

## Major in Business Administration

### ► General Introduction

- A. The purpose of the department is to cultivate professionals for global management. The basic purpose of the education is for the students to adapt to the rapid changes in the global business management environment, and to ultimately lead the environment by learning fundamental knowledge of business administration.
- B. The purpose is to cultivate regional specialized business managers who will lead the advancement of the regional society. The department understands the regional specific issues for the cultivation of the experts and business managers who will lead the age of regionalization, and who can serve as the pillar of the regional society's advancement. Accordingly, the basic purpose of the department is to provide knowledge of business administration to induce the knowledge for creative business administration.
- C. The purpose lies in the cultivation of ethical managers with strong sense of humanities knowledge. The basic purpose of the education is to educate future managers who can add on ethics onto all management activities.

### ► Education Objectives

Business Administration targets companies and company related activities for its research. The purpose of this major is to cultivate specialized managers who can actively counter-measure the ever-changing management paradigm and new management trends with the aim of cultivating global business leaders for the 21<sup>st</sup> Century, and to grow managers who can contribute to the advancement of the regional society, while sustaining companies' existence and growth.

### ► Course Descriptions

Category	Seme-ster	Years	Code	Courses	Credit	Hours		Note
						theory	practice	
Basic courses	1	Freshmen	01571	Principles of Business Administration	3	3		double major
			01575	Managerial Data Processing	3	3		
Basic courses	2	Freshmen	02943	Fundamentals of Finance and Economics	3	3		
			01644	Marketing Management	3	3		double major
Required courses	1	Sophomore	02709	Principles of Accounting	3	3		double major
Elective courses	1	Sophomore	01696	Introduction to Management Information Systems	3	3		
			02708	Introduction to Distribution & Physical Distribution	3	3		
			02710	Statistical Analysis for Business Administration	3	3		
			01587	Security Investment Management	3	3		
			02945	Special Lecture on Leadership	3	3		
			02350	Retail Management	3	3		
Required courses	2	Sophomore	01626	Business Organization Theory	3	3		double major

			01657	Production and Operations Management	3	3		double major
Elective courses	2	Sophomore	01682	Financial Accounting	3	3		
			01690	Venture Business Establishment and Analysis	3	3		
			02345	Readings in Business English	3	3		
			02946	Business Consulting	3	3		
			01948	Customer Relationship Management	3	3		
			01613	Internet Marketing	3	3		
			02947	Seminar for Certification I	3	3		
Required courses	1	Juniors	02944	Organizational Behavior	3	3		
			01681	Fundamentals of Financial Management	3	3		double major
Elective courses	1	Juniors	02714	Managerial Psychology	3	3		
			02357	Computerized Accounting	3	3		
			01588	Advertising Theory and Practice	3	3		
			01659	Consumer Behavior	3	3		
			02948	Business Practice and Manner	3	3		
			02949	Seminar for Certification II	3	3		
Required courses	2	Juniors	03148	Strategic Management	3	3		double major
Elective courses	2	Juniors	01590	Managerial Accounting	3	3		
			01645	Marketing Research	3	3		
			01630	Analysis for Financial Management	3	3		
			01688	Small Business Management	3	3		
			01675	Human Resource Management	3	3		
			02711	Understanding of Korean Economic	3	3		
Elective courses	1	Seniors	01598	Case Studies in Business Administration	3	3		
			01597	International Marketing	3	3		
			02712	Management Newspaper in Education	3	3		
			02950	Financial Institution Management	3	3		
			01593	Auditing	3	3		
			01586	Tax Accounting Practice	3	3		
Elective courses	2	Seniors	01683	Studies in Special Topics and Internship	3	3		
			01631	Business Ethics and Entrepreneurship	3	3		
			01595	Practice of Labor Relations	3	3		
			02351	Business English	3	3		

▶ **01571 Principles of Business Administration**

As a basic subject to learn business administration, it aims to understand basic company problems and general management knowledge. Therefore, it focuses on basic company knowledge as basics to the major of management information systems such as company organization, CEO's leadership, companies' legal and cultural environment and business foundation process.

▶ **01575 Managerial Data Processing**

Many softwares have been developed for office automation. These softwares are essential to office work. It aims to learn how to use various softwares such as word processors, spreadsheets, database and presentation tools.

▶ **02943 Fundamentals of Finance and Economics**

The goal of this subject is to obtain a broad understanding of the various situations of the economy that occur in our daily life, for students to understand the principle of behavior of companies and consumers in the market, and to learn theories about the market equilibrium according to the types of the market, market failure, and economy policy as a microscopic part. And also, they can gain the knowledge and insight that are necessary to diagnose and prescribe the flow of the general part of the national economy by studying distinctive facets like the national income, business fluctuations, price, an employment rate, interest rate, employment, the exchange rate, and the balance of international payments. They will also learn about the principle of supply and demand and the fundamental feature of financial market separately.

