
Sogang Business School (Undergraduate Program)

Business Administration

Requirements of credit hours in business courses:

Students with a single major or multiple majors are required to earn all of credit hours listed in (1) to (4):

(1) Credit hours: Students with a single major have to take more than 60 credits.
Students with a multiple major have to take more than 51 credits.

(2) Prerequisites: ECO2001, ECO2002, and MGT2002 (9 cr.)

[MGT2002 can be replaced to MGT2004 or MAT3020.]

(3) Select one of the following prerequisites: STS2004, STS2005, STS2006 (3 cr.)
[These prerequisites cannot be included in (1) above.]

(4) Required courses: MGT2003, MGT3001~3007, MGT4102, and MGT4105 (24 cr.)

(5) Students with a single major must be earned at least 30 credits from business courses in the school in addition to the above requirements. Business school students with multiple majors must be earned at least 21 credits, and also the other major school students with business major must be earned at least 27 credits including above business requirement courses. However, the course MGT2001 “Modern Business and Corporate Ethics” and MGT4704 “CEO Special lecture” may not be regarded as a business major course.

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sem. year	1 st Semester		2 nd Semester	
1	COR1001	2 cr.	HFS2001 HFS2002 HFS2003 select one course	3 cr.
	COR1003	3 cr.		
	CHS2001 CHS2002 CHS2003 CHS2004 CHS2009 select one course	3 cr.	SHS2001 SHS2002 SHS2003 SHS2007 SHS2005 select one course	3 cr.
	ETS2001 ETS2002 ETS2003 ETS2004 select one course	3 cr.	STS2004 STS2005 STS2006 select one course	3 cr.
	ECO2001	3 cr.	MGT2002	3 cr.
	Selectives	<u>5 cr.</u>	MGT2003	3 cr.
		19 cr.	Selectives	<u>6 cr.</u> 21 cr.
2	ECO2002	3 cr.	MGT3004	3 cr.
	MGT3001	3 cr.	MGT3003 MGT3006 select one course	3 cr.
	MGT3003 MGT3006 select one course	3 cr.	Selectives	<u>15 cr.</u> 21 cr.
	Selectives	<u>12 cr.</u> 21 cr.		
3	MGT3002 MGT3005 MGT3007 MGT4102 MGT4105 select three courses	9 cr.	MGT3002 MGT3005 MGT3007 MGT4102 MGT4105 select three courses	9 cr.
	Selectives	<u>12 cr.</u> 21 cr.	Selectives	<u>12 cr.</u> 21 cr.
4	Selectives	21 cr.	Selectives	21 cr.

MGT2001 Modern Business and Business Ethics 3 cr.

This course provides an introduction to the modern business environment, management functions and business ethics. Topics include business environment, the essentials

of management functions, types of business ownership, business ethics and social responsibility, and legal and regulatory issues in business. The objective of the course is to provide a number of frameworks that will help broaden

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knowledge and emphasize the necessity of integrating business functions to ensure success in the modern business.

MGT2002 Business Statistics 3 cr. (in English)

This course is an introduction to the use and identification of limitation to mathematical and statistical techniques in management contexts. Several statistical techniques are covered and examined through various business cases to find an optimal strategy using quantitative decision making. The course covers (1) exploratory data analysis, (2) probability and related distributions, (3) inference including hypothesis testing, and (4) regression.

MGT2003 Principles of Accounting 3 cr. (in English)

An introduction to the basics of double-entry bookkeeping and accounting systems, this course presents the recording, analyzing, and summarizing procedures used in preparing general-purpose financial statements, which are a yardstick for better business management.

MGT3001 Theories of Organizational Behavior 3 cr. (in English)

This course has been designed to explore recently developed behavioral science and theories of decision making. The objectives of this course are: (1) introducing concepts and content of traditional business management, (2) making concrete theories of developing business science, (3) discussing the concepts and theories of behavioral science from a managerial viewpoint.

MGT3002 Management Information System 3 cr. (in English)

Information is one of organization's most valuable resources. The effective management and use of information has become a major factor in an organization's success. In order to provide a comprehensive understanding of this important area, this course presents both technical and managerial materials concerning

information systems. Important topics include hardware, software, database management systems, telecommunications, distributed data processing, economics of information, and reporting systems.

