



**PUSAN
NATIONAL UNIVERSITY**

Graduate Program Curriculum

Department of Business Administration

School of Business

Pusan National University

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CHAPTER I. Management Information Systems

1. Management Information Systems

a. Course Objectives

Students learn the essential theories and practices of Management Information Systems (MIS) and acquire knowledge and experience for running the enterprise using information technology and information systems strategically for competitive advantage.

b. Course Contents

This course provides a broad overview on the important topics of Management Information Systems (MIS). First of all, key technologies for MIS (DBMS, Internet, Telecommunication, Business Intelligence, Collaboration, and Knowledge Management) will be reviewed from the managerial point of view. After having understood the technologies, the strategy of MIS development, methodologies, and economics of information, project management, and managerial issues of MIS will be covered. To study the topic of MIS comprehensively, a lot of case studies will be presented and discussed in class.

2. Data Communication

a. Course Objectives

The objective of this course is to provide students with a solid understanding of fundamentals, as well as the state-of-the-art of telecommunications in business. In today's business environment, value is increased by knowledge, as well as by the speed of dissemination of knowledge. Understanding the principles, technologies and capabilities of data communications is therefore more important than ever in IT organizations.

b. Course Contents

The practical concern of providing a framework for understanding how to integrate a knowledge of the information superhighway with business opportunities is the primary objective of this course. A comprehensive study of the technological bases for this technology platform will be given. At the end of this course students should have a framework for understanding the following:

- industry structure and major players
- telecommunications technology (analog & digital, broadband & narrowband, terrestrial & non terrestrial, switching, terminal equipment)
- interactive multimedia, e.g., desktop videoconferencing, virtual reality applications (integrating voice, data, image, and text)
- the Internet and world wide web - international regulation and policy.

3. Thesis Research

a. Course Objectives

This course is designed to give students the comprehensive knowledge and experience of strategic logistics management with special attention to the technology-driven supply chain management. The aim of the course is to give the students a strategic view of the firm's integrative supply chain management. In the first part, the course provides an understanding of the concepts, processes, and strategies used in the development and management of supply chain. In the second part, the course provides specific topics include information technologies and solutions to the integration of supply chain.

b. Course Contents

In this course, students will learn to strategically think about integrated supply-chain, procurement, and service management strategies for organizations that rely, at least partially, on Internet and information technology to transact with suppliers and end consumers. To accomplish this objective, fundamentals from business areas of supply chain management and information management will serve to establish the course's theoretical underpinnings. Along with this foundation, applied concepts, and practical insights, students will develop the knowledge and necessary skills to plan, organize, operate, and control a variety of processes

4. Decision Support Systems

a. Course Objectives

The students understand concepts, techniques, methodologies, and tools for DSS through this course. In addition, business intelligence is introduced to the students and this course presents the foundation and applications for various data mining techniques such as neural networks, linear regression, clustering, decision trees, and association rules. A lot of applications for data mining will be introduced for explain the effectiveness of business intelligence adapted in the enterprises. The students learn the application of DSS and some tools for DSS trough text, articles, and Web. This course is designed to encourage the students to practice XLMiners and Excel VBA for developing DSS application using data mining techniques such as neural networks, decision trees, clustering, and association rules and so on. So this course emphasizes the practice of data mining tool, XLMiner is presented in the main text. The students learn the theory of data mining and apply XLMiner with data, which is presented in class for their assignments.

b. Course Contents

This course presents the concept and various applications of decision support systems and business intelligence to graduate students. Decision support systems (DSS) have evolved into Web based DSS with intelligence by the help of business analytics since they are introduced to business in 1970. As more and more enterprises are expanded to large companies ranking with highly compared their numerous competitors, DSS are essential for them to make timely and correct decisions over numerous tiny and big business. Nowadays modern enterprise couldn't gain the competitive advantage continuously if they didn't utilize the DSS applications. DSS are a kind of system, which give optimal alternatives to decision makers who are responsible for the results of the decision in the firms. In addition, DSS are also a repository dealing many kinds of data, information and knowledge. DSS includes the process of knowledge discovery from databases, data warehouse, Web etc. in organization. Decision makers operates DSS and business intelligence help them find better alternatives for churn management bankruptcy prediction, credit scoring, customer segmentation, and the prediction of interest rates, stock price index, foreign exchange rates and so on. Data mining, which is covered in business intelligence part, has been applied to a lot of areas such as

quality control, personalization, recommendation, churn management, and financial prediction or detection of financial fraud and so on. Data mining is an essential process in business intelligence for capturing the patterns and rules from enterprise data warehouse. As the information technology and the capacity of data management such as retrieving, searching, and storing have dramatically progressed, data mining has become a popular and essential tool for decision makers in enterprise, hospitals, government and so on. Data mining techniques may be divided into statistical and artificial intelligent techniques. There are so many data mining techniques and many useful tools are developed by SAS, SPSS etc. In addition, data mining consulting companies take an active role in decision making world. Finally, data mining or business intelligence is an essential tool for decision making world.

5. Database Management

a. Course Objectives

This course deals with concepts, principles and techniques to develop and manage database(DB) which is one of the critical elements of information systems. Successfully completed students will have the ability to apply theoretical understanding and development techniques into IT management.

b. Course Contents

This class focuses on below topics;

- Concepts and principles of DBMS
- Concepts and structure of relational DB
- Issues related to DB management such as security, error control and recovery
- Analysis and design techniques for developing DB system

6. Seminar in Management Information Systems

a. Course Objectives

Students understand current research trend and issues in MIS area. This class focuses on development in research methodologies. Successfully completed students will understand various research methodologies and have the ability to perform research design.

b. Course Contents

This class focuses on below topics;

- Recent research trends and issues such as development of TAM
- Relationships among research objective, research topic and research methodologies
- Choosing appropriate research methodology
- Quantitative vs. qualitative research methodologies
- Validation of research tools
- covariance-based vs. component-based SEM

7. Seminar in Information Systems Strategy

a. Course Objectives

This course studies how to use IT in an information system to create added value to their company and achieve a sustainable competitive advantage for their business.

8. Data Mining & Customer Relationship Management

a. Course Objectives

These days, business circumstances are changing rapidly because of information technology development and the spread of the Internet. Thus, it is important to develop Customer Relationship Management (CRM). CRM can satisfy customer needs that are becoming more complex. In addition, companies prefer existing customers to new customers. They want to maintain existing customer relationships and generate more profits with customers through long-term relationships. In addition, advances in information technologies and the increased digitization of business have led to an explosive growth in the amount of structured and unstructured data collected and stored in databases and other electronic repositories. What can be learned from these mountains of data to improve decisions? How can an organization leverage its massive data warehouses for strategic advantage? A data mining approach has been successfully applied to CRM such as churn analysis, market segmentation, direct marketing, fraud detection, click-stream web mining, personalization and recommendation systems.

9. Information Security Management

a. Course Objectives

Students learn the essential theories and practices of Information Security Management

10. Seminar in MIS Research

a. Course Objectives

understand various research methodologies applied to management information systems

11. Seminar in Business Intelligence

a. Course Objectives

This course presents the concept and strategic aspects of Business Intelligence in the view of data mining. Data mining is an essential process in business intelligence for capturing the patterns and rules from enterprise data warehouse. As the information technology and the capacity of data management such as retrieving, searching, and storing have dramatically progressed, data mining has become a popular and essential tool for decision makers in enterprise, hospitals, government and so on. Data mining techniques may be divided into statistical and artificial intelligent techniques. There are so many data mining techniques and many useful tools are developed by SAS, SPSS etc. In addition, data mining consulting companies take an active role in decision making world. Finally, data mining or business intelligence is an essential tool for decision making world.

12. Technology Innovation Strategy

a. Course Objectives

The objective of this course is to provide students with a solid understanding of fundamentals, as well as the state-of-the-art of telecommunications in business. In today's business environment, value is increased by knowledge, as well as by the speed of dissemination of knowledge. Understanding the principles, technologies and capabilities of data communications is therefore more important than ever in IT organizations.

13. E-Business

a. Course Objectives

The objectives of the course are to introduce the concept of electronic commerce, and to understand how electronic commerce is affecting business enterprises, governments, consumers and people in general. In this course, we will attempt to understand the phenomena, both technological, economic and social, behind these rapid changes, and how organizations successfully conduct Internet-based activities. This course provides an overview of e-commerce from both technological and managerial perspectives. It introduces e-commerce frameworks, and technological foundations. It is particularly important that the student place a great deal of emphasis in understanding the different EC system design principles.

CHAPTER II. Major of Management Accounting

1. Management Accounting

a. Course Objectives

The purpose of this course is to learn the theory and practices with respect to various management accounting issues that help managers make economic decisions to attain the objectives of organizations.

b. Course Contents

- ① enabling students to understand strategic decision making in business management.
- ② enabling students to develop the strategic thinking and understanding key concepts on special decision making.
- ③ enabling students to figure out the mechanisms on performance evaluation and compensation.
- ④ enabling students to find ways to increase corporation value by understanding the details of Customer Profitability Analysis.
- ⑤ enabling students to attain the decision tools for management by understanding the differences between variable costing and absorption costing.
- ⑥ Enabling students to learn the concepts on strategic management using Balanced Score Card.

