

# 국제경영학과

## ■ 교육목표

The Department of International Business Management (IBM) brings together management, strategy, leadership, innovation, entrepreneurship and business growth, as well as the study of employment relations, work and organizations, and business and society within the context of international business—all in a single exciting department. The goals of IBM include the following:

- To cultivate individuals ready for the challenges of globalization with analytical skills, flexibility, and communication proficiency.
- To train specialists who can respond effectively to the increasing complexities of international business management and relations as well as to a diversity of cultures and societies.
- To develop analytical and leadership skills, policy analysis, negotiation, management, and program evaluation pertaining to international organizations, trade, diplomacy, and security, which are important tools for understanding the rapidly changing world.
- To foster critical thinking as well as real-world problem-solving skills, so that its graduates will leave the program with professional expertise to excel in their chosen career fields.

이수 구분	교양과목			전공과목			일반 선택	총계
	교양필수	교양선택	소계	전공필수	전공선택	소계		
학점	22	12	34	55	38	93	0	127

□ 교양학점(34학점)은 학과에서 임의로 조정 불가

※ 졸업학점은 127학점 이상으로 변동 없음

이수구분	1학년 1학기			2학년 1학기			3학년 1학기			4학년 1학기		
	과목명	학점	시수	과목명	학점	시수	과목명	학점	시수	과목명	학점	시수
교양필수	-Computer Applications -Understanding Korean Culture -English Comprehension / Korean I	3 3 3	3 3 3	-College writing	3	3						
교양선택	-Taekwondo -Golf	3 3	3 3	-Intercultural Communication -Instrumental Ensemble	3 3	3 3	-Glocal Leadership	3	3			
전공필수	-Personal Career Development -Finite Math with Business Applications	3 3	3 3	-Academic English Reading / KoreanIII -Principles of Macroeconomics -Business Statistics -Managerial Accounting	3 3 3 3	3 3 3 3	-Human Resources Management	3	3	-Business in emerging nations -International Business Management -International Trade	3 3 3	3 3 3
전공선택	-Critical Reading and Writing	3	3	-Public Speaking	3	3	-Business Law -Customer Relationship Management -Advanced Business English I -Business Chinese -American Business Experience -Cross-Cultural Experiential Studies	3 3 3 3 3 3 3	3 3 3 3 3 3 3	-Entrepreneurship -Operations Management -Global Business Ethics -Corporate Social Responsibility -Strategic Management	3 3 3 3 3 3	3 3 3 3 3 3
이수구분	1학년 2학기			2학년 2학기			3학년 2학기			4학년 2학기		
	과목명	학점	시수	과목명	학점	시수	과목명	학점	시수	과목명	학점	시수
교양필수	-Understanding Christianity -English Grammar / Korean II	3 3 3	3 3 3	-Christian Thought & Experience	3	3	-Voluntary Service	3	3			
교양선택	-Introduction to writing -Psychology applied to Business	3	3	-Introduction to Biological Anthropology -Cross Cultural Studies -Introduction to the Fine Arts	3 3 3	3 3 3						
전공필수	-Introduction to Business -Financial Accounting -Principles of Microeconomics	3 3 3	3 3 3	-English Business & Technical writing / KoreanIV -Principles of Management -Business Finance	3 3 3	3 3 3	-Business Communication	3	3	-Internship	4	4
전공선택							-Principles of Marketing -Supply Chain Management -Investment Principles -Business Research -Comparative Economic Systems -Marketing Research -Intermediate Business Finance	3 3 3 3 3 3 3	3 3 3 3 3 3 3	-Business Policy & Strategy -Advanced Business English II -Retail Management -Organizational Behavior -Project Management	3 3 3 3 3 3	3 3 3 3 3 3

