

Major in Distribution Management

► General Introduction

The distribution management program is designed to cultivate students with the skills which is needed to serve the distribution industry, one of the largest and fastest growing industrial segments in the korea and abroad, and the general business situations. The distribution management curriculum provides students with a valuable blend of courses in marketing, distribution management, and business management. Courses in distribution management include marketing, sales and salesmanship management, warehouse and inventory control, logistics and supply chain management, accounting and finance, and human resource management.

► Education Objectives

- We try to develop entry-level managers with the vision, versatility, and technical competence to meet requirements for logistics and distribution business success in the 21st century.
- We endeavor to instill in these future managers a thorough understanding of the supplier-manufacturer-distributor infrastructure that supports all sales and service activity at the end-user level. Special attention is given to problems in the business environment as suppliers, wholesalers, retailers, manufacturers, and customers of manufacturers

► 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		
			02349	Introduction to Distribution	3	3		double major
Elective Course	1	sophomore	02947	Seminar for Certification I	3	3		
			02955	Commercial English	3	3		
			02350	Retail Management	3	3		
			02355	The Law of Distribution	3	3		
			02951	Web site Planning and Implementation	3	3		
Required Courses	2	sophomore	02954	MIS and MKIS	3	3		
			01626	Business Organization Theory	3	3		
Elective Courses	2	sophomore	02952	Establishment and Marketing of Internet Shopping Mall Business	3	3		
			01582	Physical Distribution Management	3	3		double major

			02956	Introduction to Franchise System	3	3		
			02357	Computerized Accounting	3	3		
			01670	Web Programming	3	3		
Required Courses	1	Juniors	01681	Fundamentals of Financial Management	3	3		
Elective courses	1	Juniors	02953	Construction and Management of Shopping Mall	3	3		
			02944	Organizational Behavior	3	3		
			02354	Marketing Strategy	3	3		double major
			02957	Marketing Communication	3	3		double major
			02949	Seminar for Certification II	3	3		
			02958	New Trends and Issues in Marketing	3	3		
			02162	The Construction of e-Commerce System	3	3		
Required courses	2	Juniors	03148	Strategic Management	3	3		
Elective courses	2	Juniors	02738	Human Resource Management of Distribution Organization	3	3		
			02363	Visual Merchandising	3	3		
			02959	Marketing Research	3	3		
			02366	Service Marketing	3	3		
			02960	Tax Laws and Tax Accounting	3	3		
			02961	Distribution of Marine and Agricultural Products	3	3		
Elective courses	1	Senior	01597	International Marketing	3	3		
			01659	Consumer Behavior	3	3		double major
			02373	Business Practice and Manner	3	3		
			02962	Personal Selling and Sales Promotion	3	3		
			02963	Case Studies in Shopping Mall Building	3	3		
			01948	Customer Relationship Management	3	3		
Elective courses	2	Senior	01683	Studies in Special Topics and Internship	3	3		
			02964	Case Studies in Marketing and Distribution	3	3		
			02965	Service Operations Management	3	3		
			02966	Field Practice	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. Futhermore, 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.

▶ **02349 Introduction to Distribution**

This course will familiarize students with the problems and time frames of firms addressing distribution management problems. Reorganization and dealing with mind-sets to overcome these issues is a great insight to the current environment and will provide the student with ideas for the future of the logistics and distribution processes.

▶ **02947 Seminar for Certification I**

The goal of this subject is to improve the understanding of how to obtain 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.

▶ **02955 Commercial English**

It is essential for a distribution manager to have a practical English ability for distribution management and trade in this highly competitive and internationalized society. Consequently, the goal of this subject is to understand and obtain the knowledge about practical trade.

▶ **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.

▶ **02355 The Law of Distribution**

The marketing and distribution of goods and services operates within a comprehensive regulatory framework. This course examines that framework. Topics include restrictive trade practices implications of distribution with special reference to collusive activity, exclusive dealing, resale price maintenance and abuse of market power; consumer protection and fair trading implications of sales promotion with particular reference to misleading or deceptive conduct and other unfair practices; advertising self regulation; product liability; protection of intellectual property; franchising, licensing and character merchandising.

▶ **02951 Website Planning and Implementation**

Through this subject, students study the process of website planning and making operation strategy. And they also develop the structure and functions of the website, design the site, and define applications that are necessary and study about the way of gathering content and operation.

▶ **02954 MIS and MKIS (Introduction to Management and Marketing Information Systems)**

The goal of this subject is for students to understand problems like structure, management, development, evaluation in order to provide related information efficiently.

▶ **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.

▶ **02952 Establishment and Marketing of Internet Shopping Mall Business**

It is essential for managers to understand the process of acquiring a business idea, setting a goal, opening a business, and doing marketing. In this sense, the goal of this subject is to obtain knowledge about the opening of a business, the basic skills of marketing, creating internet business models, analyzing the internet marketing environment, developing internet marketing strategy, and deciding internet marketing mix.