MGT3003 Production and Operations Management 3 cr. (in English)

This course includes the basics concerned with value creation in manufacturing and service. The main topics of this course begin with the input-output system, which is characteristic of the production system, and then studies problems related to their efficient and orderly operation.

MGT3004 Financial Management 3 cr. (in English)

An introduction to basic financial management theories and practices dealing with the projection of capital needs, financing, and controlling capital. Topics include financial analysis, budget control, long-term and short-term financing plans, capital budgeting, cash, accounts receivable, and profit management.

MGT3005 Managerial Accounting 3 cr. (in English)

(Prereq.: MGT2003)

An introductory study of accounting tools, techniques, and practices for managerial decision making. Subjects covered in this course are: cost accumulation and analysis, planning and control systems, and applications of cost data to business decisions.

MGT3006 Principles of Marketing 3 cr. (in English)

This course deals with segmentation, targeting and positioning issues, and the principles of product management, pricing, promotion, and distribution of goods and services. Also, an emphasis is put on the application of these principles, using a series of cases.

MGT3007 International Business 3 cr. (in English)

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The objective of the course is to provide an overall understanding of international business activities in the era of globalization, and to enable students to understand international business environments and how to respond to them, and to prepare them to be global leaders in future. Students study international business activities and environments, international trade, foreign direct investment, global strategy, international market entry, and international business operations including production, marketing, and human resource management.

MGT4101 Strategic Management 3 cr. (Simulation (in English))

(Prereq.: MGT4102)

Students participate in simulation games to understand how strategic tools can be applied in real situations. This course requires that students bring together all of what they have learned and utilize it to study strategic issues and problems associated with management and organization.

MGT4102 Strategic Management 3 cr. (in English)

A study of business problems and the formulation of strategies and policies to meet managerial problems from the viewpoint of management.

MGT4103 Organizational Structure 3 cr. and Strategy

This course takes a behavioral approach to the management process, with a concentration on establishing targets, making policies, planning and controlling, allocation of jobs, delegation of authority, management problems related to a changing environment, and the effectiveness of organization.

MGT4104 Theories of Leadership 3 cr. (Prereq.: MGT3001)

Understanding leadership as a function of promoting cooperation among employees to attain the organization's

goals. The major subjects to be dealt with include motivation, decision making, and conflict resolution.

MGT4105 Business Ethics 3 cr.

Business ethical consciousness and social responsibility are urgently required because of sudden changes in advanced industrial techniques and processes. Therefore, this course sets as its goal the learning of business ethical values based on sound philosophies and theories of business, and also the presentation of case studies, with the purpose of making industry more human centered.

MGT4106 Personnel Management 3 cr. (in English)

This course is concerned with theories, practices, policies, and systems aimed at the maximum utilization, development, and preservation of human resources in a satisfactory setting for work.

MGT4107 Labor and Industrial 3 cr. Relations

(Prereq.: MGT4106)

Analysis of factual data, background knowledge, and major theories that seek to explain the causes and effects of economic and social phenomena related to union-management relations.

MGT4108 Negotiation in Managerial 3 cr. Organizations

(Prereq.: MGT4106)

In this course students learn how managers negotiate to solve various types of conflicts that occur in managerial situations. This course emphasizes determining a core negotiation agenda, negotiation alternatives, bargaining power, and communication strategies. This course also includes negotiation theory as well as skills and tactics. Many practice sessions are arranged so that students can participate in negotiations.

MGT4109 Latest Themes and Case Study of Corporate Strategy 3 Credits

Pre-requisite subject: MGT4102

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This course helps students establish and practice the strategy long-term survival and growth of the companies. It covers the latest issues of various corporate strategy related to corporate innovation, growth, and diversification and based on this, through actual case study of global companies, this course improves the understanding of company and environment and improve the ability of strategic thought toward the companies and environment and strategic decision making.

MGT4201 Decision Making: Art and Science 3 cr.

(Prereq.: MGT2002)

There are two approaches to decision making: the behavioral approach (art) and the scientific approach (science), and the best decision is made by combining both approaches. This course covers both the art and science of decision making. In the behavioral aspect of decision making, we discuss heuristics and biases, and several bounds to rational decision making such as bounded rationality, bounded awareness, bounded self-interest, bounded willpower, and bounded ethicality. In the scientific aspect, we discuss rational choice process, decision making under uncertainty, value of information, and risk/utility analysis, among others.

