

GLOBAL MBA COURSE DESCRIPTIONS

Financial Management

Course Description: This course is designed to make MBA students understand basic knowledge and concepts about corporate finance. The main contents of the course include corporate governance and agency problem, the time value of money and discounted cash flows, valuation of stocks and bonds, investment analysis, risk and return trade-off, the cost of capital and capital structure, and dividend payout policy.

Course Objectives: The objective of this course is to help students become financial managers of domestic and global firms or financial institutions in the future. They will also learn basic knowledge of finance in order to learn more advanced courses such as international finance, derivatives, investments, and so on. After taking this course, students will acquire basic knowledge of corporate finance, and be able to learn more advanced finance courses and prepare for real-life practices.

Marketing

Course Description: This course places emphasis on providing students a solid grounding in marketing terms and concepts. It is critical to understand the important role of marketing in firms that function in an increasingly competitive market. The course also develop a critical skills to analyze the development, execution, and evaluation of marketing decisions of various firms.

Course Objectives: The objectives of this course are to:

- (1) Understand the terms and concepts of marketing management.
- (2) Learn specialized knowledge with a fundamental understanding of the marketing process.
- (3) Apply the acquired knowledge to analyze and evaluate a real firm's marketing decisions.
- (4) Develop written and oral communication skills of marketing analysis.

Strategic Human Resource Management

Course Description: -

Course Objectives: As MBA students who are future leaders, students are expected to have a knowledge on people and how to lead them. An organization is run by people and we will discuss how to lead the organization effectively and efficiently.

Separately, we will talk about Vision/Mission each student might/might now have yet. By the end of the class, students will have clear visions which allow them to be motivated to take initiatives to achieve what they want to achieve.

There will be two deliverables by the end of the class

- 1) Individual Vision / Mission / Values
- 2) Global company's strategy of Human Resources

CRM.SCM

Course Description: Traditionally, in business, customer and supply chain management has been viewed as a key element in business competitiveness.

Recently, our society is entering the Industrial Society 4.0 after the mobile 3.0 era.

In the 4th industrial society, it is expected that the traditional market concepts will be collapsed and new order of business will emerge. The collapse of the market concepts means not only that the form and value of the business is transformed into an Industry 4.0 type, but also the way of customers think and behavior is changed.

The Industry 4.0 technology, which has been rapidly emerging and developing recently, is rapidly changing the form and processes of the existing manufacturing industry, and is expected to revolve the existing SCM structure and management method.

Therefore, this course focuses on issues of changing customer and supply chain management based on the fourth industrial revolution, rather than dealing with traditional CRM and SCM, and intends to help students to operate their business in the upcoming fourth industrial age.

Course Objectives: Understanding of

- 1) Business Information Systems, and traditional CRM & SCM
- 2) Understanding of Industry Revolution 4.0, and its Impact on Customers/Market and Supply chain/manufacturing
- 3) Business Innovation & Blue Ocean Shift on I4.0 perspective
- 4) Actionable Intelligence with Big data and Cognitive technologies

Managerial Accounting

Course Description: Management accounting system provides information for internal users within an organization. Management accounting information is used for the business decision-making in the process of business planning, doing and controlling. To understand the role of management accounting and the processes, our learning objectives in this course are for students to study the concept of cost and management accounting; analyze accounting information for decision making purposes; and discuss contemporary management accounting techniques. To meet these ends, the classes will be led by lectures and discussions together and use some problems and cases to help students' in-depth understanding.

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Strategic Management

Course Description: This course introduces theoretical concepts and frameworks useful for analyzing the external and internal environments of the firm, and guiding the formulation and execution of different types of strategies. The goal of this course is to promote logical and structured approaches to various business problems.