▶ **01644 Marketing Management**

Based on the essence of modern marketing and customer satisfaction from a viewpoint of company management, it aims to acquire strategic knowledge on 4P, the basic means of marketing such as product, price, promotion and place. Furthermore, it aims to acquire knowledge on expanded marketing such as Internet marketing, international marketing, non-profit marketing and service marketing.

▶ **02709 Principles of Accounting**

Provides students with a basic understanding of the role of accounting information in business. Focuses on business operating processes throughout the management planning, performing and evaluating cycles. Provide insights on how businesses operate, and enable students to become familiar with the conventions used by businesses to report to those who need to know more about the business.

▶ **01696 Introduction to Management Information Systems**

It aims to research problems related to management information systems such as their structure, management, development and assessment to process information created inside and outside the organization and to understand information systems providing its members with information for decision-making.

▶ **02708 Introduction to Distribution & Physical Distribution**

Students study theories and practical aspects of retail management, centered on the retail business, after studying the overall Korean distribution market, distribution channels, and distribution organizations. Moreover, they study specifics on the logistics management among the knowledge related to the companies' physical distribution, including logistics management, transport and storage, and logistics information so that they can cultivate their management capability for the companies' logistics field.

▶ **02710 Statistical Analysis for Business Administration**

This course provides an introduction to business statistics in which methods of collection, organization, presentation, analysis, and interpretation of quantitative data as tools in effective business decision making is investigated. Topical coverage for this course includes summarizing data, measures of central tendency, dispersion, probability, probability distributions, normal distributions, sampling, hypothesis testing, correlation, regression, and chi-square analysis.

▶ **01587 Security Investment Management**

Students study structured and comprehensive investment management method through the study of field security investment method and fundamental theories pertaining to the securities, bonds and derivatives, playing central role in the advancement of the capital market in the modern era. In particular, they study the characteristics of the domestic security market structure, system of security transaction, security analysis, investment management based on portfolio theory, security valuation and fundamentals on the futures and option markets.

▶ **02945 Special Lecture on Leadership**

The goal of this subject is to do leadership study for students in order to be good a leader in the society after they graduated from this university.

▶ **02350 Retail Management**

Retail management is designed to prepare students to enter the field of retailing with the goal of moving into management-level positions. Topics include retail planning, administration, operational control, customer behavior, competition, marketing channels, the legal environment, financial planning, merchandise planning and buying, credit policies, pricing, brands, and advertising and promotion. Personal selling, customer service, sales management, strategic planning, human resource management, training, and information technologies commonly applied in retailing are also examined.

▶ **01626 Business Organization Theory**

In modern society, organizations have a big effect on every social field such as individual life, politics, society, culture, economy and business, and the efficient design and management of organizations is important to improve the competitiveness of organization members and the whole society. Therefore, this subject aims to acquire basic concepts such as the definition and characteristics of organization, and knowledge on the roles of companies in this pluralistic society such as organization goals, effectiveness, system theories, contingency theories and organization management.

▶ **01657 Production and Operations Management**

It aims to acquire knowledge to maximize and manage a company's production capability through the process of modelizing production process and analyzing it metrically for the analysis of optimum resources distribution in connection with company goals. It deals with production decision-making, manufacture process design, factory location, production plans and stock management.

▶ **01682 Financial Accounting**

Research is conducted on the fundamental concept of financial accounting, the standards for financial accounting, and accounting method in order to provide information that is resourceful for the interested

outside parties. In other words, purpose of this class is to teach specific and logical accounting method and theories based on the knowledge acquired in the field of accounting principles.

▶ **01690 Venture Business Establishment and Analysis**

Fundamental knowledge and information needed for starting up a business are critical in today' s world. This class provides knowledge needed for laying down the foundation for a business. In other words, business goals are set with the business idea developed by the individuals or groups with the entrepreneurial capability, and management resources such as capital, personnel, facility and raw materials are secured to produce goods or offer services. Likewise, students learn the fundamental knowledge needed for the production of goods and offering of services through business establishment.

▶ **02345 Readings in Business English**

Students learn business English needed at the field of management. They learn to write documents in English, which is essential for business today, and learn to understand English. Moreover, they read business management related books in English to complement their knowledge of the topics in their major and other current affairs.

▶ **02946 Business Consulting**

Students are trained management in the area of enterprise organization. They learn to analyze the structures and the business processes of organizations, to develop innovative to-be concepts, to suggest appropriate solutions for problems of enterprise and to tailor the new proposed organization structure.

▶ **01948 Customer Relationship Management**

Internet technology makes it easy to manage customers. This subject aims to investigate how to understand business, secure customers and make them as loyal customers from a customer's point of view, and how to construct and operate e-business systems.