MGT4202 Statistical Data Analysis for Business 3 cr.

(Prereq.: MGT2002)

In this course, students explore various methods of statistical analysis using data sets in the applications of business area. Several statistical techniques are covered and examined for application in quantitative decision making. The main purpose of the course is to provide a proper interpretation of the results of statistical data analysis. The applications of statistical techniques are based on the graphical representation, analysis of variance, regression analysis, and forecasting.

MGT4203 Management Science 3 cr. (in English)

(Prereq.: MGT2002)

This course covers the application of the scientific method to various problems of managerial decision making. The primary objective of this course is to help managers make smart decisions by effectively solving business problems. The main topics include linear and integer optimization techniques, data envelopment analysis, multiple objective programming, and multiple criteria decision making, among others.

MGT4204 Simulation 3 cr.

(Prereq.: MGT2002)

This course provides an introduction to the concepts, methodologies, and applications of simulation in business. As a scientific decision-making aid in many organizations, simulation has been widely employed to handle complex business problems under uncertainty. In this course, we use spreadsheets as the principal means to illustrate simulation modeling concepts, computational issues, and the analysis of experimental results.

MGT4205 Latest Themes and Case Study of Quantitative Management Analysis Model 3 Credits

Pre-requisite subject: MGT2002

This course has a goal of understanding new quantitative paradigm and improving the ability to solve the problem in management science with the advanced study on latest cases and academic issues related quantitative management analysis model.

MGT4206 Time Series Data Analysis 3 cr. **and Forecasting in Business** (in English)

(Prereq.: MGT2002)

Various statistical methods used in predicting time series data will be learned in this course, including the time series decomposition model, autoregressive integrated

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moving average model (ARIMA), seasonalized ARIMA model, exponential smoothing model, generalized autoregressive heteroscedastic (GARCH) model, spectral analysis will be introduced. Real data application for the forecasting will be practiced using statistical software.

MGT4221 Business and Information Technology 3 cr.

This course introduces the use of computers in business and provides a broad background in computing and information systems, so that students can understand and deal with many of the management considerations in using computers. It gives experience in the use of digital systems and a higher-level programming language to solve problems that arise in the construction of information systems for business. It also provides general background for understanding (a) the technology hardware and software upon which management information systems (MIS) are based, and (b) how they are used. Also gives a brief overview of new technology in this field.

MGT4222 Mobile Communication Management 3 Credits

Today mobile communication has close correlations to our lives. We cannot live without communication device while living our normal lives and working. So we need to learn the ecology of communication market representing the mobile phone. Therefore this course is to offer the wisdom to students to develop new business model by expecting what is the mobile communication market and how it is developed further. In particular, this course helps students understand the principle of mobile communication and contribute to establishing the strategy to develop and sell effective products and services.

MGT4223 Information technology & Management Innovation 3 cr.

The objective of this class is to learn how we can use information technology for innovation. Innovation, such as Business Process Reengineering (BPR), enables organizations to effectively change their structure and business processes. To improve the way the work is done, there is a need to apply the capabilities of information technology to redesign business processes. Business process design and information technology are natural partners, yet this aspect has barely been explored. But, the organizations that have used Internet technology to redesign boundary crossing and customer-driven processes have benefited enormously. This class explains why.

MGT4224 Electronic Commerce 3 cr.

This course introduces the latest trends in e-business with the relevant technology issues. Specific topics are business models of B2B and B2C, design of web pages, security, e-banking, e-payment, and evaluation of e-business models. Latest case articles with supplementary reading materials are used to understand quickly changing technology in the e-business environment.

MGT4225 Utilization of S/W for Enterprise Resource Planning 3 Credits

This course covers SAP core module, S/W representative in enterprise resource planning. The first part covers the consideration in composition and establishment of SAP software and the second part will cover the practices by utilizing SAP program. If students study this course, they can be helped in improving the knowledge to utilize in the companies directly. Therefore, it helps students enter into the employment through the company practices friendly contents.

MGT4226 Big Data and Business Intelligence 3 Credits

This course covers the tool and strategy to support fast and exact decision making

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by converting the collected and processed data from company operation with BI to business knowledge. In other words, this course covers the extraction of pattern, knowledge and value from huge amount of typical or atypical data, analysis and application of the result. Through the analysis of big data in a various types, this course helps students learn the method of expecting the tendency and behavior exactly. This course covers the practice and application such as major big data analysis method, cases applied with each method, web mining, opinion mining, social network analysis.

