



Course List & Description: Undergraduate - Business Administration (BBA)

✓ Credit per course: 3 credits (48 contact hours: 3 hours * 16 weeks)

No	Code	Course Title	Semester	Language	Description
1	BIZ2021	Managerial Accounting	Spring/ Fall	Korean	Study concepts and techniques based on cost information, which are useful in planning and implementing organization goals, evaluating performance, and making routine and non-routine decisions. Major topics are cost-volume-profit analysis, responsibility accounting, performance evaluation, budgeting, variance analysis, relevant costs, transfer pricing, and capital budgeting.
2	BIZ2022	Introduction to Financial Accounting	Spring/ Fall	English	Provides balanced coverage of the mechanics, measurement theory, and economic context of financial accounting. Strikes a balance between a preparer's and a user's orientation, emphasizing that students must understand both how transactions lead to financial statements (preparer's orientation) and how one can infer transactions given a set of financial statements (user's orientation). Relies on current, real-world examples taken from the popular business press. First part of the course introduces students to the financial accounting environment, financial statements, the accounting cycle, and the theoretical framework of accounting measurement. Second part of the course covers the elements of financial statements, emphasizing mechanics, measurement theory, and the economic environment.
3	BIZ2023	Commercial Law 1	Spring	Korean	Commercial Law 1 covers a Business corporation law. Topics to be covered in this course are various types of business organization, corporate power and entity, formation of a corporation, share and stockholders, management and supervision, corporate finance, fundamental changes such as charter amendment and merger, split, dissolution and liquidation.
4	BIZ2024	Commercial Law 2	Fall	Korean	Commercial Law 2 covers General Principles of Commercial Law and Typical Types of Commercial Activities. Survey on the general provisions of the Commercial Code includes the definition and capacity of a merchant, commercial registry, trade name. Typical types of commercial activities include agent, brokerage, commission agency, forwarding agency, inland carriage, and warehousing. Review of laws on the commercial papers such as promissory notes, bills of exchange, which are governed by separate statutes.
5	BIZ2025	Understanding of Entrepreneurship with CEOs	Spring	Korean	This subject is designed to help those students to better understand the basic principle of the market economy and corporations and to educate them so that they may actively participate in the age of globalization and digitalization and therefore advance into the real world successfully after their graduation. This course will be run in the form of lecture followed by discussion, with the lectures presented by professional experts including top managers, senior government officials, and institute researchers who are deeply engaged in real economic world.
6	BIZ2028	Global Start-up & Business	Spring	Korean	This course requires students to study and learn about the economy and culture of a developing country so that they will be prepared to participate in the economic cooperation and/or development projects with the country in the future. The ultimate goal is to contribute to the advancement of national wealth. This is a required seminar for business administration majors to develop the interpersonal communication, team work and public presentation skills necessary for managers. Emphasis is on both individual and team communication. Based on the study performed during the previous semester, this course runs a practical team project with the help of an experts. The contents of the project is, in principle, to be chosen by the students of the team.
7	BIZ3001	Introductory of Chinese Business	Fall	Korean	This course focuses on developing a successful basic strategy in approaching Chinese business by understanding and exploring Chinese corporations, corporate culture and entrepreneurs. This course will also examine Chinese economy, politics, culture and society in general to assist understanding of Chinese business.
8	BIZ3007	Marketing Strategy and Management in the Global Company	Spring	Korean	<ol style="list-style-type: none"> 1. Marketing's role in formulating and implementing business strategies in the global company 2. Market segmentation and Target: Brand vs. Category, New Product Target 3. Positioning Strategy : Category vs. Product, Product vs. Brand, Global vs. Local 4. Brand Architecture : Principles of organizing offerings, Brand stretch 5. Brand Management : Master brand vs. House of brands, Global vs. Local, Brand purpose vs. brand equity 6. Execution is strategy : Communication strategy, Holistic consumer experience, Consumer decision journey 7. ABC's for managing business partners 8. Marketing performance management : Performance management, Marketing metrics, Marketing audit 9. Marketing organization and operations