Course Objectives: 1) Understanding concepts, theories, and frameworks in Strategic Management
2) promoting logical and structured approaches to various real business problems

Econometrics Course Description: This course provides students with a basic working knowledge of statistics and ideas for making decisions based on data. The following topics, if time permits, will be covered: data displays and summary statistics for quantitative and qualitative variables; correlation and simple regression for pairs of variables; probability to deal with partial and uncertain knowledge; the law of large numbers; the normal distribution and the central limit theorem; statistical inference based on standard errors, confidence intervals and statistical hypothesis tests.

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Decision making with business data analysis

Course Description: This course is intended to teach business students essential basic decision-making tools. It will help you to make more rational judgments when making personal decisions as well as management. The purpose of this course is to familiarize students with effective methods based on data analysis and analytical tools that can analyze management data so that students can think more clearly about the goals of business management, the attributes that make up the goals, and various alternatives. As a result, students will learn to use basic decision-making tools in a variety of applications such as operations, finance, marketing, economics, and more.

Course Objectives: - To develop the ability to use various quantitative analysis methods and data analysis tools applicable in the business field.

- To enable students to make more rational decisions based on the need for analytical thinking and the results of data-based analysis when making business decisions.

- To develop the ability to compose data using EXCEL spreadsheets and to solve problems arising in various business situations by applying management analysis methods.

Analysis of organizational behavior

Course Description: Organizational behavior is a field of study that seeks to understand, explain, and improve human behavior in organizations. Most organizations focus their efforts on improving two aspects of human behavior: (1) job performance--the degree to which individuals perform the behaviors needed for the organization to achieve its goals; and (2) organizational commitment--the degree to which employees remain loyal to the organization rather than seeking employment elsewhere. This course will guide you through a model that seeks to explain these two areas of organizational behavior.

Course Objectives: After completing this course, you will be able to:

1. Identify and define organizational behavior concepts.
2. Apply those concepts to improve your understanding of your own work attitudes and behaviors.
3. Apply those concepts to improve the functioning of your organizational unit.

Business Persuasion and Negotiation

Course Description: Students who take BPN: Business Persuasion, Negotiation, & Innovation will develop the critical thinking and communicative skills and understanding to be able to confidently and successfully function in a school or business environment using persuasion, negotiation, and innovation techniques. Students will learn the following key skills:

- How to make better decisions: group decisions, process, rich pictures, bias, falsifying hypotheses
- How to build logic and think critically: logic structure, diagramming, Socratic questioning
- How to style arguments: generalization, expert source, cause-effect, analogy and their best uses
- How to spot and defeat fallacies: 12 key fallacies and how to respond to them
- How to bargain: bargaining experiences and theory, anchoring, floor/ceiling, BATNA, minimax, contracts and incentives/enforcement
- ? How to actively listen: principles used in negotiating
- ? How to negotiate: moving from positions to interests, interests to options, options to agreement, facilitating, and tools
- ? How to innovate: brainstorming and the criticism/creative oscillation, elevator speeches, pitching

The class primarily uses group exercises, role plays and video/article discussion. Past debate topics have included: Facebook's response to fake news and online privacy/security/responsibility worldwide. Past negotiation tasks have included: Lego's response to viral and inappropriate misuse of their product and IP in a competitive environment in the EU and Asia. Past innovation projects have included pitching a new "tentpole" film concept to Pixar for global release. Case studies are updated each year.

Course Objectives: The purpose of Business Persuasion and Negotiation is to prepare students to be

able to confidently and successfully function in a business environment using persuasion and negotiation techniques. Students will learn the following key skills: Persuasion, Negotiation, Innovation. The class primarily uses group exercises, role plays and video/article discussion. This is not a lecture course. This is a student-centered participation course.

- Students will practice the ability to set up strategies to solve business problems through analyzing, presenting, discussing, arguing, creating, innovating, negotiating, decision-making.
- Students will be asked to consider ethical problems related to business
- Students will be able to analyze and solve business problems
- Student will practice technique and communication skills to allow them to adapt to fast changing business environments

Investment and Securities

Class Description: This course covers topics in risk/return tradeoff, efficient market hypothesis, CAPM and APT, fixed income securities, derivatives, and fund markets.