▶ **01613 Internet Marketing**

Customers on the Internet have different desires compared to offline ones. They want to receive services beyond space and time. In this environment, it is important to understand how to make use of marketing theories. Accordingly, this subject aims to acquire knowledge on the concept of Internet marketing, market analysis for Internet marketing strategy establishment and the decision of marketing mix for Internet marketing strategy development and its execution.

▶ **02947 Seminar for Certification I**

The goal of this subject is to improve the understanding of how to obtain the the certification of a distribution manager. In order to do this, students will study about distribution logistics management, analysis of commercial area, distribution marketing, and distribution information.

▶ **02944 Organizational Behavior**

One fundamental part of business administration is a mathematical approach based on statistics, the other is organizational behavior that is newly consisted of psychology, sociology, and cultural anthropology. The goal of this subject is to obtain a new perspective about the Taylorism and human relation theory, hold the concept of real organization, and study personal identification and motivation of behavior.

▶ **01681 Fundamentals of Financial Management**

This course teaches the design professional how to read and interpret the income statement, including such components as cash flow, stock, stakeholder equity, gross revenue, net revenue, direct, and reimbursable expenses, indirect expenses, net profit before taxes, depreciation, gross profit, and net profit after taxes. And this course will explore project budgeting, progress monitoring, and methods to improve project bottom line results through more effective financial management.

▶ **02714 Managerial Psychology**

This is the field of study that conducts research on the humane side of business management, and its psychological aspect. In the greater context, this research entails conducting psychological research on the overall environment pertaining to industry. In the narrower sense, however, it is the field that studies the psychological issues pertaining to the interpersonal relations within the business management context among the management activities. Although focus is on the interpersonal relations, other targets include product design, advertising, sales and other dimensions. The issues that are covered by the managerial psychology include understanding of human relations in relation to business management, understanding based on the management organization's group dynamics, understanding managers' psychology, and understanding the psychology of customers.

▶ **02357 Computerized Accounting**

This course introduces students to the integrated computerized accounting system using simply accounting for windows. Upon completion, students will be able to establish company records; maintain daily transactions using the general ledger, accounts payable, accounts receivable, inventory, account reconciliation and payroll features; and create financial statements.

▶ **01588 Advertising Theory and Practice**

Students gain overall knowledge of advertising as a medium for catalyzing company activities and learn the Korean advertising system. In other words, they study basic knowledge pertaining to the development process of advertising, and its function, management of advertising centered on advertising agencies, IMC, advertising messages, advertising mediums, and research on the effect of advertising as well as the advertising's effect on the society. Going steps forward, they study the extended application areas of advertising such as advertising as conducted by non-profit organizations, international advertising and political advertising.

▶ **01659 Consumer Behavior**

This course will students become better at understanding, predicting and influencing consumer behavior. Topics include motivation, perception, learning, decision making, attitudes, non-verbal communication, persuasion, compliance, geo-demographics, and psychographics. The practical implications of psychological principles will be emphasized. Specific applications will involve such areas as guest frequency programs, menu design, promotional strategy, personal selling, sales and marketing planning, and marketing research. Class time will be used for discussions and application exercises as well as for the presentation of relevant information.

▶ **02948 Business Practice and Manner**

This course will enable student to be more confident, so whether dining or a seminar with a client,

colleague, or any other people, student will handle himself or herself with confidence, style and world class and help business to be conducted in a more successful manner in any situation.

▶ **02949 Seminar for Certification II**

The goal of this subject is to improve understanding about the certification of a logistic manager by the orientation and lecture about the certification test of it. In order to do this students study logistic management, theory of goods transportation, theory of custody and stevedoring, and laws that are related to logistics.

▶ **03148 Strategic Management**

In this subject, students get the basic skills and general understanding about strategic management by studying the various concepts and major research topics in the strategic process.

▶ **01590 Managerial Accounting**

Purpose of this class is to teach knowledge pertaining to accounting for internal reporting to provide financial information needed by managers to make business decisions.

▶ **01645 Marketing Research**

Students learn marketing research method that is used in actual companies. In other words, they learn to develop questionnaires with the basic knowledge of marketing research, sampling method, editing for data processing, and analysis of data using statistical packages such as SPSS, and providing resourceful information to the companies by interpreting the analyzed data.

▶ **01630 Analysis for Financial Management**

Students analyze diverse economy and industry related data in a structured and scientific manner when it comes to the financial and non-financial data and diverse economy related data that factor in the results of company's management activities. They learn to obtain various data to identify the current and future performances. In particular, they use ratios using financial data, comprehensive analysis method for financial ratios, analysis method using qualitative data, analysis method to identify break even point and leverage, analysis method to identify the root causes of company loss and forecasting, credit analysis, bond grade evaluation and security analysis.