2. Management Accounting Theory

a. Course Objectives

Increasing ability to write articles

b. Course Contents

Studying articles about management accounting

3. Internal Auditing

a. Course Objectives

The main objectives of Statistics are to generate useful information on a group of interest based on the concepts of probability and distribution theories and to make optimal decision-making. This course aims to introduce the basic concepts of Statistics and to improve the data analysis skill.

b. Course Contents

This course is intended to introduce students in the natural sciences to the basic concepts of data collection, data analysis and statistical inference. Topics include an overview of graphical and numerical descriptive statistics, the definition of probability, how to compute probabilities, probability distributions, random variables, types of distributions and their characteristics and the central limit theorem for sampling distributions, confidence intervals and hypothesis testing for the mean and proportion in the one sample case. Also we introduce the two-sample t test and simple regression model.

4. Thesis Research

a. Course Objectives

Proposal Advise

Able to Plan, Organize, Design, Construct, and Execute research to Assess/Test

Research Questions and/or Hypotheses

Complete Working Papers That Are Presented in Department Colloquia/Seminars:

Participate in External Conferences as Presenters and/or Discussants; and Produce Working Papers That Are Deemed by Their Advisors to be Publishable in High-Quality, Peer-Reviewed Academic Journals

b. Course Contents

Proposal Advise

Able to Plan, Organize, Design, Construct, and Execute research to Assess/Test

Research Questions and/or Hypotheses

Complete Working Papers That Are Presented in Department Colloquia/Seminars:

Participate in External Conferences as Presenters and/or Discussants; and Produce Working Papers That Are Deemed by Their Advisors to be Publishable in High-Quality, Peer-Reviewed Academic Journals

5. Performance Measure & Control

a. Course Objectives

Complete Working Papers That Are Presented in Department Colloquia/Seminars:

Participate in External Conferences as Presenters and/or Discussants; and Produce Working Papers That Are Deemed by Their Advisors to be Publishable in High-Quality, Peer-Reviewed Academic Journals

Understand the Systemic Theories and Concepts, Designs, Implementations, a Project for the Generation of New Knowledge, Applications at the Forefront of the Discipline, and to Adjust the Project Design in the Light of Unforeseen Problems

b. Course Contents

Complete Working Papers That Are Presented in Department Colloquia/Seminars:

Participate in External Conferences as Presenters and/or Discussants; and Produce Working Papers That Are Deemed by Their Advisors to be Publishable in High-Quality, Peer-Reviewed Academic Journals

Understand the Systemic Theories and Concepts, Designs, Implementations, a Project for the Generation of New Knowledge, Applications at the Forefront of the Discipline, and to Adjust the Project Design in the Light of Unforeseen Problems

6. Cost Planning & Control

a. Course Objectives

The purpose of this course is to learn the theory and practices with respect to various cost and management accounting issues that help students study papers.

b. Course Contents

Structural Equation Modeling with Amos 17.0

7. Cost Accounting

a. Course Objectives

- The purpose of this course is to discuss various recent issues regarding TDABC, strategic uses of accounting information, and BSC.
- We also cover recent research results in BSC and explore how to align strategic objects through the whole firms.

b. Course Contents

1. TDABC models and its implementation issues
2. New Performance Measurement to Improve BSC
3. Alignment using BSC

8. Decision-Making Accounting

a. Course Objectives

This course focuses on the theory and practices on the performance evaluation and optimal incentive contract designs.

Recently news media give attention to corporate governance structures. So we study the relationship between firm value and corporate governance structures. We also discuss on the strategic control system such as BSC. This course also introduces the optimal costing system and its effects on incentive system and firm performance.

b. Course Contents

The contents of this seminar are as follows: 1) theory of internal control and agency contracts 2) recent research papers about CEOs' compensation, internal control system (such as BSC), and corporate governance structures. 3) Time Driven Activity Based Costing

9. Accounting Information Economics

a. Course Objectives

This course is a study of the usefulness of accounting information through economic value and economic approach to accounting information. It discusses the value system of accounting information in general, such as basic accounting information and economic value approach.

To understand accounting information, we study detailed procedures for accounting data and reports, financial analysis data, and financial data. Therefore, we study the importance of information value through specialized knowledge such as information resources and settlement related assets and transactions that are subject of accounting information.

b. Course Contents

This course is a lecture on the economic value of informational value of accounting information in parallel with the practical field and theoretical field of general accounting information. The learner understands and acquires the evaluation of accounting information and economic value and the measure of importance through presentation and discussion on each topic. In addition, case studies are conducted to understand the useful guidelines and to understand the value flow of information and the control of various accounting information. This course focuses on understanding the basic framework of accounting information and evaluating economic value and cultivating the ability to apply it to practice.

10. Accounting Information System

a. Course Objectives

Depth understanding of scientific methodology and research activities as well as how to effectively carry out empirical studies with a dissertation on the scientific approach to understanding the methodology. In particular, based on scientific studies, study design, data collection, data analysis, the results suggest a systematic series of activities such as research and its purpose is to perform.

b. Course Contents

For the understanding of scientific methodology, meaning and purpose of science, the purpose of this study, the definition of theory, research procedures, study of the problem, reviewed existing literature, the research model, hypothesis generation, analysis and conclusions, including induction Focusing on the details of the procedure to perform the actual research and theory to learn.

11. Management Consulting for Internal Control

a. Course Objectives

This course will be discussed about internal control system in accounting and studied the control environment, method, and the overall control system.

In order to understand the control environment, will study the detailed procedures of the control manager's responsibilities, components of the control system, control accounting, control evaluation method, and financial analysis.

b. Course Contents

Also, this course will study the closing and reporting of financial statements. In order to understand the procedures and flows of financial statement will research a management method of assets account. These research methods can learn the expert knowledge and understand the guidelines for efficient implementation of the internal control system.

CHAPTER III. International Business

1. Thesis Research

a. Course Objectives

1. Apply theories in conducting a research in the field of international business or strategic management
2. Develop a research model and a conceptual framework
3. Understanding the research methodology to write thesis or PhD. dissertation

b. Course Contents

The research method is the most challenging and important course. Following topics will be introduced and discussed.

- The scientific and logical foundations of research
- Thesis topic selection
- Research background and research objective(s)
- Literature review
- Research methodology
- Data collection
- Data analysis
- Findings

2. Foreign Exchange Risk Management

a. Course Objectives

To enhance understanding of foreign exchange rate, this course discusses foreign exchange rate theory, system and market

b. Course Contents

To enhance understanding of foreign exchange rate, this course discuss foreign exchange rate theory, system and market

3. Special Topics in Multinational Corporations

a. Course Objectives

To enhance understanding of Multinational corporation and to discuss global strategy of MNCs

b. Course Contents

Theory of MNCS

Strategy of MNCS

presentation / lecture / mid, final exam

4. International Area Studies

a. Course Objectives

Study the theory and practice of global strategy

b. Course Contents

1) theory and practice of global strategy

2) lecture and discussion

5. Case Studies in International Business

a. Course Objectives

This course seeks to provide student with an understanding of major themes of international business and management through case studies.

b. Course Contents

This course focuses on case studies in international business issues such as foreign operations management , planning international strategies, developing multinational company structures and human resources, adapting administrative practices and operational policies to international diversities.

6. Theories of Strategic Alliance

a. Course Objectives

On completion of this unit, you will be able to:

1. understand the concept of strategic alliance and relevant theories
2. apply the strategic alliance theories to real company cases; and
3. develop research ideas on strategic alliance and inter-firm cooperative strategies

b. Course Contents

The primary aim of this unit is to introduce you to strategic alliance concepts and practice with particular emphasis on international business. The unit includes topics which will explore contemporary strategic alliance and social network theories and their application in a complex international environment. The topics covered encompass the fundamentals of strategic alliance and social network management that are vital to the successful operation of any business.

7. International Knowledge Transfer Management

a. Course Objectives

International knowledge transfer from one country to other country is widely taken place in global economies. It occurs along various axes: from universities to businesses, from large businesses to smaller ones, from governments to businesses, across borders, both formally and informally.

This class examines determinants affecting international knowledge transfer with reference to the knowledge market and the firm's behavior at the international level.

8. Studies in International Strategy

a. Course Objectives

This course deals with a global company's strategic management process. It consists of five stages. The first stage is establishing company's vision and mission, the second is setting goals and objectives, the third is developing a strategy through external and internal analysis, the fourth is implementing the chosen strategy, and the last is evaluating the resulting performance and controlling including feedback to the next process.

b. Course Contents

1. A Big Question in Global Strategic Management
2. Global Strategy: Definition
3. Global Environment Analysis
4. Global Industry Analysis
5. Global Competitors Analysis
6. Resource and Organizational Capability Analysis
7. Competitive Advantage in a Global Context
8. A Typology of Global Strategy

9. Research Methodology for International Business

a. Course Objectives

On completion of this unit you should be able to:

1. Describe basic concepts and principles of business research
2. Explain how business research is processed
3. Apply theoretical and practical knowledge of business research to the design and implementation of a research project in the maritime and logistics management field
4. Prepare for a sound research proposal

b. Course Contents

This unit deals with the question of what research is, and examines what processes should be undertaken in order to successfully complete rigorous research. By comprehending the key components of business research and understanding the various academic studies that have already been completed in this field, you will gain a wide range of insights into the issues which underlie the practice of business research. The practical applications of this course may also encourage you to design your own research and study methods.