(1) 복수전공 및 부전공

구분	이수학점	지정 교과목명
복수전공자 이수학점 및 교과목	45	Customer Relationship Management(3)/ Business Policy & Strategy(3)/ Business Finance(3)/ Global Business Ethics(3)/Principles of Microeconomics(3)/ Principles of Macroeconomics(3)/ Human Resources Management(3)/ Business in emerging nations(3)/ International business management(3)/ Financial Accounting(3)/ English Business & Technical Writing(3)/ Business Statistics(3)/ Principles of Marketing(3)/ Principles of Management(3)/ Cross Cultural Studies(3)
부전공자 이수학점 및 교과목	33	Principles of Microeconomics(3)/ Principles of Macroeconomics(3)/ Human Resources Management(3)/ Business in emerging nations(3)/ International business management(3)/ Financial Accounting(3)/ English Business & Technical Writing(3)/ Business Statistics(3)/ Principles of Marketing(3)/ Principles of Management(3)/ Cross Cultural Studies(3)

(2) 교과목 해설

※ 학과 전공교육과정 전체 교과목에 대한 교과목 해설 작성

순번	교과목명(국문)	교과목명(영문)	교과목 해설(요람 수록) - 100자 내외
1	Computer Applications	Computer Applications	Computer applications covers production software used in business including operating systems, word processing, spreadsheets, presentation software, desktop publishing, database, communications, and a brief introduction to computers and their impact on society. 3 credit hours
2	Understanding Korean Culture/ History	Understanding Korean Culture/ History	By understanding the fundamentals of Korean history and cultural values, students can understand other various cultures as well. Understanding Korean Culture and History is a survey of Korean history (from Old Choson to Modern Korea) and culture. Students will compare the Korean culture to assorted cultures from Asia, Africa, America, Europe, and Oceania. Knowing history and culture is a core requirement for students. Students will research and present how their ancestors live, work, and do business. In this course, students will analyze and evaluate Korean history and culture. Through students' activities, students will improve their global business perspectives. 3 credit hours
3	English Comprehension	English Comprehension	The aim of this course is to improve reading, writing, and speaking skills. Students will practice reading and writing sentences and paragraphs; they will learn how to correctly use adjectives, adverbs, gerunds and infinitives correctly. The students will improve speaking skills through reading, pronunciation practice, and conversation work. Students will read basic texts and identify main ideas. 3 credit hours
4	Korean I	Korean I	This class is for beginner of Korea Language. This class is an introduction to the Korean alphabet and grammar for students who have never learned Korean. The class is designed to improve integrated skills of speaking, listening, reading and writing and to gain basic fluency in daily conversation. Students can perform basic language skills needed for survival such as introducing oneself, shopping, and ordering at a restaurant. Students also can comprehend and express basic, personal and familiar topics such as oneself, family, weather, etc. 3 credit hours
5	College Writing	College Writing	College Writing provides students with practice in academic-level thinking and writing. Students will be required to read analytically, develop sound theories, and produce well-structured arguments. Students will be given practice in prewriting, drafting, and rewriting. This course requires 5,000 words of writing in no fewer than five writing assignments. Prerequisite: IB063 or permission of the Department Chairperson. 3 credit hours