Class Objectives: This class gives an introduction to financial markets. It can help you understand a framework of financial analysis. This will allow you to become an informed practitioner of investments.

Emerging topic on business information technologies

Course Description: Learn the latest technology from a business perspective.

Course Objectives: What is artificial intelligence (AI)? What does it mean for business? And how can most company take advantage of it? This course will help you answer these questions.

This course will introduce how artificial intelligence is used in the field of business administration, especially IT companies.

The Artificial Intelligence and Business Strategy initiative explores the growing use of artificial intelligence in the business landscape. The exploration looks specifically at how AI is affecting the development and execution of strategy in

Consumer psychology and behavior

Course Description: In this course, you will learn a wide range of consumer behavior concepts, and explore the strategic implications of consumer behavior for marketers.

Course Objectives: Upon completion of this course, the students will be able to (1) understand the importance of consumer behavior in the overall marketing process, (2) understand how and why consumers behave, (3) conduct consumer research to better understand consumers, and (4) apply the insights gained from the consumer research to develop marketing ideas in ways that actually appeals to consumers.

Financial Accounting

Course Description: The purpose of this course is two-fold. First, it is intended to provide the student with basic knowledge regarding the preparation of financial statements that convey information on the firm's performance (Income Statement) and financial position (Statement of Financial Position). Second, the course also provides an introduction to the use of accounting information in making business decisions. These objectives are complementary in that the intelligent use of accounting information in business decisions requires an understanding of how the financial statements are prepared. Hence, the course places considerable emphasis on tracing the effects of transactions from their initial entry into a firm's accounting system through their ultimate impact on the financial statements.

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Entrepreneurship and New Venture Creation

Course Description: This subject, Entrepreneurship and New Venture Creation, is designed for future entrepreneurs and entrepreneurial leaders in all industry areas. In order to commit to enhance participants' theoretical and practical understanding in and about Entrepreneurship and New Venture Creation, all students must be immersed in entrepreneurial experiences. Therefore, the micro startup project will be led by students, and it is helpful to see the real world with an entrepreneurial perspective, skill, and tool. This class will be led in English, and students might get an innovative academic experience within a sophisticated technological environment and a global platform of learning entrepreneurship. It means that the class is a workshop-styled including field studies obviously.

Course Objectives: Learning Outcomes:

After completing this course, students will be able to:

1. Synthesize the major historical and emergent entrepreneurship theories and practices
2. Analyze the implications of the major entrepreneurship theories and their implications of entrepreneurial management trends and thought in a global work environment
3. Lead and manage a whole entrepreneurial process, from ideation to its commercialization & harvests.
4. Examine entrepreneurial leadership at the Personal, Interpersonal, Team and Organizational levels
5. Apply an array of leadership theories, practices, skills, tools from diverse contexts
6. Evaluate the strengths and limitations of self and other's entrepreneurial leadership styles, as it applies to both personal and interpersonal leadership

You will meet the objectives listed above through a combination of the following activities in this course.

1. You will meet face-to-face at the assigned times
2. You will actively participate in classroom discussions and micro startup project
3. You will participate in a series of written/field exercises assigned at the individual and/or team level (i.e. case analysis, etc.)

Ethics

Course Description: Business Ethics in the industrial contexts

Course Objectives: The overall objectives of this course aim at understanding the role of ethics in the business settings, especially for the students exposed to the global business environments. We start understanding definitions of Ethics over the globes and throughout the human history. From this commonsensical and pure understanding of Ethics we develop our concepts of Ethics toward business settings. We'll deal with business Ethics in the industrial contexts. Pursuing this goal, we'll touch micro-ethics firstly and then macro-ethics thereafter. After setting basic concepts of Business Ethics, we intend to delve into more deeply on the subjects related with governance, shareholdership and their roles in the ethical business practices. Finally we'll propose CSV concepts as the future of Ethical Business practices.