MGT4227 Knowledge Management 3 cr. and Service Innovation (in English)

This course explores the economic paradigm change from product-based to service-based, and looks at knowledge management as a way to address it. By sharing and transferring knowledge, organizations benefit, making their processes faster and more effective, thereby empowering their employees. Accordingly, companies can leverage and more fully utilize intellectual assets to innovate their services, while positioning themselves to respond quickly to customers, create new markets, develop new products, and dominate emerging technologies. This course is designed to help students gain a conceptual understanding of a service-based economy, knowledge management, and its impact on competition, with a focus on several important issues in service innovation.

MGT4228 Management and Service Science 3 cr.

The importance of the service industry has been increasing to the point that today it is regarded as a convergent industry between the secondary industry and the tertiary industry. This new approach requires a new area called service science. This lecture studies the emergence of this new area as well as

applying the scientific method to it; with an emphasis on related theories, modeling methods, and design issues.

MGT4241 Management of Technology 3 cr.

MOT(Management of Technology) deals with the issues around products and process technologies in terms of technology forecasting, acquisition, development, and evolution. The issues are discussed from a managerial perspective and the context of discussion will be a firm's new product development process and inter-firm competition. In order to maximize students' interest and learning, the course utilizes case studies from well-developed academic sources and semester-long projects to explore current trends in new technologies.

MGT4242 Production Planning and Inventory Control 3 cr.

(Prereq.: MGT3003)

Design-making topics in production (or operation) at the departmental manager level and above are treated in depth. Topics include the development of generalized decision rules and systems analysis in production. In particular, the range of concepts and techniques in the practical design of production planning and inventory control systems are stressed.

MGT4243 Understanding Management Quality 3 cr.

Management quality can be maximized by improving and innovating critical elements in the management system. This course mainly focuses on continuous improvement and innovation in leadership, social responsibility, strategy, customer focus, information analysis, human resources, and process management. This course also covers approaches and deployment of how to upgrade these elements to world-class level. In particular, the Malcolm Baldrige Model, a global standard of worldwide business excellence criteria, is studied in depth.

MGT4244 Logistics and Manufacturing Strategy 3 cr.

(Prereq.: MGT3003)

This course focuses on the strategic issues of operations management, the type of production systems to employ, the amount of production capacity to provide, technology in the manufacturing process, and the design of manufacturing systems. These issues are dealt with from the perspective of top management so that major operations decisions can be effective for the whole organization. By combining theory and cases, this course provides skills and insights that are essential to senior executives who must understand the competitive implications of operations decisions.

MGT4245 Management Innovation and Strategy in the Digital Age 3 cr.

The objective of this class is to learn how we can use information technology for innovation. Innovation, such as Business Process Reengineering (BPR), enables an organization to change its structure and business process effectively. To improve the way the work is done, there is a need to apply information technology to the business process. Business process design and information technology are natural partners, yet it has barely been explored at all, while organizations that have used IT to redesign boundary-crossing and customer-driven processes have benefited enormously.

MGT4246 Service Operations Management 3 cr.

Service firms are centered on human interaction and because customers participate in the process, a service environment becomes a unique place that allows us to question the direct application of traditional manufacturing-based techniques. Ignoring the differences between manufacturing and service requirements will result in failure. But more importantly, the recognition of the special features of services will provide insights for enlightened and innovative

management. This course focuses on the integrated view of strategies, operations, technologies, marketing and organizations of service firms.

MGT4247 Supply Chain Management and e-Business 3 cr.

To understand the relationship between supply chain management and e-business in the new mass customization environment, this course focuses on a case-based discussion of supplier management, just-in-time operations, lead-time management, quick response systems, and customer service in the cyberspace.

MGT4248 Business Process Management 3 cr.

This course aims at understanding basic elements in the business process and methods that help students analyze and solve process-related problems and issues. Topics include elements of business processes and their implications to capacity and output, forecasting, inventory management, distribution and logistics as an extension of process, and buyer and supplier relationships. This course also employs case-based learning to learn how to discover problems, recent issues, and how to analyze and discuss them to present potential solutions

MGT4249 Logistics (in English) 3 cr.