9	BIZ3008	Data Analytics and Decision Making in Business	Spring/ Fall	English	<p>The purpose of this course is to provide an in-depth look into the role of big data in business management and strategic decision making. You will learn the basics of how big data is collected, stored and processed, dive into case studies on how big data can be used in business, and consider complex social and ethical challenges that come hand in hand with the power that big data analysis taps into.</p> <p>These theoretical components of the course will be complemented by a practical introduction into data analytics software to provide you with a holistic view of the data analytics world, and to ground your understanding of how data scientists approach problems. Finally, in order to ground big data analysis in the context of business decision making, over half of the lectures will feature insights from business leaders who will share how they deal with big data in real-world business scenarios.</p>
10	BIZ3009	New Information Technology Trends and Start-ups	Fall	Korean	<p>This class is meant to help business-major students understand basic concepts and future development trends of new information & communications technology, and design start-ups based on information technology. The course will cover a broad range of the most cutting edge technology with a special emphasis on data analytics and mobile computing. Examples of other topics covered in the class will include artificial intelligence(AI), cloud computing, internet of things(IoT), big data and SNS analysis, FinTech, security and cryptography, and IT on the public sectors such as healthcare.</p>
11	BIZ3010	Sustainable Business and Marketing Management	Fall	Korean	<p>This course studies the issue of social responsibility and sustainable business, which is an increasingly important issue in business and marketing management and an emerging and rapidly changing business field. Sustainable business is an evolving model for corporations and organizations combining core business practices with scalable social impact.</p> <p>Students examine: (1) the framework of developing a Brand Ideal of the organization, (2) the evolution of CSR and its philosophy, (3) the practice of identifying, starting and growing successful mission-driven for profit and nonprofit ventures, that is, organizations that strive to advance social change through innovative solutions, and (4) performance evaluation and measurement.</p>
12	BIZ3011	Financial Statement Analysis & Valuation	Fall	Korean	<p>All people do not need to be an accountant or an auditor of accounting information, but they need to understand accounting information if they want to make a decision about a firm. Companies are required to report financial statements after recognising and recording accounting transactions occurred during an accounting period. Given that one of the most important objectives in Accounting is to provide a firm's useful information to users, the users should be able to understand accounting information for their economic decision making. However, many stakeholders of a firm are weak at understanding and analysing accounting information, although they agree that accounting information is useful to them. It is true that it is very difficult to understand and analyse accounting information for decision making. The objective of the course is to help those people facing difficulties in understanding and analysing accounting information in financial statements.</p> <p>The ultimate goal of financial statement analysis is to estimate a company's intrinsic value. To estimate a firm's value, it is essential to forecast the firm's future profitability and growth first after analysing various aspects of the firm. First of all, we need to qualitatively analyse macroeconomic environment, industry that a firm belongs to, and the firm's competitive strategy. Second, we have to analyse whether accounting information reflects well a firm's fundamentals, and third, we need to analyse a firm's current e</p>
13	BIZ3014	Sales & Business Management in the Global Company: Capstone Design	Fall	Korean	<p>This course offers an introduction to sales practices in a real world. The main objectives of the course are to: (1) introduce key sales concepts and tools that are crucial to develop business strategies and execution in the global company, (2) develop an understanding of evolving customer journey, (3) understand changing retail channel and environment surrounding global companies, and (4) enhance practical skills to become an outperforming business manager. Students will be assigned on a team of a specific company or retailer and perform a role of sales manager of the company or customer of the retailer for the semester. At the end of the course each team will make a recommendation how they will improve their business strategy and execution to the class.</p>
14	BIZ3015	AI and Management	Fall	English	<p>This course provides details about how AI (artificial intelligence) affects both managerial decision-making and knowledge circulation processes in firms. AI has been successfully utilized so far in a wide variety of areas in society and firms as well. Especially, AI is showing its astonishing performance in those serious situations in which enormous size of data must be automatically computed very fast, contextual information with extreme complexity and huge volume needs to be dealt with on a real-time basis without human intervention, and high accuracy and precision should be secured with statistical significance and reliability. Therefore, it is no surprise that AI places itself at the core of the recent Fourth Industrial Revolution (4th IR). In this sense, the scale of how much AI has a significant influence on every corner of decision-making and innovation processes needs to be investigated thoroughly. From the managerial perspectives aforementioned, this course studies (1) how AI contributes to improving decision-makers' QoD (Quality of Decision) (i.e., Emotion Mining, Entrepreneurship, etc.), (2) technical aspects of AI (i.e., deep learning, solution search, and cybernetics, etc.), (3) managerial application aspects of AI (i.e., HCI, HRI, BCI, etc.) and (4) societal impacts of AI (i.e., job creation, BOP (Bottom of Pyramid) aids, and appropriate technology, etc.)</p>
15	BIZ3019	Capstone Design: Marketing	Spring/ Fall	English	<p>This course seeks to provide students with a wealth of contextual applications for the theories and practices they have learned thus far in marketing and related fields. Students will work in groups on a challenging and comprehensive business project. For the project, students will conduct the market, strategic and financial analyses so as to produce a valid project output for a real company or organization.</p>