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6	Glocal Leadership	Glocal Leadership	This course introduces what is leadership and how leadership is developed. Leadership will be covered from both global and local (thus, "glocal") contexts, considering various situations and aspects of followers. 3 credit hours
7	Introduction to Writing	Introduction to Writing	Introduction to Writing is designed to help students learn the Western style of academic writing. Students will learn how to develop strong paragraphs and short essays. They will learn how to brainstorm, organize, and revise an essay in English. Attention is given to improving academic writing styles, grammar, and vocabulary. 3 credit hours
8	Understanding Christianity	Understanding Christianity	Understanding Christianity is an invitation to the study and experience of Christian spiritual and personal formation. It introduces and enhances the students' experience with the Christian faith through a study of the Old Testament, the revelation of God's relationship with the chosen people, the Jews, which is the background for the coming of the promised Messiah, Jesus Christ. The focus of the course will be on the metanarrative of the story of redemption and faith. 3 credit hours
9	English Grammar	English Grammar	This course aims at developing a student's ability to make simple oral presentations, retell simple stories, and participate in face-to-face conversations on topics going beyond the most immediate needs. Students will build on previous grammatical rules and conversation practice that was covered in the English Comprehension course. Students will increase their vocabulary and rate of fluency. Prerequisite: English Comprehension (IB059) or permission of the Department Chairperson. 3 credit hours
10	Korean II	Korean II	This course covers all aspects of pronunciation from individual sounds to intonation, rhythm, and stress. Students will work to identify and articulate vowels and consonants; produce and identify meaning change through intonation; use reduction, linking, and contractions; stress polysyllabic words correctly; understand and apply the principles of sentential stress, rhythm, and phrasing. Students can perform basic language functions such as making a phone call, asking a favor, and making a suggestion and can perform functions necessary for the use of public facilities such as post offices, banks, and hospitals. Prerequisite: Korean 1 or the permission of the Department Chairperson. 3 credit hours
11	Introduction to the Fine Arts	Introduction to the Fine Arts	Introduces students to the scope of the fine arts including drama/theater, music, and visual arts. The focus will be on the classic and contemporary arts from Asia including Korea and China. Basic principles of the arts as well as a historical overview will foster an appreciation of the cultural heritage as well as the on-going contributions of East Asian fine arts. 3 credits
12	Christian Thought & Experience	Christian Thought & Experience	Christian thought & experience will consider how contemporary Christians think about and experience their faith. It enables the students to experience the Christian faith through the writings in the new testament of the Holy Bible especially focused on the life of Christ and the early church. An overview of western Christian history will acquaint the student with the experience of Christianity throughout history and western culture. Prerequisite: Understanding Christianity (GE740) or permission of the Department Chairperson 3 credit hours

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13	Voluntary Service	Voluntary Service	Community Service-Learning is an educational approach that integrates service in the community with intentional learning activities. Within effective CSL efforts, members of both Korea Nazarene University and Cheonan community organizations work together toward outcomes that are mutually beneficial. 3 credit hours
14	Taekwondo	Taekwondo	Taekwondo, an ancient form of unarmed combat practiced for many centuries in Korea, will enable the student to gain physical exercise while learning to develop healthy attitudes for physical well-being. 3 credit hours
15	Golf	Golf	The basic techniques and rules of golf are studied with an accompanying improvement in ability. Through learning the basic skills and competition methods for golf, ability in individual sports is developed, and the ability as a leader in school or society is improved. 3 credit hours
16	Intercultural Communication	Intercultural Communication	The course examines theories of language and the role of language in culture. It emphasizes the influence of culture on the interpretation of communicative messages and skills that improve understanding in cross-cultural communication in order to provide more effective professional practices in international settings. Students will interact with persons from other cultural backgrounds for practical experience. 3 credit hours
17	Instrumental Ensemble	Instrumental Ensemble	Instrumental Ensemble provides a cultural knowledge of music for the student. Every student will learn to play a musical instrument and read music. 3 credit hours
18	Psychology Applied to Business	Psychology Applied to Business	Considers the different attitudes and behaviors of the work environment and the potential consequences and causes of those attitudes and behaviors. Issues surrounding motivation, commitment, stress, as well as consumer service and how theories of behaviorism, cognitivism, and social constructivism are played out in the business organization. Group dynamics and employer-employee relations may be considered. 3 credit hours
19	Introduction to Biological Anthropology	Introduction to Biological Anthropology	Considers human biological anthropology and its impact on global business today. Students gain understanding of the development of the human species as it relates to a cooperative species. The course will focus on the fossil records of human origin and evolution and the interaction of the human species with its environment. 3 credit hours
20	Cross Cultural Studies	Cross Cultural Studies	In Cross-Cultural Studies, students will learn about various cultural values and norms. They will learn how to navigate certain cultural differences and how to appreciate working with people from other countries. Through the critical analysis of current events and people groups, this class prepares students to become sensitive participant-observers in today's world. 3 credit hours
21	Personal Career Development	Personal Career Development	Assists students to make the adjustment from high school to the university environment. Students assess their personal strengths and weaknesses with a focus on the career options available for the international business management student. 3 credit hours
22	Finite Math with Business Applications	Finite Math with Business Applications	Finite Mathematics with Business Applications is the introduction to finite mathematics especially focused on business and management applications. Topics include linear equations and inequalities, functions and graphs, exponential and logarithmic functions, mathematics of finance, systems of linear equations and matrices, sets and probabilities, linear programming, and others. 3 credit hours.