Based on the general aspect of logistics, the new source of competitive advantage, this course focuses on multimodal transport, the commodity and service flow system, cost reduction through efficient logistical management, and the improvement of customer-centered marketing.

MGT4250 Marine Transportation 3 cr.

This course delves into the theoretical and practical aspects of marine transportation and storage together with various national and international rules and conventions connected with the carriage of goods by sea.

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MGT4301 Investments (in English) 3 cr.

(Prereq.: MGT3004)

A comprehensive survey of investment theories and practice approached primarily from the viewpoint of investors. Major attention is devoted to common stocks and bonds and their analyses. The structure and functions of security markets, investment policies, capital investment plans, and the cost of capital are some of the major topics that will be discussed.

MGT4302 Corporate Finance (in English) 3 cr.

(Prereq.: MGT3004)

A survey of conceptual foundations pertaining to theories of financial management, the structure of major areas of financial management such as the cost of capital, its structure, dividend policies, capital budgeting, theoretical content, and the validity of formalizing techniques for improving decision making. This course also covers the application of economic theories to financial decision making.

MGT4303 Options and Futures Theory 3 cr.

(Prereq.: MGT3004, MGT4301)

Advanced analysis and theory of investment assets will be dealt with, as well as how one can apply these to actual cases. Theories and practices on options and futures trading will be looked into, as well.

MGT4304 Portfolio Management 3 cr.

(Prereq.: MGT3004)

This course deals mainly with the application of portfolio management techniques. In particular, the trade-off between return and risk, efficient frontiers, portfolio construction based on investor goals, optimization techniques, and performance measurement are covered.

MGT4305 Bond Market 3 cr.

(Prereq.: MGT3004)

The course provides concepts about bond types and the bond market. It focuses on bond pricing, constructing a

bond portfolio, bond investment strategies, and the term structure of bonds.

MGT4306 Financial Risk Management 3 cr.

(Prereq.: MGT2002, 3004)

More companies are exposed to risk as globalization proceeds, and hence risk management is directly related to whether a company survives. In particular, financial companies are exposed to more complex risk than other companies. This course introduces the concept of financial risk management and certain types of risk such as market, liquidity, operational, credit, legal, and others, as well as techniques of risk management. VaR is also studied in detail.

MGT4307 Management of Financial Institutions (in English) 3 cr.

(Prereq.: MGT3004)

An analysis of the financial management problems in financial institution, with special attention given to commercial banks and nonbank financial institutions.

MGT4308 Case Study in Finance 3 cr.

(Prereq.: MGT3004)

This course focuses on the study of techniques and theories for efficient financial decision making through case studies. In particular, this course tries to enhance the ability of financial planning and decision through various cases and analyses.

MGT4309 Advanced Finance Theory 3 cr.

(Prereq.: MGT3004, MGT4302)

Major modern financial theories and concepts are analyzed using mathematical tools. A thorough investigation of fundamental finance theories is made to help students understand advanced financial theories. Major topics covered are: the expected utility theory, state preference theory, risk neutral valuation theory, and option pricing theory.

MGT4310 Special Lecture in Finance 3 cr.

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(Prereq.: MGT3004)

The lecturer of this course selects a current issue in finance and discusses it to help students understand the quickly changing environment of the financial industry.

MGT4311 Practice of Finance 2 cr.

(Prereq.: MGT3004)

The course cultivates the basic ability of students as financial managers through the study of experiences of those people who have been in the financial sector for more than thirty years. Also, this course looks into the current status and future developments of the Korean financial industry.

MGT4312 Understanding Financial Investment Industry(Capstone Design) 3 Credits

This course covers financial knowledge and practical knowledge required in the field by inviting financial experts with financial investment market and its dramatically changing environment.

MGT4313 Venture and Financial Market(Capstone Design) 3 Credits

This course has a goal of improving the ability to start up companies, the project in the company or start up the company in the company through the lecture focusing on the industrial status, prediction, future promising area regarding capital market and startup of company to finance the venture and the fund.

MGT4331 Risk and Insurance 3 cr.

An introductory course designed to acquaint students with the nature of risks faced by the individual, enterprise, and society, and the principles and practices of insurance and risk management. Emphasis is placed upon the nature and functions of risk management, principles of insurance, fundamentals of insurance contracts, operations of various fields of an insurance system, functional aspects of

an insurance company, the government policy, and regulation system.

