

Global Business

1. Educational Goal

The Global Master of Business Administration (GMBA) aims to shape both Korean and international students into the next generation of global business leaders. The GMBA's graduates are equipped with advanced management skills, leadership theory, techniques and practices in all aspects of business operations, and applicable knowledge in industries including the creative industry. The GMBA will provide students with a solid foundation in holistic business management from a global perspective.

2. Educational Objective

All courses in the GMBA are taught in English and emphasis is placed on practical application in particular experiential and case study components focus on the Global and East Asian business environment and growing industries such the creative industry, in order to equip graduates with the required skill sets to advance their management careers in this dynamic region of the world.

3. List of Full-Time Faculty

Name	Position	Degree (University)	Field of Instruction	Area of Research
Philip Stephen Rose	Assistant Professor	Curtin University, Australia	Management	Organizational Behavior & Asian Human Resource Management
Jongwoon Kim	Assistant Professor	Indiana University, Bloomington, USA	International Trade	International Trade
Najin Jun	Assistant Professor	The University of Texas at Austin, USA	Communication	New Media, Diversity, Social Inclusion and Political Communication
Kitai Kim	Assistant Professor	Chungbuk National University, Korea	English Language and Literature	Cultural Studies
Jean-Luc Renaud	Assistant Professor	Michigan State University, USA	Mass Media	New Media
Jin Kim	Assistant Professor	Texas A&M University	Urban and Regional Science	Investment
Thanh Le Dao	Assistant Professor	University of Sussex	Finance & Economics	Small & Medium Enterprise

4. Course Description

- GB600 Business Statistics 3 credit

Business Statistics is the science of collecting, organizing, and summarizing data to provide information, stated in numerical form, for the purpose of making objective business decisions. Descriptive statistics will be the focus of the course with an abbreviated introduction to inferential statistics. Topics include the foundations of statistical methods of sampling, classifying, analyzing, and

presenting numerical data; frequency and sampling distributions, averages, dispersion, hypothesis testing, and analyzing up to two populations and population proportions. The course will employ the use of an online statistics learning system for problem assignments, in conjunction with the text and lectures, in completing course coverage of each statistics topic.

- GB601 Microeconomics 3 credit

The course examines how individuals and firms make decisions by weighing up costs and benefits, and how the interaction of their decisions leads to market and social outcomes. The model of market supply and demand is employed to examine the effects of taxes, subsidies, and other government interventions in market activity. The implications of different market structures, including perfect competition and monopoly, are examined. Public goods, externalities and common resources are key examples of cases in which private markets may yield socially sub-optimal outcomes. Such cases are examined and the role of government policy in correcting for these is discussed.

- GB602 Macroeconomics 3 credit

Examine the overall behaviour of the economy. Whereas microeconomics focuses on individual decision makers (consumers, producers, workers, employers), macroeconomics deals with broad economic aggregates such as national income; the overall level of prices, employment, and unemployment; and the money supply. Topics covered include the meaning and measurement of gross national product, business cycles, the effects of government expenditure and taxation, causes of inflation and unemployment, and international trade and the balance of payments.

- GB603 Accounting Theory 3 credit

Understand theory and structure of fast paced modern economy implying with advanced foreign modern accounting theory. this course is based on process of measuring and recording the financial value of the assets and liabilities of a business and monitoring these values as they change with the passage of time. Since American studies have great influence on our nations enterprise/industry economy and accounting by analyzing and examining it, it could develop our nation's growth.

- GB604 Marketing Management 3 credit

This course integrates the theoretical and, more importantly, the managerial issues concerning the operation of the marketing discipline. More specifically, this course covers the existing conceptual and managerial issues concerning product, price, place, and promotion and helps students develop skills to approach a variety of marketing problems and formulate appropriate marketing strategies and

implementation. Also, it encourages graduate students to participate in discussions related to marketing problems via methods such as case studies and simulation exercises.

- GB605 Human Resources Management 3 credit

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

- GB606 Production and Operations Management 3 credit

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

- GB607 Global Business Negotiations 3 credit

This course will develop your understanding of the principles, strategies, and tactics of effective negotiation and professional relationship management. You will learn to identify and assess the variables in negotiations, develop sound negotiation planning techniques, develop an understanding of various strategies and tactics to use as you ethically resolve conflicts, transactional and interpersonal differences. Learn how to use that knowledge to execute effective dispute resolutions, and improved competence to manage professional relationships

- GB611 Financial Management 3 credit

This course is designed to survey the field of finance and provide the foundation for more advanced finance coursework. Topics include risk and return, asset evaluation, capital budgeting, capital structure, business financial planning and working capital management.