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23	Academic English Reading	Academic English Reading	In Academic English Reading, students will practice analyzing, synthesizing, and evaluating literary texts and themes. Students will interact with a variety of interdisciplinary and multicultural texts. Students will develop an ability to think critically about the texts and engage in meaningful class discussions. Students will learn to interpret culture, language, and the human experience through the perspective of short stories and/or poetry. 3 credit hours
24	Korean III	Korean III	This course focuses on developing students' abilities to recognize and produce vowels and consonants of Korean, to recognize and correctly interpret basic intonation patterns in a variety of sentence types, and to apply letter-to-sound rules when reading aloud. Students can understand and express one's opinion at the paragraph level on familiar social topics such as occupations, events, nations, cultures, etc. as well as familiar personal topics. Prerequisite: Korean 2 or the permission of the Department Chairperson. 3 credit hours
25	Principles of Macroeconomics	Principles of Macroeconomics	Principles of Macroeconomics will introduce students to the various theories and principles in the analysis of economic growth particularly in the determination of the levels of price, income, output, and employment. A close examination on the effectiveness of discretionary fiscal and monetary policies as well as issues arising from globalization and recent financial crisis shall be undertaken. Prerequisite: IB013 or permission of the Department Chairperson. 3 credit hours
26	Business Statistics	Business Statistics	Business Statistics teaches introductory statistics applicable to business. Topics include English statistical terminology, descriptive statistics, normal distribution, and hypothesis testing using inferential statistics including t-tests, ANOVA and other appropriate measures. The course uses computer technology for statistical calculations. Prerequisite: Finite Math with Business Applications (IB017) or the permission of the Department Chairperson. 3 credit hours.
27	Managerial Accounting	Managerial Accounting	Managerial Accounting is a study of accounting concepts for manufacturing operations. Accounting techniques focus on such items as cost concepts, cost behavior, break even analysis, budgeting, variance analysis, short-term decision making, and pricing issues. Prerequisite: Financial Accounting (IB026) or permission of the Department Chairperson. 3 credit hours
28	Human Resources Management	Human Resources Management	This course offers students the opportunity to explore the role played by managers and supervisors in the successful management of the organization's human resources (HR) and examine the evolving human resources function within today's organizations. The course also investigates how HR is influenced by culture, Ethics, and how different regions approach HR management in different areas. In the end, students learn how an organization employ, train, compensate, rewards, motivates, uses, and generally manages its people effectively and improving their performance, and rewarding employee successes. 3 credit hours

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29	Business in Emerging Nations	Business in Emerging Nations	As the phenomenon of globalization continues to define how the world operates, it is important to take a closer look on countries considered as emerging markets. This course is designed to provide students, pursuing an international career in business management, with a deeper understanding of the emerging markets' environment (economic, political, legal, socio-cultural). Also, the course shall examine the various opportunities and trends offered by emerging markets. Discussions on the various issues, challenges and risks in doing business in emerging markets will be tackled. Previous knowledge of the students (economic models, concepts and theories) on business shall be applied in the context of emerging markets. 3 credit hours
30	International Business Management	International Business Management	The course will provide students the needed understanding in managing business in an international context, particularly of multinational firms. The course is also designed to examine the decision making processes involved to ensure successful and effective business operation in the global market. Students will be ushered to examine strategic issues and challenges facing businesses with cross-border operations, and how these are addressed. 3 credit hours
31	International Trade	International Trade	The course shall introduce the basic concepts, theories and models involving international trade. It shall cover the role and patterns of international trade that shape the global economic environment. Discussions will include the various models and how these can be used as tools in analyzing international trade policies and issues. The course shall attempt to situate these models into the current international trade policies implemented by various countries in the world. 3 credit hours
32	Introduction to Business	Introduction to Business	Introduction to Business will introduce what a business is, how business operates and how it is managed. This course is designed to introduce the student to basic business terminology and concepts. It will touch on the topics of economics, ethics, e-business, entrepreneurship, accounting, finance, human resources, management, marketing and more. 3 credit hours
33	Financial Accounting	Financial Accounting	Financial Accounting studies the common language of the business world, accounting, to understand, analyze, and forecast financial strength and sustainability of any business. Students will master skills for recording transactions involving assets, liabilities, and equity and reporting the outcome in the financial statements in order to understand, analyze, and forecast financial strength and sustainability of any business. Prerequisite: Finite Math with Business Applications (IB017) or permission of the Department Chairperson. 3 credit hours
34	Principles of Microeconomics	Principles of Microeconomics	Principles of Microeconomics shall introduce students to the basic concepts, theories, and practices of contemporary microeconomics. A major section of the course explores the product markets which will include discussions on the market system, demand and supply analysis, consumer behavior, production costs, profit maximization, and basic market models. Moreover, the course will also explore the labor, land and natural resources, capital, and entrepreneurial ability as part of the overall discussion of the resource market. Prerequisite: Introduction to Business (IB013) or permission of the Department Chairperson. 3 credit hours