MGT4332 Business Risk Management 3 cr.

An analysis of the risks faced by business enterprise and the study of various methods of managing these risks. Primary emphasis is given to the nature and role of risk management, risk analysis and evaluation, risk measurement, risk treatment methods, and development of a business risk management program. This lecture classes focuses on both theory and practice.

MGT4333 Life and Health Insurance 3 cr.

An analytical course designed to acquaint students with the functions and roles of life and health insurance systems in general. Major emphasis is given to the nature and economic social function of life and health insurance and annuity, analysis of major contracts in both actuarial and legal aspects, product design and uses, rating, marketing, underwriting, investment, financial, financial management, and government regulation. Both the consumer's and insurer's perspectives are considered in the lectures.

MGT4334 Marine Insurance 3 cr.

A study of marine accidents and marine insurance, including the concept of marine insurance, the role it plays in international trade and how to be compensated in actual cases.

MGT4401 Intermediate Accounting I (in English) 3 cr.

(Prereq.: MGT2003)

Extensive coverage of the actual application of basic accounting principles to various topics in external reporting based on international financial reporting standards. Topics include the comparison between accrual basis accounting and cash basis accounting, recognition and measurement issues on receivables, investment assets, inventories, fixed assets, and current and noncurrent liabilities.

MGT4402 Intermediate Accounting II 3 cr.

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(Prereq.: MGT4401)

A comprehensive survey of the characteristics of financial accounting theories, methodologies, and theoretical frameworks (objectives, postulates, and principles of accounting). Primary emphasis will be given to correction of errors, accounting changes, preparation and analysis of financial statements, price level adjustment, foreign currency translation, and business combination and dissolution.

MGT4403 Advanced Accounting 3 cr.

(Prereq.: MGT4402)

A study of the concepts and procedures of preparing consolidated and combined financial statements. Parent and subsidiary accounting interrelationship will be discussed thoroughly with various case studies on consolidation and advanced subjects in financial accounting.

MGT4404 Cost Accounting 3 cr.

(Prereq.: MGT3005)

A study of the principles and techniques of cost control with a concentration on the structural aspects of cost accounting as a managerial tool for financial reporting and on the techniques and theories involved in solving cost accounting problems.

MGT4405 Accounting Information Systems 3 cr.

(Prereq.: MGT2003)

An in-depth coverage of the problems in managing computer-based accounting information systems. Focuses on the definition, evaluation, installation, and continuing management of EDP systems. Issues in planning and control, as well as the organizational impact of computer systems are stressed.

MGT4406 Income Tax Accounting 3 cr.

(Prereq.: MGT4402)

A study of the basic concepts of income taxation in Korea and income tax laws affecting individuals and businesses. An emphasis will be placed on corporate

income tax determination.

MGT4407 Auditing 3 cr.

(Prereq.: MGT4402, 4404)

A study of the theory and philosophy of auditing, with consideration given to problems public accountants have examining, verifying, and presenting financial statements. The course covers auditing standards and procedures, legal and professional responsibilities of public accountants, and professional ethics.

MGT4408 Financial Statements Analysis (in English) 3 cr.

This course explains ways to compute profitability, liquidity, debt, asset utilization, and market ratios and how financial ratio analysis helps managers assess the health of a company.

MGT4409 Accounting Review 3 cr.

(Prereq.: MGT 4402, 4404)

An extensive review of various subjects of the CPA exam for potential CPA candidates. Reviews are made by problem-oriented class discussions of past CPA exams and of new developments in accounting and auditing theories and practice.

MGT4501 Marketing Strategy 3 cr.

This course helps students improve their ability to integrate marketing strategies and apply them to real marketing situations with case studies and simulation games.

MGT4502 Consumer Behavior 3 cr.

(Prereq.: MGT3006)

This course explores how psychological, sociological, and economic factors affect consumers' decision processes and discusses the ways in which we can apply the findings to marketing strategies.

MGT4503 Marketing Research (in English) 3 cr.

(Prereq.: MGT3006)

This course examines scientific research methods necessary for manager when

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coming up with useful information for marketing decisions. Specifically, topics such as defining research problems, research design, sampling and data collection techniques, and statistical data analyses are covered. Both theoretical and practical aspects of marketing research will be emphasized.