10. Global Market Management

a. Course Objectives

study for Global Market Management

11. Special Topics in International Business

a. Course Objectives

To enhance understanding of Multinational corporation and to discuss global strategy of MNCs

b. Course Contents

Theory of MNCS Strategy of MNCS

12. International Business

a. Course Objectives

This course deals with recent theories explaining the process of globalization and foreign direct investment(FDI).

Firms are upgrading the level of globalization through various foreign market entry modes. FDI is the most important entry mode which requires a huge commitment from a firm.

b. Course Contents

1. Introduction
2. Theory of Monopolistic Competition
3. Internalization Theory
4. Eclectic Theory
5. Transaction Cost Approach
6. Development Stages Model
7. Mid-term exam
8. Isomorphism Perspective or Institutional Perspective
9. Network Approach
10. Knowledge-based Approach
11. Knowledge and Organization in the MNC
12. Evolutionary Approach
13. Theories for Born-global 1
14. Theories for Born-global 2
15. FDI and Knowledge Transfer
16. Final exam

13. Foreign Market Entry Strategy

a. Course Objectives

1. Develop Professional Business Knowledge

1-2 To cultivate analytical-thinking-based business knowledge

1-4 To promote holistic-thinking-based business knowledge

4. Have Global Business Perspectives with Open Mind

4-2 To enhance understanding of global business activities

4-4 To promote open mind and multi-cultural understanding

b. Course Contents

This course deals with recent theories explaining foreign market entry modes, including foreign direct investment(FDI). Firms are upgrading the level of globalization through various foreign market entry modes. FDI is the most important entry mode which requires a huge commitment from a firm.

14. Global Strategic Management

a. Course Objectives

1. Develop Professional Business Knowledge

1-2 To cultivate analytical-thinking-based business knowledge

1-4 To promote holistic-thinking-based business knowledge

4. Have Global Business Perspectives with Open Mind

4-2 To enhance understanding of global business activities

4-4 To promote open mind and multi-cultural understanding

b. Course Contents

This course deals with a basic question which every CEO of firm is facing. 'What determines the global success or failure of firms?' is the most basic and important question which every CEO must deal with.

15. International Business Environment

a. Course Objectives

This course is intended to help students develop a better understanding of the international business environment that is changing fundamentally.

b. Course Contents

In a global economy, students need to develop a broad vision and an competence that can compete effectively worldwide.

This requires an appreciation of international market and a broad overview of many of the issues that global companies face including differences of national political economy, national culture, and ethics of global business, international trade and investment

16. Studies in Cross-cultural Management

a. Course Objectives

Today, with increasing globalization, cross cultural competence is critical for success in international business. This course aims to provide students with an understanding of the process of cross cultural management. So, this course examines how employees at all levels of corporations work and interact with people from different nations, cultures and how they need an understanding of cross-cultural management and challenges of international settings.

b. Course Contents

This course focuses on international organizational behavior and international human resources issues and practices. This means it explains the behavior of people in organization around the world and shows how to work in organizations with employee and client from different cultures

17. International Logistics Management

a. Course Objectives

On completion of this unit you should be able to:

1. Understand appropriate theories and research trends regarding global logistics and supply management
2. Identify the relationship between global logistics and international business management fields
3. Develop new research ideas in the global logistics and supply chain management fields

b. Course Contents

Global supply chain management has been identified by the business community as a key discipline which can generate significant cost savings, improve customer value and be used effectively to gain a sustainable competitive advantage. Global outsourcing and supply chain management is about managing the firm's logistics and other functions. This includes the management of a set of activities designed to enhance value for the firm's customers by integrating business processes across departmental and inter-organizational boundaries, from the raw material stage to the consumption stage. Effectively managing global outsourcing and supply chain management help firms to achieve cross-functional and cross-organizational synergies as well as to attain competitive superiority. This clearly represents a great challenge as well as a tremendous opportunity for most firms in the competitive business environment of today. The aim of the unit is to develop and reinforce your existing knowledge base. Global outsourcing and supply chain management will develop your logistics knowledge to new heights by linking the unit with concepts of strategic management, information technology, marketing, transportation systems management and international trade. You will see that this unit is a broad and all encompassing unit which aims to reorient all business processes with the corporate goal of creating value for the customer

CHAPTER IV. Marketing

1. Thesis Research

a. Course Objectives

The objectives of this course are followings: - To develop the necessary research skills as a academic researcher - The detailed areas include literature review method, developing research questions and research objectives; developing research model and hypotheses; data collection method and data analysis techniques; wiring and presenting paper

b. Course Contents

Each student is expected to select a research area and further develop research questions for the area. Students are required to write a research paper and make a formal oral presentation.

2. Consumer Behavior

a. Course Objectives

Course Goals and Objectives 1. Gain an appreciation for the broad, cross-disciplinary nature of consumer behavior. 2. Gain an understanding of the role of consumer behavior in conjunction with the four marketing mix variables. 3. Gain the ability to apply consumer behavior theories and principles to marketing strategy.

b. Course Contents

Course Description Analyzes consumer motivation, buying behavior, market adjustment, product innovation and adaptation; consumer market measurement, including survey of economic, behavioral science theories of consumer market behavior, producer and intermediary reactions. Consumer decision-making is evaluated as to psychological drives, sociological concepts used by producers, channel intermediaries, consumers; considers methods, techniques for measuring consumer behavior, analyzing consumer markets.

3. Seminar in Marketing(II)

a. Course Objectives

1. Be familiar to contemporary business marketing issues.
2. Be able to identify key marketing research topics.

b. Course Contents

This course is to discuss various contemporary topics related to business marketing. Possible topical areas cover CSR, Marketing performance metrics, Sharing economy, Branding, Luxury Management, etc. The courses are completely discussion-based with assignment readings. Assigned readings are mainly based on academic journal articles (no Korean articles will be assigned). Students are required to read and comprehend the assigned readings before coming to the class in each week.

4. Marketing in Special Area(II)

a. Course Objectives

This course is designed to make students understand how to formulate a research question, develop a theory to answer the research question and design a study to empirically test the theory. It trains also students how to analyze the collected data, interpret the results and present the research in a publishable form. In the long run, this course leads students to study marketing research method that enable to approach Grand Theory.

b. Course Contents

Student may find a scientific evidence of consumer's purchase behavior, a concrete explanation about adaptive behavior of channel members and an appropriate reason to media preference of advertisers by this course.

5. Retailing Management

a. Course Objectives

The course is designed to introduce the student to relevant theories and principles and to demonstrate the applications of the Retailing.

b. Course Contents

Understand the following 4 elements;

This course includes following various functions of Retailing.

- 1) Understand types, feature, structure, function of retails.
- 2) Examine the trend of distribution industry and its prospect
- 3) Discuss retail administration.

6. Seminar in Marketing Research Methodology

a. Course Objectives

This course introduces various quantitative models applied to marketing problems. It builds on the principles of marketing and marketing research but also integrates many elements from economics, statistics, and management science. The course however is application oriented by its very nature. After taking this course, students are expected to be familiarized to various quantitative models in marketing.

b. Course Contents

A student should play a role as an “expert of the session” (to be rotated among the participants) who should make a presentation about the session topic and offer his/her interpretation of the models. In addition, students should read assigned reading materials in advance and actively contribute to in-class discussion to get class participation credit.

7. Marketing Management

a. Course Objectives

1. Understanding the background knowledge and recent theory of marketing
2. Enhancing the academic and practical research ability related to marketing

b. Course Contents

This course includes a mix of lecture with academic paper presentation and discussion designed to convey the core concepts of marketing. Students should prepare to present the assigned research paper in advance and active class participation should be required.

8. International Marketing

a. Course Objectives

The purpose of this course is to enable students to understand and acquire skills to make marketing decisions and to solve marketing problems in the global context.

b. Course Contents

This course is designed to discuss the strategic and managerial marketing problems of global firms, focused on the environments of international marketing, and developing and coordinating international marketing strategy and management.

9. Marketing Research

a. Course Objectives

The objective of this course is to introduce student quantitative approaches to analysis for marketing decision makings. Examples include how to quantitatively make positioning decision, what our new product configuration is to be, what price to charge, how to understand the effect of advertising over time, how to forecast the diffusion of newly developed product, and so on.

b. Course Contents

1. How analytical techniques and computer models can enhance decision marking by converting data and information to insights and decisions.
2. With software tool kits that will enable you to apply the models and methods thaught in the course to real marketing decision problems.
3. With various examples demonstrating the value of the analytical approach to marketing decision making.

The course format will be a mixture of lectures, discussion, and lab sessions. Students are encouraged to read chapters and other related materials ahead of the class meeting. We will deal with various business cases/examples that can be much aided by marketing engineering approach. For some class meetings, students may have to bring the laptop.

10. Advertising Management

a. Course Objectives

1. to understand advertising management concepts/theories and apply them to the broader Integrated Marketing Communications (IMC) practices.
2. to provide analytic skills to evaluate advertising campaigns and marketing communication practices and strategies.
3. to critically review current research on advertising management.

b. Course Contents

This course is to provide students with an opportunity to gain an understanding of advertising and other marketing communications practices and their effectiveness as a marketing tool. The emphasis is on learning and applying the major frameworks, theories, current research findings, principles, and practices of modern advertising management as part of an Integrated Marketing Communications (IMC) program.

