions, various media, intended audiences as well as looking at the ways various individuals and agencies try to influence how messages are produced and disseminated. Students will analyze these subjects and practice presenting information related to these issues.

### **22105 Journalism Project**

3-3-0

Students will write articles for and design one or two issues of LGC's newsletter, Global Horizons, during the semester. The number of issues will depend on the number of students who register for this project.

### **20673 Advanced Presentation Skills**

3-3-0

Students who graduate and plan to work in communication fields will need a strong background in both theory and practice on how to prepare and execute successful presentations. This course is both lecture-driven and practice-oriented. In this way, students will be given theoretical background and plenty of in-class practice. Topics for theoretical background (lectures) will include organization, body language, delivery, visual aids and increasing

fluency in English for presentation purposes. For in-class practice, students will develop and deliver three distinct types of presentations: Informative, Demonstrative and Persuasion. Presentations will be done individually—there will be NO group presentations. Through this course, students will learn techniques to become more confident and effective presenters for a variety of topics.

**20292 Fundamentals of Journalism**      3-3-0

Designed for students who are just beginning their studies in the field of journalism, this course introduces students to the principles of newswriting. Students will learn about the history of journalism, new journalistic media and the problems facing current journalists. Emphasis is made in the teaching of the basic skills of interviewing, reporting and copyediting. Students will be required to research and write several different styles of news writing including interviews, hard and soft news as well as stories about sports and other specialized fields. Students also learn to edit their own and others' news articles for grammar, accuracy and clarity.

**22118 Reporting and Writing**      3-3-0

Designed as a continuation course after students complete Fundamentals of Journalism, this course educates students in both online and newspaper or magazine journalism. It 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, writing and editing skills in completing various news assignments. Students will also sharpen their editorial skills with practice on outside news articles as well as on their own and others' news articles.

■ 글로벌비즈니스전공 ■

1. 학부현황

1.1 연혁

연도	주요연혁	비고
2005. 3	글로벌칼리지 글로벌학부(글로벌커뮤니케이션아트 전공) 개설	정원 45명
2008. 3	전공명칭변경	글로벌커뮤니케이션아트전공 →글로벌커뮤니케이션·결쳐
2008. 3	학부 내 전공신설.(글로벌비즈니스)	
2010. 3	편제정원 증가	정원 50명
2012. 3	편제정원 증가	정원 60명
2014. 3	편제정원 증가	정원 80명

1.2 교수진

이름	출신교			최종 학위명	전공분야	주요 담당과목
	학사	석사	박사			
Jong-woon Kim	Seoul National Univ.	Indiana Univ. Bloomington	Indiana Univ. Bloomington	박사	Industrial Organization/ Business/Strategy/ International Trade	International Finance Principles of Economics Business Strategy
Philip Rose	Lincoln University	Massey University	Curtin University	박사	Social Science / Management / Management	Business Statistics Macroeconomics Principles of Accounting
Philip Scothern	University of East Anglia	The University of Sheffield	-	석사	(Hons) Development Economics / Korean Studies	Managerial Accounting & Finance Introduction to Business Principles of Microeconomics
Joong Kun Cho	Korea Military Academy	University of Arkansas	University of Arkansas	박사	Marketing and Logistics/Supply Chain Management	International Marketing Management Principles of Marketing
Danny Duk-in Cho	University of Toronto	University of Toronto	McMaster University	박사	Business Administration	Electronic Commerce Business Statistics
Jan Wiers	Victoria University	United Nations University for Peace	-	석사	Management and Sustainable Economic Development	International Business Protocol Business Ethics International Event
Callinan Nigel Gerald	University College Dublin	Dulin Institute of Technology	University of Limerick	박사 (수료)	IT Business Environment	Business Writing Information and Society Technology and Innovation
Julie Jennings	University of Mary Washington	United Nations University for Peace	-	석사	Gender and Peace Building	Tofl Speaking Intro to Sociology
William Hickey	Florida State University	Florida State University	Penn State UUniversity	박사	Human Resource Management	Multinational Corporation Management Strategic Management Human Resource Management