MGT4504 Product Policy 3 cr.

(Prereq.: MGT3006)

The purpose of this course is to develop the skills necessary for a manager to deal with problems concerning new products and service. Topics covered in this course are market definition and entry strategies, perceptual mapping, consumer preference models, new product design and new product demand forecasting. The emphasis of this course is on the application of behavioral models for problem solving rather than institutional material.

MGT4505 Brand Management Strategy 3 cr.

This course deals with brands, why they are important, what they represent to consumers, and what should be done by firms to manage them properly. As many business executives now recognize, perhaps one of the most valuable assets that a firm has is the brand that it has invested in and developed over time. Although manufacturing processes and factory designs often can be duplicated, strongly held beliefs and attitudes established in the minds of consumers often cannot be so easily reproduced. The difficulty and expense of introducing new brands, however, puts more pressure than ever on firms to skillfully launch their new brands as well as managing their existing brands. Although brand may represent invaluable intangible assets, creating and nurturing a strong brand poses considerable challenges. Fortunately, the concept of brand equity, the main focus of this course, can provide students with a valuable perspective and a common denominator to interpret the potential effects and tradeoffs of various

strategies and tactics for their brands. The chief purpose of this course is to provide a comprehensive and up-to-date treatment of the subjects of brands, brand equity, and strategic brand management. Strategic brand management involves the design and implementation of marketing programs and activities to build, measure, and manage brand equity. An important goal of this course is to provide students with concepts and techniques to improve the long-term profitability of their brand strategies. After taking this course, students should have a better understanding of how to apply brand management theories and analytical tools to the analysis and solution of real-world brand problems. Toward this end, the course consists primarily of lectures, individual presentations, team projects, and case analyses as a means of conveying key concepts.

MGT4506 Promotional Strategy 3 cr.

(Prereq.: MGT3006)

A study of strategic communication planning, with an emphasis on advertising, personal selling, promotion through middlemen, PR, publicity, and other supplemental communication means, with a major emphasis on a systems approach.

MGT4507 Marketing Channels 3 cr.

(Prereq.: MGT3006)

This course seeks to familiarize students with marketing channels used to make goods and services available for consumption by either industrial or household buyers. Emphasis is on the means by which effective and efficient distribution networks can be constructed and managed. The course content is organized around functions of marketing channels, types and roles of intermediaries, and behavioral dimensions of channel relations. Special topics include home shopping, direct marketing, Internet marketing, and database marketing.

MGT4508 Services Marketing 3 cr.

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(Prereq.: MGT3006)

Services marketing deals with decision making involved in the formulation and implementation of marketing strategies and activities for service products. This course focuses on why services are more difficult to market than manufactured products. Topics include types and characteristics of service industries, strategic guidelines for service firms, managing customer relationships, and design and management of service systems. This course takes advantage of a variety of pedagogical approaches including article review, case analysis, team project, and a field trip.

MGT4509 Hightech Marketing 3 cr. (in English)

This course is about how and what to do for innovative products in new markets. The main objective of the course is to provide students with cutting-edged methods and theories on how to market in new areas. This course is for people who want to study how to develop innovative products, how to evaluate them, and how to develop new markets. This course is particularly relevant to students interested in fresh knowledge and information on innovative industries such as IT, electronics, and film. Students will be exposed to new topics and methods in marketing.

MGT4510 International Marketing 3 cr. (Prereq.: MGT3006)

The general objective of this course is to expand the view of marketing from that of a business activity conducted in a domestic national setting to one in which the firm's marketplace can be viewed as being the global. Topics to be discussed include the concept, environment, research, strategy, and marketing mix of international marketing from a global viewpoint.

MGT4511 Marketing Management 3 cr.

A study of advanced concepts and theories in marketing, with an emphasis

on learning how to analyze practical marketing problems and solve them.

MGT4513 Latest Theme and Case Study of Marketing 3 Credits

This course has a goal of understanding new marketing paradigm and improving the problem solving ability of marketing with advanced study of marketing related cases and academic issues.

MGT4601 Business and 3 cr. International Environment

An introduction to international environments, international trade, international investments, and operations of international business firms.

MGT4602 Studies on Multinational 3 cr. Corporations

Studies in international operations of multinational corporations, analysis of company structures and operational-functional strategies, and adapting management policies and practices to international business environments.