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35	English Business & Technical Writing	English Business & Technical Writing	English Business & Technical Writing is designed to help students write more professionally in English. Students will practice with several documents that may be found in the workplace; they will be required to write no fewer than eight writing projects with a focus on effective formatting, the proper use of business vocabulary, and clear style. Emphasis will be given to clear, concise writing and editing. Prerequisite: Business Communication or permission of the Department Chairperson. 3 credit hours
36	Korean IV	Korean IV	This course aims at developing students' ability to handle a variety of social situations, to tell simple stories and describe pictures in simple sentences, and to understand simple narratives. Students will also increase their vocabulary and learn effective practices for learning and retaining new words. Students can perform most language functions needed for the use of public facilities and for the maintenance of social relationships and also can perform language functions needed for general business such as drawing up brief documents and reports. Prerequisite: Korean 3 or the permission of the Department Chairperson. 3 credit hours
37	Principles of Management	Principles of Management	This course is an introductory course that introduces the students to the major management functions – planning, organizing, leading, and controlling. It also explores the various management theories and practices in contemporary organizations needed to develop knowledge and skills to become effective and efficient managers in the future. Prerequisite: Introduction to Business (IB013) or permission of the Department Chairperson. 3 credit hours
38	Business Finance	Business Finance	Business Finance is about how corporations plan, control and make financial decisions for their various stakeholders. The course will introduce goals and governance of firms, valuations, financing tools, present value and financial decisions, capital structure, etc. Prerequisite: Financial Accounting (IB026) or permission of the Department Chairperson. 3 credit hours
39	Business Communication	Business Communication	Business Communication will prepare students how to enhance their business communication skills by introducing a variety of business writing theories and practices in the real world. It will teach them the fundamentals of good business writing mainly business letters, memoranda, electronic mail, good and bad messages, persuasive messages and formal reports and proposals and oral presentation. 3 credit hours
40	Internship	Internship	An internship should provide the student with hands-on experience and a good sense of what an actual job in the organization will be like. The student should be able to relate the internship experience to the knowledge that he or she has gained through college-level classroom instruction. 4 credit hours
41	Critical Reading and Writing	Critical Reading and Writing	Critical Reading and Writing is designed to challenge students in the development of critical thinking and reasoning skills. Students will learn how to become careful readers and writers. Students will show an expanding ability to think carefully and construct personal opinions/arguments logically. Students will present, explain, defend, and evaluate class assignments and worldviews. 3 credit hours