11. Physical Distribution

a. Course Objectives

This course is designed to introduce marketing channel which is one of the key factor of marketing mix and study about organizing, coordinating and controlling marketing channel activities. Students will be trained to have a deep insight about special topics of marketing channel management throughout this course.

b. Course Contents

Marketing channel has been the least glamorous of the marketing mix variable in the changing environment and became more and more a key factor of competitive advantage. This course deals with the question how companies manage their distribution channels in order to gain competitive advantage and introduces relevant theories and principles to demonstrate the application of marketing channel.

12. Societal Marketing

a. Course Objectives

This objectives of the course are:

1. To develop your paper skills.
2. To search paper of social marketing
3. To understand social marketing concept and application.

b. Course Contents

The objectives of this course are to introduce you to the substantive and procedural aspects of social marketing, and to sharpen your skills of paper read for graduation.

Basically, this course is process of reading and communication with each other. Theme of readings are social marketing paper from famous associations.

13. Services Marketing

a. Course Objectives

The main objective of this course is to teach the critical steps required to understand service marketing and create enduring competitive advantage for service organizations.

b. Course Contents

This course will be a typical graduate seminar. Each student is expected to be well prepared for the class. To test student readiness for the class, there will be a quiz for assigned chapter each week. Each student is also expected to make a formal presentation about class materials at least one time in the course of this semester. Students are also encouraged to be active in class discussion.

14. Seminar in Marketing(I)

a. Course Objectives

The objective of this course is to introduce student quantitative approaches to analysis for marketing decision makings. Examples include how to quantitatively make positioning decision, what our new product configuration is to be, what price to charge, how to understand the effect of advertising over time, how to forecast the diffusion of newly developed product, and so on.

b. Course Contents

1. How analytical techniques and computer models can enhance decision marking by converting data and information to insights and decisions.
2. With software tool kits that will enable you to apply the models and methods thaught in the course to real marketing decision problems.
3. With various examples demonstrating the value of the analytical approach to marketing decision making.

15. Marketing Channel Management

a. Course Objectives

This course is designed to introduce marketing channel which is one of the key factor of marketing mix and study about organizing, coordinating and controlling marketing channel activities. Students will be trained to have a deep insight about special topics of marketing channel management throughout this course.

b. Course Contents

Marketing channel has been the least glamorous of the marketing mix variable in the changing environment and became more and more a key factor of competitive advantage. This course deals with the question how companies manage their distribution channels in order to gain competitive advantage and introduces relevant theories and principles to demonstrate the application of marketing channel.

16. Marketing in Special Area(I)

a. Course Objectives

1. Be familiar to contemporary special marketing issues.
2. Be able to identify contemporary marketing research topics.

b. Course Contents

This course is to discuss various special topics related to business marketing. Possible topical areas cover CSR, Marketing performance metrics, Sharing economy, Luxury Management, etc. The courses are completely discussion based with assignment readings. Assigned readings are mainly based on academic journal articles (no Korean articles will be assigned). Students are required to read and comprehend the assigned readings before coming to the class in each week.

17. Sales Management

a. Course Objectives

This course is to cultivate ability of conducting business which can perform sales business directly by acquiring basic knowledge and skills of sales. Moreover, the objective of this course is to lead students to get ability as a retailing executive manager who can perform partial management task and instruction task on field sales by acquiring specialized knowledge on retailing and sales.

b. Course Contents

This course will cover following contents.

- 1) Understanding of a basic retailing concepts
- 2) Understanding on main elements of product knowledge
- 3) Understanding on sales skills and office work
- 4) Understanding on evaluation of sales performance

18. Marketing Case Studies

a. Course Objectives

1. To develop your marketing decision-making skills.
2. To understand and apply some major marketing concepts.
3. To improve your familiarity with institutional marketing knowledge, practice, and terminology.

b. Course Contents

We will use real life strategies, special cases in HBR. We will look into some specific cases of companies and try and help them with their marketing problems.

19. Marketing Theory

a. Course Objectives

This course is designed to help students learn the literatures, recent theories and methodologies related to the marketing theory. Also, students can enhance their academic and practical ability for marketing after completing the course.

b. Course Contents

Review, Present and Discuss the academic papers.

Practice the marketing & research methodologies.

20. Marketing Strategy

a. Course Objectives

1. To learn to think strategically when making and implementing marketing decisions.
2. To apply specific analytical approaches and tools for understanding customers, competition, and markets.
3. To develop an appreciation for the relationship between marketing and the other functional areas of business.
4. To critically review current research on strategic marketing and develop research ideas.

b. Course Contents

This course examines the marketing management concepts underlying both consumer and industrial marketing strategy and tactics. Demanding customers, fast-changing technologies, increasing global competition, deregulation and social changes in local markets are just a few of the recent changes that create new challenges and opportunities for a wide range of businesses throughout the world. This course has a deep and broad international focus also based on instructor's business, consulting, research and teaching experience in different part of worlds. Accordingly, cases and research papers will come from many different parts of the world. Strategic marketing focuses on the concepts and processes involved in developing market-driven strategies. The key challenges in formulating market-driven strategies include: (1) acquiring a shared understanding throughout the organization about the current market and how it may change in the future, (2) identifying opportunities for delivering superior value to customers, (3) positioning the organization and its offerings to best meet the needs of its target markets, and (4) developing a coordinated marketing program to deliver superior customer value.

21. B-to-B Marketing

a. Course Objectives

- To facilitate understanding of the nature, structure and characteristics of the industrial market.
- To provide a framework for understanding and analyzing organizational buying behavior in business market.
- To develop students' ability for managing a firm's marketing efforts directed to the business market.

b. Course Contents

- This course will use a seminar format as opposed to a lecture. This means class participation is very important, and each student is expected to come to class prepared to discuss the day's topics. A major portion of the course grade will be based on the student's contribution to the class.
- For the efficiency of the class discussion, one student will be designated as a discussion leader for the day's topic. A discussion leader is expected to present the summary of the class material to the class and to lead the class discussion.

22. Brand Management

a. Course Objectives

The main objective of this course is to teach the critical steps required to build brand assets and create enduring competitive advantage for brands.

b. Course Contents

This course will be a typical graduate seminar. Each student is expected to be well prepared for the class. To test student readiness for the class, there will be a quiz for assigned chapters each week. Each student is also expected to make a formal presentation about class materials at least one time in the course of this semester. Students are also encouraged to be active in class discussion.

CHAPTER V. Personnel Management & Organization

1. Industrial Relation

a. Course Objectives

The course will focus on the study of knowledge and practice of collective labor relations, and secondly help the student learn the main issues of the individual labor relations. At the end of the class, the student will be capable of solving the labor relations problems occurring in the field between the employee and the employer.

b. Course Contents

The course will cover the main contents of collective labor relations such as the meaning and significance of collective labor relations, its historical development process in Korea and the world, labor union, collective bargaining, collective agreement, labor dispute, unfair labor practices, etc. and touch the general overview of individual labor relations such as wage, welfare, etc. directly related to the collective labor relations.

2. Comparative Management

a. Course Objectives

After studying this course, you should be able to;

- 1) Explain what Korean companies' competencies - HR, Organizational Structure, Culture and so on - are and why they are important
- 2) Understand and Explaining the integrated strategy/model to promote the competencies

b. Course Contents

- 1) Korean companies' competencies
- 2) Korean companies' strategic management
- 3) Korean companies' CEO and TMT
- 4) Korean companies' Organizational Structure and Culture

3. Thesis Research

a. Course Objectives

After studying this course, you should be able to;

- 1) design research model
- 2) make questionnaire and analyze statistical data
- 3) utilize statistical package program

b. Course Contents

- 1) designing research model
- 2) making questionnaire and analyzing statistical data
- 3) utilizing statistical package program
- 4) presenting research results

4. Management Theory

a. Course Objectives

As business moves at an unparalleled pace, Contemporary Business delivers the most current content and resources at the speed of business. Comprehensive, engaging, and offering the most current resources, Contemporary Business has been used by 2 million students and is the right solution for any beginning business student and for every instructor.

b. Course Contents

Opening new doors of possibility can be difficult. Contemporary Business 14th Edition gives students the business language and study tools they need to feel confident in taking the first steps toward becoming successful business majors, and gets them excited about their future careers. With the innovative, research-based, online environment of Wiley PLUS, Introduction to Business students will more effectively learn the core business topics, be more engaged, and come to class more prepared.

5. Organizational Behavior

a. Course Objectives

understand the concepts of organizational behavior and the latest theories and understand the current trends of these on organizational behavior

b. Course Contents

Identify the main flows of organizational behavior theory and conduct the latest domestic and international thesis study by individual, group, and organizational unit

6. Statistical Analysis of Labor Data

a. Course Objectives

After studying this course, you should be able to; 1) design research model
2) make questionnaire and analyze statistical data 3) utilize statistical package program

b. Course Contents

- 1) designing research model
- 2) making questionnaire and analyzing statistical data
- 3) utilizing statistical package program
- 4) presenting research results

7. Management Innovation

a. Course Objectives

This course aims for exploring the concepts, tools, and techniques that enable organizations to gain and/or maintain a competitive advantage in the face of technological innovation, globalization, and an increasingly knowledge-intensive economy. You could investigate how organizations can use innovations in business models to take advantage of entrepreneurial opportunities. We look at the ways firms can use innovations in business models to exploit or defend against threats.

b. Course Contents

Crowdsourcing and open innovation, Long Tails, Social media, Disruptive technologies, Less-is-more innovations, Network effects, Scarcity of complementary capabilities.