▶ **01688 Small Business Management**

Small and medium sized companies play critical role in the Korean economy from the employment, production amount, value added amount and export aspects. Accordingly, research on the concept of small and medium sized companies, conditions for existence, characteristics on the business management perspective, strengths and weaknesses, and relationship with the large companies is critical to strengthen their competitiveness. Study of the management theories pertaining to the small and medium sized companies study to gain knowledge for the increased competitiveness and to understand the essence of small and medium sized companies.

▶ **01675 Human Resource Management**

This field studies the human resources which are considered most important in attaining management performance. From the strategic viewpoint of optimal distribution of management resources, establishment of the idea on the ideal personnel who suit the new environment conditions, securing such personnel, and using

them properly are becoming crucial measure of company's competitiveness. Likewise, human resources management that can be used as a measure of company's competitiveness intends to acquire fundamental theoretical knowledge and knowledge of the field through the research on the recruitment of personnel by companies, capability development, and use of their capability, interpersonal relations and evaluation and assessment of performances.

▶ **02711 Understanding of Korean Economic**

Students learn the theories and fieldwork pertaining to the environment issues that are recently gaining attention in Korea and overseas, from the economic analysis point of view. Diverse environment economic theories are examined to study internality of the externality through the understanding of the root cause that bring about market failures such as deficiency of property rights, externality, and public goods, Coase Theorem and other environment related problems. Moreover, specifics and applications on the diverse environment policy measures that are used today in many different nations including Korea are examined. Students study the realities of the environment industry that is emerging as the source of new value add creation, and the trend of international environment related problems such as warming up of the earth and so forth, and analyze the counter-measures adopted by different nations.

▶ **01598 Case Studies in Business Administration**

Managers' actual case studies for effective establishment and execution of management strategies can decrease opportunity cost, and the students can learn to use their decisions as the model for their own decision making. Analysis of actual case studies helps to increase the ability to adapt to the field by conducting analysis on the actual case studies. Going steps further, students develop the set of qualities required of genuine managers by practicing decision-making based on the combination of theories and the reality.

▶ **01597 International Marketing**

In this class, students recognize the importance of marketing for internationalization and study issues that can happen in the environment of international marketing. Accordingly, the goal of this subject is to study how to efficiently do marketing by researching marketing strategy, product policy, distribution channel, sales promotion, price decision of international corporation, and the factors that influence foreign consumers.

▶ **02712 Management Newspaper in Education**

Purpose of this class that capitalizes on the newspaper to study articles on business management is to provide management related education by using newspaper that provides new information every day unlike the textbooks that publish new editions years later.

▶ **02950 Financial Institution Management**

This module deals with the banking and financial service industries and how credit decisions are made and risks are managed within these organizations. This module will give the student an introduction to the financial service industry and their main activities. The student will explore the major risks of financial institution management, as these are essentially the same, whether the financial institution is a bank, a trust company, a life insurance company, a pension fund, investment dealer or a mutual fund. Students are introduced to an overview of business finance, including how firms raise and manage money, how they define

and manage risk, and how they use Canadian and International securities markets to meet their financial needs.

▶ **01593 Auditing**

Students learn the process whereby an independent third party who is not the company's personnel in charge of financial accounting to provide accurate financial information and management information to the interested parties from the inside and outside of the company, conduct audit, investigate and opine on the findings.

▶ **01586 Tax Accounting Practice**

This module introducing rulings and regulations of the Department of the Treasury. we emphasizes income tax aspects of individuals, corporations and special issues. students are introduced to many cases in taxation.

▶ **01683 Studies in Special Topics and Internship**

It is a process of applying theories and practical knowledge into working places. This subject aims to minimize the gap between theories and practices and acquire basic knowledge and information required while working in companies after graduation. That is, it enables students to experience practical knowledge required in actual working places related to personnel affairs, organization, marketing, production, finance and accounting.

▶ **01631 Business Ethics and Entrepreneurship**

Purpose of this class is to conduct research on the mind set of the entrepreneur who start and manage companies and the aspect of business ethics and companies' responsibility to the society. Going steps forth, students study the qualities and characteristics of the managers who succeeded in Korea and overseas with the fundamental knowledge of business ethics.

▶ **01595 Practice of Labor Relations**

Securing high end personnel with expertise and experience in labor relations is crucial for ensuring the balanced, healthy advancement of the national economy and balanced advancement of the laborers, companies and the government. Accordingly, theories on the labor relations teach basic knowledge needed for establishing healthy labor relations. In other words, students study the concept of labor relations, elements for formation, group negotiations, dispute actions, method of using labor relations system, conditions for the stabilization of labor relations, and key policies.

▶ **02351 Business English**

Students need the specialized English language skills in order to succeed in today's international environment. We provide extensive business language course to meet the needs of each individual student.