► **01582 Physical Distribution Management**

Physical distribution are important flow control activities in the logistics management function. Students will gain fundamental training on the working practices, principles and procedure of effective distribution and warehouse management as it relates to their function. This course includes inventory as working capital, functions of warehousing, storage of materials, maintaining inventory accuracy, warehouse safety.

► **02956 Introduction to Franchise System**

The franchise system is one of the major retail types used these days and knowledge about this is pretty important since the franchise market is getting bigger than ever before. So, the goal of this subject is to obtain systemic knowledge about the types of franchise systems, item selection, validity analysis, contract management, development of business area, supervising, promotion management, and law.

► **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.

► **01670 Web Programming**

The goal of this subject is to obtain knowledge of basic programming languages that support making a shopping mall by studying languages that support the development of websites.

► **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.

► **02953 Construction and Management of Shopping Mall**

The goal of this subject is to get the knowledge of practical parts to make a business by making a website, connecting database, building a electronic system, and developing a realistic item.

► **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.

► **02354 Marketing Strategy**

Marketing management is the process of creating, pricing, promoting, and distributing value to customers at a profit for the firm. Marketing strategy is, in essence, the process by which the firm assesses, acquires, and maintains advantageous perceptual positions. This course prepares you to undertake that process.

▶ **02957 Marketing Communication**

The goal of this subject is to obtain the knowledge about advertising, the advertising system of South Korean, advertising agencies, IMC, advertising messages, media, advertising effect research based on the basic knowledge about the process of advertising development and advertising function.

▶ **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.

▶ **02958 New Trends and Issues in Marketing**

According to the dramatical changes in the business environment, marketing theories and skills have also been changed. In this sense, the goal of this subject is to study new trends and issues in marketing and distribution.

▶ **02162 The Construction of e-Commerce System**

It enables students to construct e-commerce systems by establishing realizable e-commerce models, by constructing Web sites through web programming and by connecting them with database.

▶ **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.

▶ **02738 Human Resource Management of Distribution Organization**

The effective management of people is recognised as crucial to business success in a competitive environment. Professionals with the specialist knowledge and skills in the management and development of people in the workplace are increasingly in demand. The human resource management of distribution organization programme is designed to prepare students to meet these demands.

▶ **02363 Visual Merchandising**

This course has been designed for those who hold positions as specialist visual merchandisers in the retail industry or those wishing to begin a career in the visual merchandising sector. The role of the visual merchandiser may involve working as a member of a firm or store-based team: designing and installing visual merchandising displays in the exhibition industry; and/or self employment as a visual merchandiser.

▶ **02959 Marketing Research**

The goal of this subject is to obtain the knowledge about making a questionnaire, the way of sample testing, editing for data processing, data analysis by statistic packages like SPSS, decoding the information, the process of providing better information, and researching and analysis for the distribution environment.

▶ **02366 Service Marketing**

This course will focus on the vital importance of service industries such as banking and finance, healthcare, automobile services and the role they play in today's economy. The course will supplement and build on the basic marketing course by focusing on the strategies and problems specific to service businesses. Topic

issues are a study of services accompanying a core product and service products themselves, problems and issues related to the service mix, service-level decisions, the formulation of service policies, customer service management, the development of customer service staff, training, and evaluation of service business' performances.

▶ **02960 Tax Laws and Tax Accounting**

the ability of tax management, and finally to get the competent to adapt in practical area. The goal of this subject is to study related laws about paying taxes, improving

▶ **02961 Distribution of Marine and Agricultural Products**

The interest about the distribution of agricultural and marine products has been increased through the process of market openings and the FTA agreement and it is imperative to raise interest and try to improve this. Accordingly, the goal of this subject is to search for a the better distribution process by studying marine and agricultural markets and the individual distribution process of marine and agricultural products.

▶ **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.

▶ **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.

▶ **02373 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.

▶ **02962 Personal Selling and Sales Promotion**

Salesperson activity and sale promotion in marketing communication are not only important tools of promotion, but also essential for improving the competitiveness of corporations. In this sense, the goal of this subject is to understand and apply promotion tools like attitudes and skills of salespersons, coupons, and premiums.

▶ **02963 Case Studies in Shopping Mall Building**

The goal of this subject is to study the way of building and managing a shopping mall by analysing the present condition and cases of internet shopping malls in internal and the interior and outside.

▶ **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.

▶ **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.

▶ **02964 Case Studies in Marketing and Distribution**

Management can reduce the opportunity cost and make decision making models by studying the cases of corporations. The goal of this subject is to enhance the application ability in the field by analysing actual marketing and distribution cases and developing the qualities of a real distribution manager.

▶ **02965 Service Operations Management**

According to the high growth of informationalization, service can be a source of competitive advantage. Accordingly, the goal of this subject is to study the roles and positions of service, service product design, service mix, service performance measurement system, service personnel management, and service quality management.

▶ **02966 Field Practice**

This is study for adapting the theory and knowledge to the distribution field. The goal of this subject is to minimize the gap between theory and practice and give students actual experiences that distribution companies demand.

▶ **02351 Business English**

The goal of this subject is to improve the english ability that is related to business that can help accomplishment of international business tasks.