8. Human Resources Management

a. Course Objectives

The goal of this course is to introduce students to the field of human resource management. Human resource management is an essential specialization within the field of management that encompasses several functions such as recruitment, selection, and maintenance of a qualified, motivated, and productive workforce. As the field of human resource management becomes increasingly legalized and professional, the effective performance of these functions requires understanding how human resource management fits in with the organization's external environment (e.g., legal obligations) as well as its internal measurement (e.g., organizational strategic goals and objectives). Through this course, students will build skills and knowledge in major topics related to managing people in today's business environment.

b. Course Contents

functioning and the effect of human resource management system in organizations that are grounded in basic understanding of people and their behavior in organizations.

9. Management of Korean Enterprise

a. Course Objectives

This course contain What is Strategy, Customer Relations, Labor Relations, Government Policy, International Issue in Many Korean Company.

b. Course Contents

this course contains history & strategy of Korean company.

10. Managers and Executives

a. Course Objectives

We should learn the leadership, social responsibility, business ethics and Executive Essence and philosophy as the Modern enterprise manager.

b. Course Contents

1. Learning CEO of concepts, types, theory. 2. Lighting of qualities as managers, theoretically philosophy, leadership, etc. 3. Investigating related cases, Announcing and debating

11. Business Consulting

a. Course Objectives

In order to cultivate the applicability applicable to practice, the concept of management consulting, case studies and techniques are studied, case studies and projects are carried out to investigate the actual operating conditions of management organizations, I want to train as a practical person

b. Course Contents

- Theoretical learning of business administration as a whole based on consulting - Case study - Case analysis and presentation - Report writing

12. Organization Management

a. Course Objectives

After studying this course, you should be able to; 1) Understand the basic theories of Organizations 2) Explain behavior, structure, processes of Organizations, 3) Describe the type of environmental forces that make it necessary for organizations

b. Course Contents

PART I: Introduction / PART II: Behavior within Organizations: The Individual / PART III: Behavior within Organizations: Groups and Interpersonal Influence / PART IV: The Structure and Design of Organizations / PART V: The Processes of Organizations.

13. Human Resources Development

a. Course Objectives

After studying this course, you should be able to conceptualization and understanding about HRD and HRD practice

b. Course Contents

THIS COURSE IS THE ENTIRE FIELD OF HUMAN RESOURCE DEVELOPMENT, FROM ORIENTATION AND SKILLS TRAINING, TO CAREER AND ORGANIZATIONAL DEVELOPMENT.

14. Social Enterprise Management

a. Course Objectives

This Syllabus provides students with general information about “Management for Social Enterprise”. Students will learn what a social enterprise is and how it is the same as well as different from other types of business. After taking the course, you’ll be able to explain the Social Enterprise’s concept, history, role, and contemporary issues, and understand basic skills in Management for Social Enterprise.

b. Course Contents

This course will be structured around three elements 1. Introduction to the Landscape for Social Enterprise 2. Social Enterprise in Context, The Story So Far 3. Management for social enterprise

15. Strategic Management

a. Course Objectives

This course provides students with a practical and concentrate explanation of the strategic management. After studying this course, you should be able to: 1. define strategic management and strategic competitiveness, 2. understand the strategic management process, 3. discuss the importance of studying and understanding the firm's internal & external environment, 4. understand functional-level, business-level, corporate-level strategy and discuss its increasing importance in the 21-st-century competitive landscape.

b. Course Contents

- Introduction to strategic management - The nature of competitive advantage - Strategies - Implementing strategy

16. Organizational performance Measurement and Social Return on Investment

a. Course Objectives

After studying this course, you should be able to; 1) Explain the concept of Organizational Performance 2) Understand the purpose of Social Return on Investment and BSC 3) Estimate the social performance of a social enterprise

b. Course Contents

1) The principles of Organizational Performance Measurement 2) The core of Social Return on Investment 3) The process of Social Return on Investment I and BSC

17. Organizational Culture

a. Course Objectives

Understanding the concept and components of organizational culture. Studying how to diagnose organizational culture and learning practical skills of organizational culture diagnosis.

b. Course Contents

Organizational culture is developed for a long time and has an influence on organizational member's characteristics, attitude and values. Also it is one of the most important valuables that determine firm's competitive advantages. Organizational culture is shaped from intangible assets, missions and visions. It can be a source of excellent companies' differentiation.

18. Management Issues

a. Course Objectives

Reading and discussion of articles and book chapters on a variety of issues students have selected.

b. Course Contents

Issues related to management, business ethics, and HRM are to be studied.

19. Organization Theory

a. Course Objectives

After studying this course, you should be able to; 1) Understand the fundamentals of open system design elements 2) Explain internal design elements and external ones 3) Design effective organization structure suitable for dynamic environments

b. Course Contents

1) Understanding fundamentals of organization structure 2) Understanding organizational design elements 3) Describing organizational effectiveness 4) Identifying needs of organizational change and innovation

20. Business History

a. Course Objectives

we are going to focus 'American Management thought' which is prevalent to modern world.

b. Course Contents

early management thought: A prologue to the past. management before industrialization. Social person era/the modern era the industrial revolution: problems and perspective /management pioneers /the scientific management era.

presentation text: Sigma Press, 1. Management Theory and Builder, 2. Organization and Decision Making, 3. Behavior and Management, 4. Leadership and Motivation, 5. Strategy and Innovation

CHAPTER VI. Management. Tax Accounting

1. Non-profit Organization Accounting

a. Course Objectives

The goal of this course is to develop an understanding of several topics in accounting research as well as the ability to critically evaluate and conduct research on a variety of topics.

Upon completion of the course, you should have:

- Developed an understanding of how researchers define their questions and construct tests to examine those questions.
- Built the various research topics used in the papers you chose.

b. Course Contents

Class Discussion. (15%)

The sessions require active student involvement in the learning process. In order to participate, you will have to be prepared. It is virtually impossible to do well in this class without devoting a considerable amount of time to reading and understanding the assigned papers.

Summary Analyses. (15%)

You are required to submit a 2-pages reaction paper of all the papers that will be covered for the week. Your analyses should focus more on the in-depth critique of papers that are to be covered in the class and less on the summaries of the

2. Social and Environmental Accounting

a. Course Objectives

The objective of this course is to learn the effects of corporate social responsibilities on corporate financial performance.

b. Course Description

This course deals with the relationship between corporate social responsibility and corporate financial performance, firm risk, cost of capital, firm reputation, tax aversion and so on, determinants of CSR, and moderating role of firm-specific characteristics on the relationship of CSR-CFP.

3. Tax Accounting

a. Course Objectives

This course is designed to acquaint the student with the workings and concepts of the tax law system for corporate taxpayer, especially as it pertains to business entities and individuals, to give the student experience in basic income tax preparation, and to introduce the student to the workings of the Korea tax system. Emphasis will be on learning the concepts underlying the tax law, using the current tax formula and its elements, applying tax law to decision models, and incorporating tax planning principles into decision making opportunities.

b. Course Description

This course covers tax principles (tax codes) applicable to individual taxpayers, including self-employed individuals and investors, as well as corporations. The primary goal of the course is to improve students' understanding on taxation for corporation by improving their understanding of Korean taxation as it relates to entities and individuals, the impact of taxation on individual decisions and management decisions.

4. Seminar in Tax Accounting

a. Course Objectives

The primary objective of the course is to provide prospective investment bankers, business consultants, and corporate financial and real-estate managers with an awareness and understanding of tax fundamentals. Greater emphasis will be placed on learning how to think critically about taxes and business strategy than on all the nuances of current tax law.

The subsidiary objective of the course is

- (1) to read principal articles regarding major tax issues variables,
- (2) to understand research methodology (statement of problem, establishment of hypothesis and research, statistic techniques adopted and interpretation), and
- (3) to help students lead to write treatise.

5. Thesis Research

a. Course Objectives

This course is designed to provide an opportunity for MS and/or ph.D candidates to prepare his or her academic research report, which is a requisite for granting the degree. It is necessary for the student and the faculty advisor to arrange meetings on a regular basis to discuss the research topic, relevant readings, pertinent methodology, and the preparation of research reports throughout the semester. Toward the end of the semester, the student is expected to make an oral presentation before submitting the paper to the supervisor. The final version of the paper may need to go through several phases of revisions when deemed necessary, and the acceptance of the paper by the supervisor consummates the course work.

b. Course Contents

In order to help the students to discover proper research topics, the faculty supervisor requests the student to attend meetings in accordance with predetermined schedule, whereby a variety of goals are pursued, including the search for research agenda, exposure to relevant literature, and development of an understanding of pertinent methodology. The research may be conducted in the form of field study based on questionnaire surveys and/or empirical research centering around the analyses of data retrieved from available data sources, if necessary. The student may be advised by the supervisor to attend relevant classes devoted to training and experimenting in research methodology. The results of the research is to be presented before the supervisor and relevant audience before final submission.