## 1.3 교육시설 및 설비현황

명칭	호실	주요설비현황(개수)	기타
교수연구실	500109	PC(1), 프린터(1)	
	500110	PC(1), 프린터(1)	
	500111	PC(1), 프린터(1)	
	500112	PC(1), 프린터(1)	
	500202	PC(1), 프린터(1)	
	500207	PC(1), 프린터(1)	
	500208	PC(1), 프린터(1)	
	500212	PC(1), 프린터(1)	
	500213	PC(1), 프린터(1)	
	500214	PC(1), 프린터(1)	
	500215	PC(1), 프린터(1)	
	500216	PC(1), 프린터(1)	
	500217	PC(1), 프린터(1)	
대학사무실	500204	PC(4), 프린터(4), 팩스(1), 복사기(1), 스캐너(1)	
글로벌카페사무실	440101	PC(1), 복합기(1)	
전용강의실	500101	PC(1), LCD프로젝터(1)	
	500102	PC(1), LCD프로젝터(1)	
	500201	PC(1), LCD프로젝터(1)	
	500205	PC(1), LCD프로젝터(1)	
	500301	PC(1), LCD프로젝터(1)	
	500305	PC(1), LCD프로젝터(1)	
	470101	PC(1), LCD프로젝터(1)	
	470102	PC(1), LCD프로젝터(1)	
PC실	500103	PC(60), LCD프로젝터(1)	
컨퍼런스룸	500108	PC(1), LCD프로젝터(1), TV(1), DVD콤보(1)	
학생회실	500106	PC(6), 프린터(3)	
프로젝트실	500114	Mac(1), PC(1), TV(1), DVD콤보(1), 식물화상기(1)	
자습실	500113		
대학원실	470104		
LGC연구소	470105		

## 2. 교육과정

### 2.1 대학이념 · 교육목적 · 교육목표 체계

대 학 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.
-------------	---



대 학 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.
-------------	---



대 학 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 적극적이고 능동적인 기독교적 인성을 갖춘 국제전문가 양성을 목적으로 한다.	기독교적 인성교육과 세계의 문화에 해박한 실제적인 글로벌마인드를 함양하는데 목표를 둔다.	Principles of Management Foundations of Communication International Business Protocol Global Entrepreneurship Business Ethics
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.	Principles of Accounting Microeconomics Business Statistics,Macroeconomics Technology & Innovation Management International Trade International Marketing Management Business Writing Management Information System Managerial Economics Corporate Finance
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.	Organizational Behavior Human Resource Management Electronic Commerce Principles of Investments Global Entrepreneurship Consumer Law Non-profit Organization International Trade Practices Thesis Multinational Corporation 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 (글로벌비즈니스)	15	45	60	16	9	9	34	21	-	128

2.4 글로벌비즈니스 전공 교육과정 편성표

학년	학기	전공필수	학-강-실	전공선택	학-강-실
1	1	21046 Principles of Management	3-3-0		
	2	19698 Foundations of Communication	3-3-0		
2	1	20122 Principles of Marketing	3-3-0	21449 Microeconomics 22129 Business Statistics 21452 Human Resource Management	3-3-0 3-3-0 3-3-0
	2	21451 Principles of Accounting	3-3-0	21448 Macroeconomics 20501 Operations Management	3-3-0 3-3-0
3	1			15213 Electronic Commerce 20678 Technology & Innovation Management 22130 International Trade 20344 International Marketing Management 22131 Business Writing 22132 Principles of Investments 22133 Managerial Accounting	3-3-0 3-3-0 3-3-0 3-3-0 3-3-0 3-3-0 3-3-0
	2	20322 Organizational Behavior	3-3-0	21454 Management Information System 20338 Managerial Economics 22134 Corporate Finance 22135 International Business Negotiations 20677 Organizational Leadership 22136 MICE Management	3-3-0 3-3-0 3-3-0 3-3-0 3-3-0 3-3-0
4	1			22137 Multinational Corporation Management 22138 International Business Protocol 20345 Consumer Law 20128 Global Entrepreneurship 20332 Strategic Management 22139 Non-profit Organization 19086 Business Ethics	3-3-0 3-3-0 3-3-0 3-3-0 3-3-0 3-3-0 3-3-0
	2			20337 International Finance 22140 International Trade Practices 22141 Contemporary Int'l Business Issues 22142 International Business Taxation 21458 Business Law 16491 Research Methods 22124 Thesis	3-3-0 3-3-0 3-3-0 3-3-0 3-3-0 3-3-0 3-3-0
학점계		학점(15) - 강의(15) - 실험(0)		학점(96) - 강의(96) - 실험(0)	

## 교과목개요

### **21046 Principles of Management** 3-3-0

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.

### **20122 Principles of Marketing** 3-3-0

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

### **21451 Principles of Accounting** 3-3-0

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.

