

## BBA CORE COURSES (BUSINESS)

### ASM Korean Organizations and Management

**215B**

Prerequisites: **None**

This course is intended to provide in-depth knowledge of Korean organizations and management systems. The course will clarify the unique features of organizational behavior in the typical Korean organization, the historical and cultural basis for the Korean organizational culture and leadership. The course will also explain archetypal organizational structures and operational systems in Korean organizations such as the Chaebol and SMEs. Through this course, students will learn the essential knowledge for functioning effectively in a Korean organization.

<b>Credit Hours:</b>	3
<b>Course Delivery:</b>	Classroom
<b>Group:</b>	Core Course

This course is a prerequisite for: None

### ASM Asian Management

**310B**

Prerequisites: **BUS110 AND BUS211C**

This course is an intermediate level introduction to Asian Management with emphases on China, India, Japan, Taiwan and Korea. The course will also deal peripherally with ASEAN economies, such as Malaysia, Indonesia and the Philippines. The overall aim of the course is to familiarize students with theories and methods of comparing diverse economic and political institutions, and managerial systems found in dynamic Asia. Students will also learn theories and methods of comparing different managerial varieties in the region and will be able to analyze each economy's competitive and comparative advantages over others.

<b>Credit Hours:</b>	3
<b>Course Delivery:</b>	Classroom
<b>Group:</b>	Core Course

This course is a prerequisite for: None

### IMM Asian Case Workshop

**305B**

Prerequisites: **None**

This course is designed for juniors or higher. Students will participate in an Asian case analysis workshop. Following the workshop, students will work in teams to develop and/or analyze an Asian case study and take part in a competition.

<b>Credit Hours:</b>	2
<b>Course Delivery:</b>	Classroom
<b>Group:</b>	Core Course

This course is a prerequisite for: None

### IMM Asian Case Study

**306**

Prerequisites: **None**

This course is designed for juniors or higher. Students will work in teams to analyze advanced Asian case and study in depth about leading Asian business organizations.

<b>Credit Hours:</b>	2
<b>Course Delivery:</b>	Classroom
<b>Group:</b>	Core Course

This course is a prerequisite for: None

## **BUS** People and Organization

**211C** Prerequisites: **BUS100 OR BUS110**

This course deals with the essence of what managers do: planning, organizing, controlling and leading. The course is designed to provide the foundational knowledge and skills for managing people and organizations. Students will learn fundamental concepts, current trends and required skills over a broad range of topics such as motivating people, teamwork, human resource practices, self-management, communication and leadership. Students will also gain a basic appreciation for strategic planning, the importance of external and internal environments for management, control systems and how managers make decisions.

<b>Credit Hours:</b>	3
<b>Course Delivery:</b>	Classroom
<b>Group:</b>	Core Course

This course is a prerequisite for: ASM310B, ASM411B, COM319C, MIB300

## **BUS** Strategic Management

**308B** Prerequisites: **BUS325B AND FIN305**

This is the capstone course which integrates the different streams of knowledge acquired by students. The course examines the notions of firm strategy and sustained competitive advantage. The main elements of the course are: the idea of competitive advantage, environmental analysis and strategy formulation, business and corporate strategies, reasons for firm success and failure. Students will learn about industry analysis, basic strategy formulation techniques for competitive advantage, firm diversification, mergers and acquisitions, and technology strategy. Students will also acquire knowledge of contemporary strategic issues such as strategizing in high-velocity environments, strategic alliances, corporate governance, and social responsibility. The course assumes prior foundational knowledge from functional courses such as accounting, management, finance, marketing and operations. The course relies extensively on the case method to impart practical knowledge, and may also use some experiential-based learning tools to this end.

<b>Credit Hours:</b>	3
<b>Course Delivery:</b>	Classroom
<b>Group:</b>	Core Course

This course is a prerequisite for: None

## **BUS** Operations Management

**325B** Prerequisites: **BUS110**

The purpose of this course is to introduce students to the fundamental concepts and techniques of operations and supply chain management for both service and manufacturing organizations. It will address the role of operations in relation to other functions and the methods to increase organizational effectiveness and efficiency. Students will also learn quantitative methods used for solving operational issues in production planning and process design.

<b>Credit Hours:</b>	3
<b>Course Delivery:</b>	Classroom
<b>Group:</b>	Core Course

This course is a prerequisite for: MIB415, BUS308B

**FIN Introduction to Corporate Finance****305**Prerequisites: **None**

This course provides an introduction to the theory, the methods, and the concerns of corporate finance. The main topics include: 1) the time value of money and capital budgeting techniques; 2) uncertainty and the trade-off between risk and return; 3) security market efficiency; 4) optimal capital structure, and 5) dividend policy decisions.

<b>Credit Hours:</b>	<b>3</b>
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<b>Course Delivery:</b>	<b>Classroom</b>
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<b>Group:</b>	<b>Core Course</b>
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This course is a prerequisite for: FIN430, BUS308B, FIN300

**IBS International Business Management****301**Prerequisites: **BUS110**

This introductory course provides an overview of conducting international business, with an emphasis on what makes international business different from domestic business. The course will explore the impact of social and political systems and the institutional environment within countries on the conduct of international business. The course will clarify how functional activities are conducted at the international level, and how the dynamic interface between host countries and firms is managed. Students will gain insights into the various alternatives for global business and their managerial implications.

<b>Credit Hours:</b>	<b>3</b>
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<b>Course Delivery:</b>	<b>Classroom</b>
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<b>Group:</b>	<b>Core Course</b>
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This course is a prerequisite for: None

**INF Management Information Systems****204**Prerequisites: **INF101B**

This course provides the background necessary to make decisions about computer-based information systems. It focuses on understanding computer technology, systems analysis and design, and control of information processing by managers and generally about the different aspects of information systems.

<b>Credit Hours:</b>	<b>3</b>
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<b>Course Delivery:</b>	<b>Classroom</b>
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<b>Group:</b>	<b>Core Course</b>
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This course is a prerequisite for: None

**MKT Principles of Marketing****200B**Prerequisites: **None**

This course provides from the management point of view, marketing as a system for the satisfaction of human wants and a catalyst of business activity. It examines different perspectives from producer to consumer and emphasizes the planning required for the efficient use of marketing tools in the development and expansion of markets. It concentrates on the principles, functions, and tools of marketing, including quantitative methods.

<b>Credit Hours:</b>	<b>3</b>
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<b>Course Delivery:</b>	<b>Classroom</b>
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<b>Group:</b>	<b>Core Course</b>
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This course is a prerequisite for: MKT311, MKT300