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42	Public Speaking	Public Speaking	Public Speaking is designed to strengthen communication skills and techniques. Students will study a variety of oral communication, including group communication, interpersonal communication, and mass communication. Emphasis is placed on presenting and supporting ideas and arguments in a logical manner. This course will encourage critical thinking and the objective analysis of speeches. 3 credit hours
43	Business Law	Business Law	Provides the student with an understanding of the American legal system as it applies to business. Many topics, including an brief introduction into the origins and development of U.S. law, but focus is given to contract law. Other topics include tort and administrative law, warranties, transfer of title, real, personal and intellectual property, and product and professional's liability. Actual case studies are used. The course builds a knowledge base of U.S. law as a foundation for comparative law of other nations. 3 credit hours
44	Principles of Marketing	Principles of Marketing	Principles of Marketing shall introduce the basic concepts of marketing with an overview of the dynamics of the marketplace. This includes the processes used to effectively develop and deliver goods and services to meet the needs of the market. Major discussions will be on the formulation of marketing strategy, including the "marketing mix" – the product, price, place and promotion. The course shall also cover the role of marketing in business and society, consumer analysis, market differentiation and segmentation, and marketing decision-making. Special discussion will include ethical and legal issues, including social responsibility in relation to marketing. Prerequisite: Introduction to Business (IB013) or permission of the Department Chairperson. 3 credit hours
45	Customer Relationship Management	Customer Relationship Management	This course approaches customer relationship management from various angles, but encompasses both internal and external customers. Discussion is given not only to systems devised to increase the lifetime value of sales customers, but also to programs designed to retain and enhance the lives of employee customers. 3 credit hours
46	Advanced Business English I /Advanced Business English II	Advanced Business English I /Advanced Business English II	This content course requires students to use English in business settings. The class will be divided into class lectures and student-led discussions/presentations. In order to encourage a practical use of the English language, students will be responsible for individual and group discussions. Students will improve functional grammar and communicative confidence. A focus will be given to situational contexts and learning English for international business success. 3 credit hours
47	Business Chinese	Business Chinese	This course makes learning Mandarin Chinese and specifically Chinese for business purposes an extremely valuable investment for the future. Available at all levels, our business Chinese course teaches Chinese language through a variety of relevant business topics in the Chinese context, and will expose students to an overview of China's changing environment and current business practices. The aim of this course is to provide an understanding with business approach and to help students critically think and forecast the future of doing business in China. 3 credit hours
48	Entrepreneurship	Entrepreneurship	This course helps students gain an understanding of the business principles necessary to start and operate a business. They will develop an awareness of the opportunities for small business ownership and explore the traits and characteristics of successful entrepreneurs. Students gain an awareness of knowledge needed in research, planning, operations, and regulations affecting small business. 3 credit hours

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49	Operations Management	Operations Management	This course teaches the basics of operations management, particularly focusing in larger corporations. Topics covered include operations management for goods and services, value chains, performance measurements, strategy, technology, facility design, capacity management, scheduling and sequencing, quality management and project management. 3 credit hours
50	Global Business Ethics	Global Business Ethics	As the world's economies continue to become interconnected given the onset of globalization, ethics had become an important aspect in business operations. This course shall introduce students to the concept of business ethics and its importance in the overall operations of business. It also provides discussions on the major ethical issues facing international businesses today. The course shall likewise dwell on the various factors influencing the decision making process of both employees and business executives toward arriving at ethical decisions. Analysis of actual cases shall be done to further concretize and illustrate the concepts and principles taken under the course. 3 credit hours
51	Corporate Social Responsibility	Corporate Social Responsibility	The course provides information on actual issues of the Corporate Social Responsibility encountered in business and how business can make money and make the world a better place. To add, the course shows how to add value to customers, suppliers, employees, communities and society. Lectures and case discussions also cover the United Nation Global Compact, an initiative to encourage businesses worldwide to adopt sustainable and socially responsible policies, and to report on their implementation focusing on human rights, labor rights, environmental issues and corruption in business. 3 credit hours
52	Strategic Management	Strategic Management	Designed to help the students understand the principles and its application of the dynamic management that deals with the way of wealth creation by exploring existing business(es) and new business(es) as well in a dynamic environment with the development of strategic change modes. The students will read the <i>Harvard Business School Journal</i> and debate issues by the case study approach. 3 credit hours
53	Supply Chain Management	Supply Chain Management	This course introduces students to the field of Supply Chain Management. In this course, students learn the strategic importance of good supply chain design, planning, and operation for both manufacturing and service industries. Several examples and cases studies will be illustrated to discuss more the key drivers of supply chain performance such as inventory, transportation, information, and facilities. At the end of the course, students will be able to fully understand how good supply chain management can be a competitive advantage in today's business. 3 credit hours
54	Investment Principles	Investment Principles	The course shall introduce students with the basic theory and practice in investments. This includes discussions and analysis of the various individual and institutional types of investments such as stocks, bonds, money markets and mutual funds. The course also covers considerations of risk, expected rates of return, time value of money, and the principles of asset allocation and risk tolerance. Prerequisite: Business Finance (IB029) or permission of the Department Chairperson. 3 credit hours