### **21449 Macroeconomics** 3-3-0

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 in closed and open economies, (c) macroeconomic policy issues, and (d) aspects of growth theory.

### **21452 Human Resource Management** 3-3-0

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.

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

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).

### **21454 Management Information System**

3-3-0

The purpose of this course is to provide the fundamentals associated with the management of information technology in a business enterprise. These fundamentals are business concepts in which the influence of information technology has caused change or brought about new concepts. Special emphasis will be placed on understanding the managerial issues that are relevant to usage of computers. The student will be given problems isolating these issues and will be asked to propose

solutions with alternatives

**21449 Microeconomics** 3-3-0

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, 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.

**20501 Operations Management** 3-3-0

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.

**22138 International Business Protocol** 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.

**22129 Business Statistics** 3-3-0

This course introduces statistics as a tool for dealing with information in quantitative form.

Students will learn statistical skills that will contribute effectively to management and policy formation. Students will be able to distinguish between different types of data and data collection options, describe data sets by graphical or numeric methods, correctly interpret tables and graphs, discuss basic statistical concepts such as variability, covariance/correlation, statistical independence, confidence intervals, hypotheses testing and p-values, and perform basic data analysis including data modeling using regression and understand the connection between statistics and good business practice. In addition, they will be able to use statistical software package and/or statistics add-in, focus on analysis of business data, and present their statistical findings effectively.

**20332 Strategic Management** 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.

**22130 International Trade** 3-3-0

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.

**20128 Global Entrepreneurship** 3-3-0

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).

**21458 Business Law** 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 activities. Business formation, organization of a firm, and legal aspect of operating a firm is discussed. In addition, principles of the law of contracts, agency relationships are discussed and analyzed through the use of the Uniform Commercial Code, cases and problems. Emphasis is upon the law and business relationships.

**20322 Organizational Behavior** 3-3-0

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.

**20338 Managerial Economics** 3-3-0

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.

**20122 Marketing Strategy** 3-3-0

The course is aimed at helping students look at the entire marketing mix in light of the strategy of the firm. It is most helpful to students pursuing careers in which they need to look at the firm as a whole. Principal topics include resource allocation, market entry/exit decisions, and competitive analysis. This course allows students to appreciate the real power and value of marketing concepts and develop a disciplined approach to the analysis of marketing situations.

**16491 Research Methods** 3-3-0

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. Students are encouraged to use a critical and analytical approach to contemporary issues in business. This course helps students prepare for work on a research project with particular reference to theoretical contexts, choice of method, and use of information sources.

**20337 International Finance** 3-3-0

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. It also includes international financial derivatives which are used by multinational companies, and public policies to stabilize international economies.

**20344 International Marketing Management**

3-3-0

The course 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.

**22138 International Business Seminar** 3-3-0

This seminar is a culmination and synthesis of what you have learned and the ideas you have developed as a student of international business. As is often the nature of seminar courses, our success will depend heavily upon your contributions and will feature, as an end result, a research paper and presentation based upon your personal interest in International Business. You will need to choose an area within the realm of international business to serve as your focal topic. That topic may be based on the topics we discuss in class or on an area of particular interest to you.

**15213 Electronic Commerce** 3-3-0

This course provides tools, skills, and an understanding of technology, business concepts and issues that surround the emergence of electronic commerce on the Internet. The emphasis of the course is on that part of the Internet known as the World Wide Web (WWW). In addition to acquiring basic skills for navigating the Internet and creating an electronic presence on the WWW, the student will develop an understanding of the current practices and opportunities in electronic publishing, electronic shopping, electronic distribution, and electronic collaboration. We also explore several of the problems surrounding electronic commerce such as security - authentication, privacy - encryption, safeguarding of intellectual property rights, acceptable use policies, and legal liabilities.

**22132 Principles of Investments** (3-3-0)

This course examines the characteristics of financial instruments and markets and presents the major techniques for fixed income, derivative and

equity analysis. This course begins with a general overview of financial markets and instruments followed by an evaluation of portfolio theory and market efficiency. Fixed income and derivative security analysis include bond valuation technique, forward, future and option contracts. Equity analysis includes economics, stock market, industry and company analysis, with consideration given to valuation of equity securities.

**22131 Business Writing** 3-3-0

This course teaches students the rhetorical principles and writing practices necessary for producing effective business letters, memos, reports, and collaborative projects in professional contexts. The curriculum is informed by current research in rhetoric and professional writing and is guided by the needs and practices of business, industry, and society at large. The course and its principles are grounded in rhetorical theory and informed by current research in professional writing. The course teaches the rhetorical principles that help students shape their business writing ethically, for multiple audiences, in a variety of professional situations.