- GB612 International Management 3 credit

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

- GB613 Strategy Management 3 credit

Strategic management entails specifying the organization's mission, vision and objectives, developing policies and plans, which are designed to achieve these objectives, and then allocating resources to implement the policies and plans, projects and programs. This course will cover many of strategic issues that business managers should face in reality and discusses what strategies are, how strategies can be formulated, what kind of strategies can be used for sustainable competitive advantage, and how strategies can be implemented and executed, etc.

- GB614 International Finance 3 credit

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

- GB616 Global Business Strategy 3 credit

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

- GB617 Global Entrepreneur 3 credit

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

- GB 618 Media Economics 3 credit

Economic analysis applied to media firms and markets. Focus is on barriers to entry, network effects, innovation, globalization, and regulation.

- GB619 Korean Wave Marketing 3 credit

Students learn the various facets of Korean Wave marketing such as producing, branding, distributing, promoting, and monetizing creative products.

- GB620 Management Information Systems 3 credit

Examines key business processes in organizations and how information systems support the execution and management of these processes. The course also deals with how to structure and manipulate data that might typically be found in an information system using the database management system, MS Access, and spreadsheet software, MS Excel, to make business decisions.

- GB621 Business Innovation Research 3 credit

Students can absorb knowledge how to design business for sustainable growth. Main subjects include profit growth, definition of core competency, growth based on M&A, disruptive innovation, open business model, platform strategy, customer based business, methods of business feasibility study, and business profit models.

- GB622 Information Technology and Management Strategy 3 credit

This is an introductory course to the fundamentals of information technologies and to the strategic opportunities and challenges presented by these technologies. Students will have a chance to see that business opportunities and challenges are best addressed through a fundamental understanding of management and information technological concepts. This understanding can be applied to your own experiences as an employee and manager, regardless of your area of specialization. Topics include basics of management, strategy and decision making, and various types of information systems used in business environment.

- GB623 Business Intelligence 3 credit

This course covers the data management and analysis techniques to cope with ever increasing data

and application in organizations. First it deals with the concepts and necessity of data warehouse. The next coverage is data mining: its concepts and techniques. Using real case, students will be able to apply data management techniques for enhancing corporate business intelligence capability.

- GB624 IT Industry and Business Model 3 credit

This course studies IT industry development based on economy and general theory of social science. In specific, it covers integration of information technologies, corporate M&A, globalization, and forecasting the IT industry. It also deals with the problems and opportunities of IT industry. After taking this course, students can build up capability to create new business models by applying technologies to diverse derivative media.

- GB625 Electronic Commerce 3 credit

This course deals with the topics such as the history, current status, and future trend of electronic commerce. Students will learn the components of e-commerce and related standards, laws, software and hardware so that they can build up knowledge to implement e-commerce systems. Students will also study cases of successfully implemented e-commerce systems.

- GB626 Advertising & PR 3 credit

This course is a survey of the fields of public relations and advertising focusing on organizations, jobs, and functions in the industry. It covers the roles of public relations and advertising in society, the economic system, and organizations; psychological and sociological principles as bases for appeals; and strategies for media selection and message execution.

- GB627 The Creative Industry 3 credit

Students explore the production, marketing, distribution, and monetization of products in industries like cinema, games, music, TV, and publishing.

- GB628 Global Leadership 3 credit

This course provides practical insights into those factors, both external and internal, which impact leadership effectiveness. Topics covered include the achievements of leaders, characteristics of leaders, leading across cultures, leading change and relationship between leaders and followers. This course examines organizational leadership from individual, interpersonal, intrapersonal, group, and

cross-cultural points of view. It will explore leadership abilities, theories, systems, processes and expectations of leadership required to be successful in organizations.

- GB629 Asia-Pacific Rim Management 3 credit

This course examines select cases of managerial challenges in the Asia/Pacific region. Each case will combine a specific national/territorial setting with a specific management topic: staffing, incorporation, ethics, joint venture management, technology transfer, distribution analysis, and other related topics. Additionally, emerging thematic issues will be explored, such as the new political economy of Northeast Asia (Siberia, Manchuria, Korea), post-industrial globalism in Japan, the Indian investment environment change, and Vietnam's economic reform.

- GB630 Business Research Methods 3 credit

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.

- Research for the Master's Degree I 0 credit

- Research for the Master's Degree II 0 credit