55	Business Research	Business Research	The course will provide the basic knowledge on the methods of research (quantitative and Qualitative) and the overall research process. With emphasis in the context of business and management, the students will be introduced to the various methods and stages of conducting research which include formulation of research problems, objectives, sampling, data collection procedures, instrumentation, data presentation and analysis, and report writing. 3 credit hours
56	Comparative Economic Systems	Comparative Economic Systems	This course is about the world's economic systems. It offers a general overview of different issues in development, international business and trade and globalization. It helps students to be familiar with different actors in global economic system (example, cooperation between countries, international organizations, transnational companies, regional integration in Asia, Africa, Europe, etc...). Based on the group projects, lecture presentations, the students are enabled to understand the role of some countries into the global economy such as China, U.S, European Union, BRICS (Brazil, Russia, China, and South Africa), Mexico and other African countries. 3 credit hours
57	Marketing Research	Marketing Research	Students will conduct marketing research using both qualitative and quantitative methods for a selected product. The course will introduce various marketing research methods such as interviews, focus groups, and surveys as well as issues concerning these methods. Students will conclude their research project by analyzing their data and writing their findings in a report. Prerequisites: Statistics and Principles of Marketing. 3 credit hours
58	Intermediate Business Finance	Intermediate Business Finance	Offers broader perspectives about business finance and its application in real world situations. The main topics of the course include, among other things: (i) Overview of Corporate Finance which includes patterns of corporate financing, common stocks, debts, and financial markets and institutions; (ii) Project Analysis which includes capital investment process, sensitivity analysis, Monte Carlo Simulation, and real option; (iii) How Corporations Issue Securities which covers venture capital, initial public offering, alternative issue procedures for IPOs, and securities sales by public companies, (iv) Efficient Markets and Behavioral Finance which covers efficient market theories and behavioral finance, and; (v) Financial Planning including short and long-term financing plans. Prerequisite: Principles of Business Finance (IB029). 3 credit hours
59	Business Policy & Strategy	Business Policy & Strategy	The course shall provide the students with the knowledge and skills needed in the area of strategic management. Particularly, students will be introduced to key strategic frameworks that serve as analytical tools in formulating effective business strategy to achieve competitive advantage especially in the global market. Prerequisite: Principles of Management (IB053). 3 credit hours
60	Retail Management	Retail Management	This course begins with an introduction into the various types and channels of retailing. Strategy and management build on this base with topics that include site location, finances, information systems, supply chain, merchandise and store management, pricing, store layout, visual merchandising and customer service. Examples supporting the concepts taught are given from retailers like Wal-Mart, Home Depot, Amazon, Starbucks, Kroger and companies supporting the retail industry such as IBM, Procter & Gamble, and Google. 3 credit hours
61	Organizational Behavior	Organizational Behavior	This course deals with human behavior in a variety of organizations. Lectures and case discussions focus on different topics such as motivation, leadership, teamwork, and communication, group dynamics, power, technology, and Organizational change. 3 credit hours