**22135 International Business Negotiations** 3-3-0

This course focuses on experiential learning and role-playing simulations in international business negotiations. The course covers the basic elements and skills in cross cultural communications through assigned readings, videos and class discussions. Students participate in a number of interactive sessions that involve assigned roles in business negotiation simulations.

**20677 Organizational Leadership** 3-3-0

The course presents leadership and management theories/concepts that have emerged over the past several decades. It provides students the opportunity to apply these theories through case analysis and to enhance personal skill development through self-assessment exercises. Included in the

course are identification of current leaders and leadership as well as contemporary perspectives on ethics, networking, coaching, organizational culture, diversity, learning organizations, strategic leadership, and crisis leadership.

### **22133 Managerial Accounting** 3-3-0

This course is the study of management accounting for internal reporting and decision-making. The course introduces a business-management approach to the development and use of accounting information. Major topics include cost behavior, cost analysis, profit planning and control measures. Accounting for decentralized operations, capital budgeting decisions, and ethical challenges in managerial accounting are also covered.

### **22136 MICE Management** 3-3-0

International event management is fast catching up as a hot career option owing to the increasing trend in retail and marketing sector. International 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 international event, including visualization of concepts, planning, budgeting, organization and execution of events, and customer service.

### **22134 Corporate Finance** 3-3-0

The course in corporate finance describes the corporation and its operating environment, the manner in which corporate boards and management evaluate investment opportunities and arrangements for financing such investments, create for shareholders by planning and managing the transformation of a set of inputs (human labor, raw materials, and technology) into a more highly valued set of outputs, and develop strategies for meeting the claims of financial market participants who are sought as financiers (and, therefore, residual claimants to the cash flows/surplus value of) such investments. Thus, the course provides students with a basic

analytical framework for understanding how the various struggles over corporate surplus value (in the form of cash flows) may be understood and resolved.

### **20345 Consumer Law** 3-3-0

This course is designed to acquaint students with the law of consumer protection. More broadly, this class will provide students with an understanding of how statutes work and how to read them with care. The course covers the development of laws protecting consumers, and laws and regulations protecting consumers, with an emphasis on the fair trade regulations. The course also examines issues related to balancing the marketplace (the need for information, regulation of the bargain) and covers remedies available to the consumer, creditor, and governments.

### **22139 Non- profit Organization** 3-3-0

This course examines the theoretical, philosophical, practical and ethical perspectives related to the effective management and leadership of nonprofit organizations in the twenty-first century. Upon completion of the course, the student will possess an understanding of 1) the historical development of the nonprofit sector, 2) the multiple rationales for the existence of the nonprofit sector, 3) the distinctive characteristics of nonprofit organizations, 4) the structures, processes and complexities of organizational governance shared by volunteer board members and professional staff, 5) the dynamic environment of the contemporary nonprofit organization, and 6) the current issues of importance to nonprofit decision makers.

### **22140 International Trade Practices** 3-3-0

This course is designed to develop the student's core understanding of International Trade Practice. Students gain skills in the practical aspects of importing, exporting and marketing products for International Markets. The focus is on the application of international trade customs, terms

and conditions in international trade contracts, international trade negotiation and execution

**22141 Contemporary International**

**Business Issues** 3-3-0

This course intends to introduce students to current research on contemporary international business issues and questions. Students will be expected to read, understand, and critically evaluate research and analysis on contemporary issues and demonstrate an understanding of how research and analysis affect proposed solutions or responses to these issues or questions.

**22124 Thesis** 3-3-0

This course is intended to guide undergraduate students from all disciplines through the stages of writing their undergraduate theses. Topics include planning, research and documentation, prose style and editing, document design, ethics, abstracts, and oral presentations. Because the course will enroll from different disciplines, students will also become acquainted with research topics, ways of framing arguments, and making points outside their fields of study, which will help them, develop a more interdisciplinary perspective.

**19086 Business Ethics** 3-3-0

This course introduces ethical issues and dilemmas concerning various aspects of business and management, and provides a foundation of ethical concepts and a wide range of perspectives that are relevant to resolving and preventing such problems. Topics include ethics in business, using ethical principles in business, why things go wrong, establishing ethical safeguards, ethics in the marketplace, ethical issues related to investors and stockholders, ethics of consumer protection and marketing, and ethical issues related to employment.