MGT4603 International Financial 3 cr. Management

(Prereq.: MGT3004, MGT4301)

Asset choices and institutional operations in international finance, foreign exchange problems, short-term investment, and financing problems of multinational firms.

MGT4604 International Business 3 cr. Strategy

This course studies international business in terms of corporate, business, and functional strategies. It is focused on the analyses of international business portfolios and competitive and functional strategies. It also addresses an in-depth analyses of international market selection, entry, and sourcing strategies. Finally, it relates firms' international strategies to their performance.

MGT4605 Practice of International 3 cr.

Trade

This course offers an analysis of the technical problems and practical aspects of daily trade operations while giving insight into trade management and dealing with problems beyond the fundamentals learned in Introduction to Trade.

MGT4607 International Financial Markets 3 cr.

The instruments, theories, and techniques of the international financial markets are covered, including the basics of hedging and spreading, linkages among cash, currency and interest rate futures, and foreign exchange options. Includes arbitrage relationships and opportunities among different instruments.

MGT4609 Foreign Exchange 3 cr.

This course explains the basic concept, theory, and function of foreign exchange along with the organization and functions of foreign exchange banks. Various foreign exchange markets and the theory of international balance of payments are analyzed and Korean foreign exchange regulations are also taught.

MGT4611 Small Business Management 3 cr.

The purpose of this course is to study how to organize and operate a small business. Evaluation of new venture opportunities, preparation of business plans, entrepreneurship, growth strategies, and public policies for small business will be discussed.

MGT4612 Entrepreneurship and Business Analysis 3 cr.

Studies on entrepreneurship and venture management, including the decision-making process in a venture, development and evaluation of business ideas, analysis of uncertainty of a venture, and government policies of ventures.

MGT4613 Understanding Chinese Market and Management Environment 3 Credits

This course has a goal of improving the

understanding about the Chinese market and management environment which has been expanded in terms of the importance in the economy and companies in Korea. In particular, this course covers the issues related to the management environment and corporate strategy such as Chinese consumer, entry method, competitive strategy after studying the basic status of the process to convert to market economy, its nature, economic growth pattern, its nature, change in corporate governance, structure of external trade, role of foreign investment companies, financial system.

MGT4614 Global Integration Module 3 Credits

This is the course to conduct the project of research on social responsibility related themes by consisting of the team with students of New York University in the USA, ESADE in Spain, Bocconi in Italy and Sogang University. This is composed of 1 to 2 students of each participating university in one team and they conduct the joint project through the exchange through the Internet. This semester's theme is "How is the company contributing to the decreasing economic inequality?". As the participating university other than our university are faster than our university in opening the spring semester, this course starts in the 4th week of February and end in mid May.

MGT4701 Business Communication 3 cr. in English

This course aims at promoting the practical understanding of business English needed in international business. Also, learning about commercial writing, trade documents and usage, business reports in English, and promoting presentation capability in English.

MGT4702 Business Law 3 cr.

Undergraduate Curriculum

An introduction to the nature and basic principles of commercial law concerning commercial entities, employers, trademarks, bookkeeping, transactions, types of business organizations, insurance, billing, and checking.

MGT4704 CEO Special Lecture 2 cr.

Special lectures on recent theories and cutting-edge technology in business are delivered by famous Korean CEOs. Knowledge on the current issue is obtained, and relevant field experiences and business cases related to the subject in corporation management are studied.

MGT4705 Internship 3 cr.

This internship course allows students to gain practical work experience in a business environment. Students are expected to explore management in greater depth outside the normal classroom situation. The purpose of the internship is to provide students with an understanding of how a business operates and how the theories learned in school are applied in the business world.

MGT4706 Introduction to Management Consulting 3 cr.

This course provides a chance to learn theories and practices that can be applied to business and real life. Also, students have interactive learning opportunities through the conceptual approach process: previewing consulting cases → grasping clients' needs → participating in consulting activities → finding a solution, which can be shared by students as they adapt to business needs.

MGT4707 Global Team Project Internship 3 Credits

This course helps students learn corporate practices, improve the integration of theory in school and practice and gives the practical help to the companies.

MGT4708 Social Companies Internship 3 Credits

This course helps social companies have the chance to participate into the process to draw the method to experience the challenge of social companies and solve the problems effectively and through this activities, this course is to help develop the ability to solve the social problems.