62	Project Management	Project Management	This course develops a foundation of concepts and solutions that supports the planning, scheduling, controlling, resource allocation, and performance measurement activities required for successful completion of a project. 3 credit hours
63	American Business Experience	American Business Experience	Students will tour a minimum of ten American businesses during a five to six week visit to the USA. The tours will include a broad spectrum of businesses, including manufacturing plants, nonprofit services, financial services, healthcare organizations, and others. Students will research the businesses prior to the tours, write a final integration paper, and make a presentation to the IBM Department upon their return to KNU. 3 credits.
64	Cross-Cultural Experiential Studies	Cross-Cultural Experiential Studies	Students will travel to another country for a five to six week stay at a university for cross-cultural experiential learning. Students will interact with their counterparts and experience university life in another culture. Additionally they will do sightseeing to enrich their cultural understandings. Students will research aspects of American culture, write an integration paper of their experiences and how the experience affected their global perspectives, and make a presentation to the IBM Department upon their return to KNU. 3 credits, Prerequisite: Cross-cultural Studies (IB048).

### (3) 대체과목표

#### ※ 신설 및 명칭변경 교과목만 해당

순번	신설 혹은 명칭변경 교과목	대체되는 기존 교과목	비고
1	Finite Mathematics with Business Applications	Modern Business Mathematics	Finite Mathematics with Business Applications is the introduction to finite mathematics especially focused on business and management applications. Topics include linear equations and inequalities, functions and graphs, exponential and logarithmic functions, mathematics of finance, systems of linear equations and matrices, sets and probabilities, linear programming, and others. 3 credit hours.
2	Intermediate Business Finance	Securities and investment Analysis	Offers broader perspectives about business finance and its application in real world situations. The main topics of the course include, among other things: (i) Overview of Corporate Finance which includes patterns of corporate financing, common stocks, debts, and financial markets and institutions; (ii) Project Analysis which includes capital investment process, sensitivity analysis, Monte Carlo Simulation, and real option; (iii) How Corporations Issue Securities which covers venture capital, initial public offering, alternative issue procedures for IPOs, and securities sales by public companies, (iv) Efficient Markets and Behavioral Finance which covers efficient market theories and behavioral finance, and; (v) Financial Planning including short and long-term financing plans. Prerequisite: Principles of Business Finance (IB029). 3 credit hours
3	Introduction to the Fine Arts	Introduction to the Fine Arts	Introduces students to the scope of the fine arts including drama/theater, music, and visual arts. The focus will be on the classic and contemporary arts from Asia including Korea and China. Basic principles of the arts as well as a historical overview will foster an appreciation of the cultural heritage as well as the on-going contributions of East Asian fine arts. 3 credits

순번	신설 혹은 명칭변경 교과목	대체되는 기존 교과목	비고
4	Introduction to Biological Anthropology	Introduction to Biological Anthropology	Considers human biological anthropology and its impact on global business today. Students gain understanding of the development of the human species as it relates to a cooperative species. The course will focus on the fossil records of human origin and evolution and the interaction of the human species with its environment. 3 credits.
5	Personal Career Development	Personal Career Development	Assists students to make the adjustment from high school to the university environment. Students assess their personal strengths and weaknesses with a focus on the career options available for the international business management student. 3 credits.
6	Business Psychology	Business Psychology	Considers the different attitudes and behaviors of the work environment and the potential consequences and causes of those attitudes and behaviors. Issues surrounding motivation, commitment, stress, as well as consumer service and how theories of behaviorism, cognitivism, and social constructivism are played out in the business organization. Group dynamics and employer-employee relations may be considered. 3 credits.
7	American Business Experience	American Business Experience	Students will tour a minimum of ten American businesses during a five to six week visit to the USA. The tours will include a broad spectrum of businesses, including manufacturing plants, nonprofit services, financial services, healthcare organizations, and others. Students will research the businesses prior to the tours, write a final integration paper, and make a presentation to the IBM Department upon their return to KNU. 3 credits.
8	Cross-Cultural Experiential Studies	Cross-Cultural Experiential Studies	Students will travel to another country for a five to six week stay at a university for cross-cultural experiential learning. Students will interact with their counterparts and experience university life in another culture. Additionally they will do sightseeing to enrich their cultural understandings. Students will research aspects of American culture, write an integration paper of their experiences and how the experience affected their global perspectives, and make a presentation to the IBM Department upon their return to KNU. 3 credits, Prerequisite: Cross-cultural Studies (IB048).