6. Theory of Income Measurement

a. Course Objectives

The goal of this course is to develop an understanding of several topics in accounting research as well as the ability to critically evaluate and conduct research on a variety of topics. As we review each paper we will focus on identifying and understanding three critical elements of each study:

(1) the research question,

(2) the motivation, and

(3) the research design. Ultimately, we will accumulate an understanding of the major results in the various literatures.

7. Financial Statements Analysis

a. Course Objectives

The objective of this course is to develop an understanding of conceptual framework of financial accounting, the demand and supply of accounting information, the methodology of financial statement analysis, and an appreciation of the statistical characteristics of accounting numbers.

8. Seminar in Financial Statements Analysis

a. Course Objectives

The objective of this course is to learn the relationship between the corporate governance and voluntary disclosure of the firm.

9. Financial Accounting

a. Course Objectives

The aim of this class is to develop an understanding of the demand and supply of accounting information and the role of financial analysis and analysts and an appreciation of the statistical characteristics of accounting numbers. Candidates will also gain a balanced view regarding the relevance of accounting information for decision making and the reliability of accounting statements. They will develop an understanding of the use of multivariate statistical models used in failure

b. Course Contents

1. Introduction & Overview
2. Analysis of Financial Statements continued Prediction of Financial Distress
3. The Management of Earnings Disclosure
4. Liabilities and Provisions
5. Credit and Risk Analysis

10. Seminar in Financial Accounting

a. Course Objectives

The objective of this course is to learn the concept, objectives, methods of earnings management, and application cases of earnings management, detect the earnings management of firms in practices, and apply the detected results to investment decision-making in capital market

b. Course Contents

the concept, objectives, methods of earnings management, and application cases of earnings management

11. Institutional Accounting

a. Course Objectives

This course aims at providing graduate students with the opportunity to review previous literature devoted to broad research categories in financial accounting discipline, which entails theoretical and practical implications particularly for accounting policy making on micro and macro bases. Each student is expected to develop own research topics throughout the semester and submit the results thereof by the end of the course.

b. Course Contents

This course is designed to help students to discover relevant research topics by being exposed to a variety of research issues following decades of research tradition in the area of financial accounting in general and accounting policy choice in particular. Some of the issues to be covered include accounting choice, earnings management, conservatism, forecasting, corporate valuation and value relevance of accounting information etc.

12. Auditing

a. Course Objectives

This course studies the association between corporate governance and disclosures of material weaknesses(MW) in internal control over financial reporting

b. Course Contents

Corporate governance and internal control over financial reporting. Audit committees, Board of directors, and remediation of material weaknesses in internal control. Material weakness remediation and earnings quality. Changes in corporate governance associated with the revelation of internal control material weaknesses and their subsequent remediation. Association between accruals quality and the characteristics of accounting experts and mix of expertise on audit

13. History of Accounting

a. Course Objectives

This course is designed to improve insights about multivariate statistics for graduated students

b. Course Contents

We will study principal components, factor analysis, canonical correlation, discriminant analysis and clustering algorithms.

14. Accounting Theory

a. Course Objectives

1. Accounting Basic Concepts and Accounting Information Processing
2. Conceptual Understanding and Development of Applicative Ability for Measurement and Reporting of Basic Elements
3. Understanding and Application of Accounting Conceptual Framework.

b. Course Contents

1. Accounting Conceptual Framework.
2. Account and Accounting.
3. Accounting Processing Cycle
4. Accounting Basic Concepts.
5. Measurement Structure of Accounting
6. Revenue, Cost and Inventory
7. Depreciation, Deferred Expenses and Allowance
8. Generation and Function of Accounting
9. Accounting Standards and Government Intervention
10. Crises and Reinforcement for Authority of Accounting

15. Accounting Policy

a. Course Objectives

This course aims at providing graduate students with the opportunity to review previous literature devoted to broad research categories in financial accounting discipline, which entails theoretical and practical implications particularly for accounting policy making on micro and macro bases. Each student is expected to develop own research topics throughout the semester and submit the results theory by the end of the course.

16. Corporate Valuation

a. Course Objectives

This course is designed to improve insights about multivariate statistics for graduated students

17. Seminars in International Accounting

a. Course Objectives

The objective of this course is to introduce students to the international dimensions of accounting issues. To begin with, it is necessary for students to understand and that there are various cultures in the world. Based on this fact, students will learn about differences in financial measurement and reporting practices that exist internationally, the reasons for these differences, their resultant financial statement effects and methods that you can employ to cope with such differences. Students will also be introduced to recent institutional developments that have evolved at the international level to deal with international reporting differences. Additionally, to understand a basic structure of scientific revolution as paradigm concept using Khun's writing.

18. Statistical Data Analysis

a. Course Objectives

We will discuss that improving the efficiency of accounting decision procedures and performing system analysis, understand the scientific approach methodology and the variety of statistical applications required for the application. Particularly have a goal as related to accounting and verification procedures needed for analysis and forecasting, as well as basic statistics and statistical analysis required in business economics research and understanding of test techniques.

19. Research Methodology

a. Course Objectives

The main objectives of Statistics are to generate useful information on a group of interest based on the concepts of probability and distribution theories and to make optimal decision-making. This course aims to introduce the basic concepts of Statistics and to improve the data analysis skill.

b. Course Contents

This course is intended to introduce students in the natural sciences to the basic concepts of data collection, data analysis and statistical inference. Topics include an overview of graphical and numerical descriptive statistics, the definition of probability, how to compute probabilities, probability distributions, random variables, types of distributions and their characteristics and the central limit theorem for sampling distributions, confidence intervals and hypothesis testing for the mean and proportion in the one sample case. Also we introduce the two-sample t test and simple regression model.

CHAPTER VII. Operations Management

1. Thesis Research

a. Course Objectives

This course is designed to provide an opportunity for MS and/or ph.d candidates to prepare his or her academic research report, which is a requisite for granting the degree. It is necessary for the student and the faculty advisor to arrange meetings on a regular basis to discuss the research topic, relevant readings, pertinent methodology, and the preparation of research reports throughout the semester. Toward the end of the semester, the student is expected to make an oral presentation before submitting the paper to the supervisor. The final version of the paper may need to go through several phases of revisions when deemed necessary, and the acceptance of the paper by the supervisor consummates the course work.

b. Course Contents

In order to help the students to discover proper research topics, the faculty supervisor requests the student to attend meetings in accordance with predetermined schedule, whereby a variety of goals are pursued, including the

search for research agenda, exposure to relevant literature, and development of an understanding of pertinent methodology. The research may be conducted in the form of field study based on questionnaire surveys and/or empirical research centering around the analyses of data retrieved from available data sources, if necessary. The student may be advised by the supervisor to attend relevant classes devoted to training and experimenting in research methodology. The results of the research is to be presented before the supervisor and relevant audience before final submission.

2. Quality management

a. Course Objectives

A variety of quality management techniques are widely used in many industries from manufacturing to services to finance. This course is an introduction to quality management. The objective of this course is to provide students with the fundamental concepts of statistical process control, total quality management, six sigma, and so on. This course also concentrates on the application of these concepts, philosophies, and strategies to issues arising in government and industry.

b. Course Contents

total quality management, statistical thinking and applications,
six sigma and process improvement,
design for quality and product excellence, and
statistical process control

3. Supply Chain Management

a. Course Objectives

This course focuses on management and improvement of supply chain processes and performance. This course explores primary tradeoffs in making supply chain decisions and basic tools for effective and efficient supply chain management, production planning, inventory control, and order fulfillment. Also included are global supply chain design, logistics, outsourcing, and several other supply chain innovations.

b. Course Contents

Supply Chain Design, Supply Chain Integration,
Inventory Control Models,
Supplier Selection, Location planning and analysis,
Business Model Innovation, Sustainable Supply Chain

4. Seminar in Management Science

a. Course Objectives

The primary objective of this course is to introduce a variety of applications that have been successfully analyzed using the models and methods of management science. In addition, this course provides students with the opportunity to develop skills in formulating, solving, and analyzing realistic models using spreadsheets.

b. Course Contents

Linear Programming Models

Network Models

Decision-Making Models

Waiting Line Models

Simulation Models

5. Services Management

a. Course Objectives

After completing this course, the students will be able to

- explain the role of operations management in service organizations
- apply decision making procedures developed in the area of operations management and supply chain management

6. The Management of Technology and Innovation

a. Course Objectives

After completing this course, the students will be able to

- recognize the strategic importance of technology innovation and industry dynamics of technological innovation
- formulate technological innovation strategy
- implement technological innovation strategy

b. Course Contents

- the strategic importance of technology innovation and industry dynamics of technological innovation
- formulate technological innovation strategy
- implement technological innovation strategy

7. Management Science

a. Course Objectives

The primary objective of this course is to introduce a variety of applications that have been successfully analyzed using the models and methods of management science. In addition, this course provides students with the opportunity to develop skills in formulating, solving, and analyzing realistic models using spreadsheets.

b. Course Contents

Linear Programming Models

Network Models

Decision-Making Models

Waiting Line Models

Simulation Models

8. Project Management

a. Course Objectives

- Understand the importance of modern project management.
- Understand project management, time management, cost management, quality control, human resource management, and communication management.
- Understand the project process by making a project plan for each individual.
- Practice project management through project.

b. Course Contents

Project management process, project integration and scope management, project time and cost management, project risk management, etc.

9. Probabilistic Models

a. Course Objectives

Students learn how to model probability models to solve management problems.

b. Course Contents

Probability theory, Random variables, Markov chains, Poisson process, Queueing theory, etc.

