

GB MBA Courses

No	course ID	Course Title	Applicable Programs	Completion Type	Credit/ Theory/ Lab
1	032107	Financial Accounting	Master	Required Courses	3.0 / 3 / 0
2	001242	Financial Management	Master	Required Courses	3.0 / 3 / 0
3	001245	Marketing Management	Master	Required Courses	3.0 / 3 / 0
4	400097	Organizational Theory and Behavior	Master	Required Courses	3.0 / 3 / 0
5	200465	Strategic Management	Master	Required Courses	3.0 / 3 / 0
6	400175	Operation Management	Master	Required Courses	3.0 / 3 / 0
7	400178	Marketing Communication	Master	Elective Courses	3.0 / 3 / 0
8	400103	International Business	Master	Elective Courses	3.0 / 3 / 0
9	001312	Financial Risk Management	Master	Elective Courses	3.0 / 3 / 0
10		Global Negotiations	Master	Elective Courses	3.0 / 3 / 0
11	400090	Business Statistics	Master	Elective Courses	3.0 / 3 / 0
12	400169	Insurance and Pension	Master	Elective Courses	3.0 / 3 / 0
13	001276	Entrepreneurship	Master	Elective Courses	3.0 / 3 / 0
14	400172	Marketing Research Methods	Master	Elective Courses	3.0 / 3 / 0
15	400168	Business Data Management	Master	Elective Courses	3.0 / 3 / 0
16	037005	Consumer Behavior	Master	Elective Courses	3.0 / 3 / 0

GB MBA Subject Description/Overview

NO	Subject	Subject Description/Overview
1	Financial Accounting	This class aims to provide basic understanding of the financial reporting. More precisely, this course will cover the underlying principles of the accounting system, the circulation of financial statements, and the underlying mechanism of preparing the financial reporting. By taking this course, the students will be able to understand the role of accounting in the business communication, and more importantly, to understand how to prepare and explain the financial reports to someone else.
2	Financial Management	To provide an overview on the financial activities of business firms, and Introduce the basic concepts of financial tools (capital budgeting, CAPM, MM) and their applications.
3	Marketing Management	<p>The goals of Marketing Management are:</p> <ol style="list-style-type: none"> 1. to develop understanding of marketing activities and the marketing concept; 2. provide an understanding of how marketing ties in with other corporate functions; and 3. develop your intuition in analyzing a business environment and making subsequent decisions. <p>This course develops a framework to understand the marketing environment (what will be called the 3Cs) and focuses on a subset of the marketing decisions/actions (what will be called the 4Ps or marketing mix) that are made given this information. This subset includes market segmentation and targeting, product design, pricing and market research.</p>
4	Organizational Theory and Behavior	<ol style="list-style-type: none"> 1. Students learn fundamental theories in Organizational Theory and Behavior. 2. Students apply those theories to real business cases. 3. Students communicate fluently, effectively, and cooperatively with their team members throughout the semester.
5	Strategic Management	How firms adapt and survive dynamic business environment of 21st century? What can be the solution for the firms which have problems? We can find these answers from strategic management study. Let's take a moment that you are the CEO of the corporation. You will learn how CEOs of many corporations make decisions and build strategies. Some may work, some may not work well. You can also learn from the mistakes of many firms too. You will learn these contents from theories and case studies of real corporations.
6	Operation Management	<p>Operations is about the "real work" of the enterprise or the organization. There are other functions—marketing, accounting, human resources, etc.—but goods are produced, and services are delivered by the operations function. That's what makes it the "hub" of most organizations. The objective of this course is for each student to be able to do the followings:</p> <ol style="list-style-type: none"> 1. To explore the relationship of operations to other functional areas 2. To expand the student's awareness of globalization and competitiveness 3. To appreciate the importance of operations and supply chain management to a firm's strategy
7	Marketing Communication	This course aims to develop students' knowledge, understanding, and skills in the area of marketing communication from an integrated marketing communications (IMC) perspective. Upon successful completion of this course, students will be able to 1) understand the concept of IMC, major marketing communication tools, and related theories, and 2) evaluate and plan IMC programs.

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8	International Business	Since international business is an emerging and vibrant field of study, we will spend the majority of our time developing a broad understanding of this field by learning about the important roles of culture, politics, technology, and leadership in the global marketplace. To aid students in attaining these goals the course will have a very heavy focus on case analysis and the review of current and past landmark international business studies.
9	Financial Risk Management	By the conclusion of this course you will be familiar with a broad range of risk management concepts and techniques through quantitative analysis, financial markets and products.
10	Global Negotiations	This course is designed to Develop Professional Global Business Negotiation Competency
11	Business Statistics	This course is designed to provide beginning MBA students with general introductory knowledge on probability and statistics. The major topics covered will include: <ul style="list-style-type: none"> - Random variables and their distributions; - Distributions of sampling statistics; - Point & interval estimations of population parameters; - Testing statistical hypotheses; and - Linear and logistic regressions.
12	Insurance and Pension	<ul style="list-style-type: none"> - Understanding the concept of risk and risk management process involved in economic activity - Learning major risk treatment measures and the role of insurance - Improve comprehension and application of various insurance disciplines (life, property-liability, and social insurance) - Fostering applicability of risk management to business management
13	Entrepreneurship	This course is designed to introduce key entrepreneurship concepts and to enhance students' understanding of the Korean startup ecosystem. Thus, the purpose of the course is twofold: (1) to enhance students' understanding of entrepreneurial startups and the ecosystem in which they operate in, and (2) to equip students with insight about the Korean startup ecosystem.
14	Marketing Research Methods	The objective of this course is for the students to acquire knowledge and an understanding of business analytics and (business) research methodologies through key concepts, tools, and theories. This class will provide the students with the fundamental concepts and practical tools needed to solve the specific business problems on a basis of real-world data. We will, in practice, analyze them in a specific business environment during the entire semester.
15	Business Data Management	The main objective of this course is to help students learn the key concepts and skills related to the data management, which is one of the three components of the data analytics process in the context of business. This course will cover the relational database, which is the most common database model in business organizations, and NoSQL database, which is becoming more important as the importance of big data increases for business. Students will learn how to design and develop such databases, and also learn how to retrieve and integrate data from the databases.
16	Consumer Behavior	The objective of this course is to present various topics on consumer behavior and how they relate to strategic decisions in marketing management. Students will be exposed to major areas of consumer behavior such as consumer information processing, qualitative and quantitative methods in consumer research, consumer lifestyle and trends, consumer decision making processes and post-choice behavior such as satisfaction and loyalty. Students will learn through lectures and case studies about what implications these subjects have for marketing decisions. The course comprises a lecture by the professor. In addition, each person will be assigned to a team for a team assignment. The purpose of the team project is to give you experience in researching various topics related to consumers by mainly using those research methods which you selected.