10. Lean Management

a. Course Objectives

To acquire knowledge about statistical research methodology and to carry out research using it.

11. SPECIAL TOPICS IN OPERATIONS MANAGEMENT

a. Course Objectives

Students learn how to apply quantitative approaches to solve management problems.

b. Course Contents

Descriptive Statistics, Data Visualization, Descriptive Data Mining, Time Series analysis and forecasting, predictive data mining, spreadsheet models

12. OPERATIONS MANAGEMENT

a. Course Objectives

After completing this course, the students will be able to

- explain the role of operations management and supply chain management in manufacturing and service

organizations

- apply decision making procedures developed in the area of operations management and supply chain management

b. Course Contents

Project Management, Process Strategy and Analysis, Quality and Performance, Capacity Planning, Constraint Management, Lean Systems, Supply Chain Design and Integration, Facility Location, Inventory Management, Forecasting, Operations Planning and Scheduling, Resource Planning

13. SEMINAR IN OPERATIONS MANAGEMENT

a. Course Objectives

After completing this course, students are able to

- formulate technological innovation strategy
- implement technological innovation strategy
- make research in the technological innovation strategy

b. Course Contents

Sources of Innovation, Types and Patterns of Innovation, Standards Battles and Design Dominance, Timing of Entry, Defining the Organization's Strategic Direction, Choosing Innovation Projects, Collaboration Strategies, Protecting Innovation, Organizing for Innovation, Managing the New Product Development Process, Managing New Product Development Team, Crafting a Deployment Strategy

14. Operations Strategy

a. Course Objectives

This course discusses several topics in Operations Management in depth. Fundamental theories and approaches are first introduced and then emerging research trends are explored through literature surveys in this course.

b. Course Contents

Service Analysis, Service Development

Data Mining and Big Data, Industry 4.0, IoT (Internet of Things)

Group Technology and Cellular Manufacturing,

Family-based Dispatching Rules

Queueing Network Analysis, Simulation Modelling

Chapter VIII. Finance

1. International Financial Management

a. Course Objectives

Understanding international financial markets and instruments

b. Course Contents

Foreign exchange markets and risks, Parity conditions, International capital markets, Foreign currency derivatives

2. Thesis Research

a. Course Objectives

Advanced know-hows on how to write theses are delivered in this course. Researches on methodologies and key articles necessary to write theses are required.

b. Course Contents

- Delivering advanced know-hows on how to write theses
- Providing methodologies and discussing on key articles
- Instructing how to make a presentation

3. Capital Market

a. Course Objectives

By the end of this course, the students will be able to:

1. Learn the basic financial concepts involved in investment management.
2. Understand the processes involved in investment management.
4. Learn how to calculate investment return with both arithmetic and geometric means.
5. Calculate the present value of future cash flows.
6. Learn how to calculate the risk of an investment.
7. Learn how to calculate the selling price of stocks and bonds.

b. Course Contents

1. The Investment Setting
2. The Asset Allocation Decision
3. Selecting Investment in a Global Market
4. Organization and Functioning of Securities Markets
5. Security Market Indexes
6. Efficient Capital Markets
7. An Introduction to Portfolio Management
8. Asset Pricing Models
9. Multifactor Models of Risk and Return
10. Security Valuation
11. Macro-analysis and Micro-valuation of the Stock Market
12. Industry Analysis
13. Company Analysis and Stock Valuation
14. Bond Investment
15. Derivatives Market

4. Financial Management

a. Course Objectives

The course has three main objectives:

- 1) Develop an understanding of the tools that are used to value investment projects and companies (valuation and investment).
- 2) Understand the basic issues involved in how firms should raise funds for their real investments (financing).
- 3) Evaluate how investment and financing decisions are related.

b. Course Contents

The course will be conducted with a combination of traditional lecture and case studies. As the instructor, I will present you with the necessary concepts and background on topics. It is then your responsibility to learn to appropriately apply these concepts to solve problems and complete assignments both in and out of the classroom. You are encouraged to work collaboratively with your classmates and ask questions.

5. Securities Analysis

a. Course Objectives

This course focuses on the basic theory of security analysis and provides the management skill tools of security investment. This course help post-graduate students to understand and apply the basic knowledge of security analysis in their research.

b. Course Contents

This course considers the portfolio management, valuation, technical and fundamental analysis to efficiently manage the security analysis. This course also provides the basic theory of security analysis for post-graduate students to develop their research topics.

6. Investment Theory & Application

a. Course Objectives

By the end of this course, the students will be able to:

1. Learn the basic financial concepts involved in investment management.
2. Understand the processes involved in investment management.
4. Learn how to calculate investment return with both arithmetic and geometric means.
5. Calculate the present value of future cash flows.
6. Learn how to calculate the risk of an investment.
7. Learn how to calculate the selling price of stocks and bonds.

b. Course Contents

Framework of financial markets, valuation of the firm, security analysis, investment equity versus debt, efficiency of market evaluation, diversification efforts, investment goals, and portfolio selection.

7. Futures Markets(II)

a. Course Objectives

1. Students learn advanced and detailed subjects on the important topics of futures and other derivatives through the text book.
2. Let students present and/or provide proposals suggested ideas on futures and options-related issues according to student's interest domain

b. Course Contents

This course includes the following topics:

Binomial trees, Wiener process, B&S model, futures options, volatility smiles, VaR, exotic options, etc.

8. Option Theory(II)

a. Course Objectives

This course is designed for Ph.D./Master students in Finance to study the options theory and practice. Topics to cover in class include (a) fundamental of options; (b) options pricing (binomial trees, Wiener process and Ito's lemma, Black-Scholes-Merton model, etc.); (c) investment strategy of options; (d) Greeks and Volatility smiles; (e) Basic Numerical Procedures and VaR. Students will understand the options theory and practice, and will learn a novel view of the options through this course.

b. Course Contents

1. Volatility Smiles
2. Basic Numerical Procedures
3. Value at Risk
4. Estimating Volatilities and Correlations
5. Credit Risk
6. Credit Derivatives
7. Exotic Options
8. More on Models and Numerical Procedures
9. Martingales and Measures
10. Interest Rate Derivatives: The Standard Market Models
11. Convexity, Timing and Quanto Adjustments
12. Interest Rate Derivatives: Models of the Short Rate
13. HJM, LMM, and Multiple Zero Curves
14. Swaps Revisited
15. Energy and Commodity Derivatives
16. Derivatives Mishaps and What We Can Learn from Them

9. Corporate Finance

a. Course Objectives

This course is intended to provide the students the theories and empirical results on corporate finance.

b. Course Contents

The students are required to read and present the basic or core papers on corporate finance. Agency theory, IPO, internal capital market, dividend policy, capital structure, cost of financial distress, corporate governance, pecking order theory, M&A, managerial compensation, corporate risk management are included in the category.

10. Risk Management

a. Course Objectives

Generally, financial research area has developed a lot of theories and models based on risk and return dimension, to apply into practice. The objectives of this course are focused to study the risk, not return. In particular, many researchers have interested in research topic and its result related to various risks. Therefore, this course is designed to learn main researches' findings and its empirical designs focusing on various risk types.

b. Course Contents

This course is a subject to learn main researches' findings and its empirical designs focusing on various risk types, systematically. Main contents are as follows: first, the existence of the risk and its economic meanings, second, the empirical design and its robustness, third, the pricing models to generate measurements of the risk, and finally, implication and extension of the risk.

11. Financial Engineering(I)

a. Course Objectives

The financial economics(engineering II) theory currently commands a high level of intellectual attention – fueled in part by some extraordinary theoretical developments in finance, by an explosive growth of information and computing technology, and by the global expansion of investment activity. This course is designed for Ph.D./master students in finance to achieve advanced knowledge on the financial economics theory and practice. Topics to cover in class include (a) deterministic cash flow streams; (b) single-period random cash flows; (c) derivatives securities; (d) general cash flow streams. Through this course, students will learn that finance plays an important role in economics

b. Course Contents

1. introduction of the financial economics
2. the basic theory of interest
3. fixed-income securities
4. the term structure of interest rates
5. applied interest rate analysis
6. mean-variance portfolio theory
7. the capital asset pricing model
8. models and data
9. general principles

12. Financial Engineering(II)

a. Course Objectives

The financial economics (engineering II) theory currently commands a high level of intellectual attention - fueled in part by some extraordinary theoretical developments in finance, by an explosive growth of information and computing technology, and by the global expansion of investment activity. This course is designed for Ph.D./master students in finance to achieve advanced knowledge on the financial economics theory and practice. Topics to cover in class include (a) deterministic cash flow streams; (b) single-period random cash flows; (c) derivatives securities; (d) general cash flow streams. Through this course, students will learn that finance plays an important role in economics.

b. Course Contents

The financial economics (engineering II) theory currently commands a high level of intellectual attention - fueled in part by some extraordinary theoretical developments in finance, by an explosive growth of information and computing technology, and by the global expansion of investment activity. This course is designed for Ph.D./master students in finance to achieve advanced knowledge on the financial economics theory and practice. Topics to cover in class include (a) deterministic cash flow streams; (b) single-period random cash flows; (c) derivatives securities; (d) general cash flow streams. Through this course, students will learn that finance plays an important role in economics.

13. Futures Markets(I)

a. Course Objectives

To learn advanced subjects on futures and other derivatives in financial markets-how their prices are determined, how they are designed, and the organization of exchange

b. Course Contents

This course includes the following topics:

Mechanics of futures Markets, Strategies using futures, Determination of forward and futures prices, Interest rate futures, Options markets, Stock Options, Option pricing model, Strategies using futures, determination of forward and futures prices, interest rate futures, options markets, stock options

14. Option Theory(I)

a. Course Objectives

This course is designed for Ph.D./Master students in Finance to study the options theory and practice. Topics to cover in class include (a) fundamental of options; (b) options pricing(binomial trees, Winner process and Ito's lemma, Black-Scholes-Merton model, etc.); (c) investment strategy of options; (d) Greeks and Volatility smiles; (e) Basic Numerical Procedures and VaR. Students will understand the options theory and practice, and will learn a novel view of the options through this course.

b. Course Contents

1. Properties of Stock Options
2. Trading strategies involving options
3. binomial trees
4. Winner process and Ito's lemma
5. The Black-Scholes-Merton model(I)
6. The Black-Scholes-Merton model(II)
7. Employee stock options
8. Options on stock indices, currencies
9. Options on futures
10. The Greeks(I)
11. The Greeks(II)
12. Volatility smiles
13. Basic Numerical Procedures(I)
14. Basic Numerical Procedures(II)
15. Value at Risk
16. Estimating Volatilities and Correlations

15. Quantitative Analysis of Finance

a. Course Objectives

The objectives of this course are to apply statistical methods into financial theories and to improve ability of statistical and economical interpretations on empirical evidences observed from financial data. Accordingly, this course is designed to study statistical significance test and its interpretation through various statistical methods.

b. Course Contents

This course is a subject to test financial theories based on statistical methods and interpret empirical evidence in perspectives of statistics and economics. That is, this course is designed to learn the essential components to basically understand financial theories via statistical significance test and its interpretation, especially for the field of empirical finance.

16. Bond Analysis

a. Course Objectives

Students learn advanced and detailed subjects on the important topics of bond markets, analysis, and strategies through the text book, the application to Korean bond markets, and the papers focusing on the application to bond markets.

b. Course Contents

This course includes the following topics:

Overview of Bond Features, Pricing of Bonds, Measuring Yield, Bond Price

Volatility, Treasury and Corporate Debt Instruments, Mortgage Securities, CMO, CDO, Bond Portfolio Mgt Strategies, etc.

17. Portfolio Theory

a. Course Objectives

This course studies the empirical analysis results for financial theories in investment area. It covers various methodologies and topics related with the empirical finance. Teaching is centered around the theoretical and empirical topics of investment in seminar style and lecture is provided if needed. Students should have enough understanding on micro-economics, financial management, investment, basic statistics, which are fundamental subjects for this course.

b. Course Contents

This course is designed to study the various results of the empirical finance, especially investment as the center. In detail, this course will discuss the empirical results related with the cross-sectional and time-series regressions, event study, market anomalies, efficient market hypothesis, asset pricing model, market microstructure and so on. Through this course, students will learn the most fundamental and important empirical methodologies and recent researches trend in investment area.

18. International Fund Management

a. Course Objectives

By the end of this course, the students will be able to:

1. Learn the basic financial concepts involved in investment management.
2. Understand the processes involved in investment management.
4. Learn how to calculate investment return with both arithmetic and geometric means.
5. Calculate the present value of future cash flows.
6. Learn how to calculate the risk of an investment.
7. Learn how to calculate the selling price of stocks and bonds.

b. Course Contents

Framework of financial markets, valuation of the firm, security analysis, investment equity versus debt, efficiency of market evaluation, diversification efforts, investment goals, and portfolio selection.

19. International Pension Finance

a. Course Objectives

Pension theory and overview of world pension systems

b. Course Contents

Pension theory

Pension investment

Pension systems

20. Financial Mathematics

a. Course Objectives

The course objectives are to master the fundamental concepts of financial mathematics in several finance disciplines including financial management, investments, financial institution management, international financial management, and derivatives. In addition, this course provides students an introduction to the mathematical principles underlying financial management.

b. Course Contents

The course covers the definition and importance of credit risk, measuring credit risk, credit risk management, and credit risk simulation. The course is a self-study format aided by multi-media presentations, notes, example problems, and assigned exam problems.

21. Financial Time Series Analysis

a. Course Objectives

In the field of finance, it's crucial to empirically observe well-known stylized facts in financial time series. Moreover, to understand properties of fat-tails in distribution of financial time series is also important in research area of portfolio management and risk management. Therefore, the objective of this course is to observe fat-tails' properties as well as well-known stylized facts via articles and empirical tests.

b. Course Contents

This course is focused on empirically understanding the characteristics of well-known stylized facts and the properties of fat tails in distribution of stock returns. Main contents are as follows: first exploring and studying excellent research papers related to each topic, second, designing empirical test based on previous studies, and third, observing empirical results using stock data in Korea and comparing with results from previous studies.

22. Over-the-counter Derivatives

a. Course Objectives

This course is designed for Ph.D./Master students in finance to study the risk management theory and practice. This course focuses on the ways banks and other financial institutions measure market, credit and operational risk. And it includes excellent account of the new Basel II regulatory requirements for banks effective in 2007. Topics to cover in class include (a) hedging and how traders manage their exposures; (b) interest rate risk, volatility, correlation and copulas; (c) bank regulation and Basel II; (d) market risk VaR; (e) credit risk and operational risk; (f) model risk and liquidity risk; (g) economic capital and RAROC. This course offers students the ability to gain knowledge that will stay with them beyond college and be useful in the real world.

b. Course Contents

1. Introduction
2. Financial Products and How They are Used for Hedging
3. How Traders Manage Their Exposures
4. Interest Rate Risk
5. Volatility
6. Correlation and Copulas
7. Bank Regulation and Basel II
8. The VaR Measure
9. Market Risk VaR: Historical Simulation Approach
10. Market Risk VaR: Model Building Approach
11. Credit Risk: Estimating Default Probabilities
12. Credit Risk Losses and Credit VaR
13. Credit Derivatives
14. Operational Risk
15. Model Risk and Liquidity Risk
16. Economic Capital and RAROC

23. Valuation Theory

a. Course Objectives

The objectives of this course are studying the important theories and models related to asset pricing models and risk factors and doing empirical analysis using Korean stock market data.

b. Course Contents

This course is designed to study the various models related to asset pricing model and analyze the actual data in Korean stock markets. In detail, this course will deeply deal with the cross-sectional and time-series regressions, event study, constructing and testing various asset pricing models and risk factors. Through this course, students will learn the most fundamental and important empirical methodologies for asset pricing model. Students should have enough understanding on micro-economics, financial management, investment, basic statistics, which are fundamental subjects for this course.

24. Behavioral Finance

a. Course Objectives

Understanding the recent developments of behavioral finance

b. Course Contents

Prospect theory, Behavioral Science Foundations, Investor Behavior, Social Forces, Corporate Finance, Retirement, Pensions, Education, Debiasing, and Client Management, Money Management

25. Empirical Finance

a. Course Objectives

This course is intended to provide graduate students of finance with an easy-to-understand guide to writing academic articles with empirical methodologies.

b. Course Contents

Background on mathematics, statistics, and econometrics is not much needed, however, most contents of this course are based on those and computer coding. This course will focus on lectures and programming practices using an easy econometrics software (i.e., RATS).

26. Theory of Finance

a. Course Objectives

This course is designed for Ph.D./Master students in Finance to study the real options theory and practice. Topics to cover in class include the qualitative nature of real options((a) actual business cases of real options; (b) applications of real options in the industry; (c) high-level explanations of how real options provide much-needed insights in decision-making) and the quantitative analysis of real options((a) worked-out examples; (b) mathematical formulae) Students will learn a novel view of evaluating capital investment strategies by taking into consideration the strategic decision-making process.

b. Course Contents

1. a new paradigm(I)
2. a new paradigm(II)
3. traditional valuation approaches
4. real options analysis
5. real options process
6. real options, financial options, Monte Carlo simulation, and optimization(I)
7. real options, financial options, Monte Carlo simulation, and optimization(II)
8. behind the scenes(I)
9. behind the scenes(II)
10. real options models(I)
11. real options models(II)
12. real options models(III)
13. advanced options problems(I)
14. advanced options problems(II)
15. real options analysis toolkit software
16. results interpretation and presentation

27. Practice of Financial Optimization

a. Course Objectives

The objectives of this course are to study the theories and applications on the asset allocation in practice as well as in academia, based on outstanding existing studies and their empirical evidences. Accordingly, this course is designed to learn theories and techniques of effective optimization in the field of finance.

b. Course Contents

This course is a subject to apply the Markowitz portfolio optimum theory into the practice based on statistical approaches. That is, this course is designed to learn the essential components to basically understand optimization theories and techniques in perspective of practical asset allocation.

28. Analysis of Financial Statistics

a. Course Objectives

This course is an introduction to the statistical tools commonly employed in the area of finance. The focus of this course is on understanding the fundamentals of finance quantitative techniques.

b. Course Contents

This course covers diverse topic regarding the analysis of Financial Statistics

1. Classical linear regression model
2. Univariate time series modelling and forecasting
3. multivariate models
3. Modeling volatility and correlation