16	BUS2001	Introduction to Management	Spring/ Fall	Chinese	Introduction to management is interesting class, which focuses on various fields in business management and some changes in management skill in the future. Throughout the courses, students will be able to understand some basic knowledge of each field in business management. This class introduces Financial Marketing, Organizational Management, Accounting, Production/Operation Management, MIS, Industrial Psychology. In addition, Students discuss some advanced management skills and ethical issues in management.
17	BUS2003	Marketing Management	Spring/ Fall	Korean/ English	Emphasis is placed on the planning, analysis and control of marketing activities with particular focus on product, promotion, pricing and distribution in marketing management.
18	BUS2004	Marketing Strategy	Spring/ Fall	Korean/ English	The course is designed to provide a broad understanding of marketing strategy problems, analysis, decision-making, and evaluation. We will focus on: a) integration of concepts in this and previous marketing course, b) application to realistic situations, c) oral and written skills, d) quantitative analysis.
19	BUS2005	Consumer Behavior and Brand Marketing	Spring/ Fall	Korean/ English	This course aims to study consumers' decision making process and the factors which affect the decision of consumers. In particular this course focuses on the brand strategy from perspective of brand managers. The contents of this course include consumer decision making process, brand strategy and consumer behavior brand equity build-up and leveraging strategy frame work of management etc.
20	BUS2006	Financial Management	Spring/ Fall	Korean/ English	This course is designed as an introduction to Financial management for undergraduates. The emphasis is on breath rather than depth and a wide range of topics will be covered. Topics include time value of money, stock and bond valuation, capital budgeting efficient capital markets, capital structure, working capital management and dividend policy.
21	BUS2007	Investments	Spring/ Fall	Korean/ English	This course is designed to provide the students with an understanding of our financial markets, financial instruments, basic valuation principles and systematic investment management. Topics include operations of financial markets, analysis of financial instruments, such as stocks, bonds, options and futures, various models of the capital asset prices, and investment strategies.
22	BUS2008	International Financial Management	Spring/ Fall	Korean	This course aims at establishing a solid foundation for students in assessing global financial market environments as they affect corporate business activities. The topics covered in this course include foreign exchange market, international capital market, and financial risk management, among others.
23	BUS2009	Foundation of Financial Institutions Management	Fall	English	This course is designed to help students understand the basic theories and managerial implications in the field of money and banking and financial institutions. The course covers a wide spectrum of theories and applications. Topics include the role and function of money and its linkage to monetary policy, theory of interest rate, the structure and operating mechanism of financial institutions in the money and capital markets, the specifics of financial instruments, the managerial principles and the regulations of financial institutions, and a brief introduction to monetary and fiscal policies.
24	BUS2010	Human Resource Management	Spring/ Fall	English	Human Resource Management provides students with a comprehensive review of essential personnel management concepts and techniques. This course deals with manpower planning, recruitment, development, compensation, performance appraisal and employee safety.
25	BUS2011	Marketing Research Methodology	Spring/ Fall	Korean/ English	The purpose of this course is to provide participants with the skills needed to conduct basic market research studies, work with research departments and/or companies to obtain the information needed for decision making and to evaluate and interpret research results. The course covers issues of basic data collection and analysis. Methodologies for designing new products, segmenting markets and positioning products. As business managers in every field and at every level are called upon to make decisions on the basis of collected information, most participants will find this course relevant, regardless of their chosen fields of specialization.
26	BUS2013	Elementary Business Statistics	Spring/ Fall	Korean/ English	This course deals with basic concepts of statistical methods for business majors and minors: a) Elementary concepts of probability distribution b) Principles of statistical inference c) Descriptive statistics d) Regression for studying relationship among variables e) Smoothing and forecasting for time series data.
27	BUS2014	Production and Operations Management	Spring/ Fall	Korean	Production and Operations Management is concerned with making sound, cost-effective decisions that improve the quality and productivity of both manufacturing and service organizations. Topics to be covered in this course include product design, facility location, process analysis and layout, automation, inventory policy, production planning, just-in-time quality control. Numerical examples, designed to illustrate the application of quantitative concepts, are included.
28	BUS2015	Management Information Systems	Spring/ Fall	Korean	This course presents the definition, structure, and type of management information systems in order to provide the framework for aiding students to understand the current information systems. It also deals with the strategic issues such as using information technology for gaining competitive advantages.
29	BUS2017	Management Information Processing	Spring/ Fall	Korean	This course teaches students taken basic computer courses about computer & communication technology applied in business area. It covers Office Automation (OA) System, Data Base Management System(DBMS), User Interface, Local Area Network(LAN), Internet, etc.

30	BUS2018	International Business	Spring/ Fall	Korean	This course is designed to introduce students to the problems and possibilities of doing business in an international context. This course covers the background for international business, comparative environmental framework, the theory of international business, management of the foreign direct investment firms, the dynamics of international business-government relationships, corporate policy and strategy of international enterprise, and current issues of the international business.
31	BUS2020	Cost Accounting	Spring	Korean	Study concepts and techniques useful in collecting, classifying, and analyzing cost data so as to provide cost information. Major topics are cost terms and behavior, cost estimation, job-order costing and process costing, spoilage, joint-cost, absorption costing and variable costing, cost allocation, and activity-based costing.
32	BIZ2021	Managerial Accounting	Fall	Korean	Study concepts and techniques based on cost information, which are useful in planning and implementing organization goals, evaluating performance, and making routine and non-routine decisions. Major topics are cost-volume-profit analysis, responsibility accounting, performance evaluation, budgeting, variance analysis, relevant costs, transfer pricing, and capital budgeting.
33	BIZ2022	Introduction to Financial Accounting	Spring/ Fall	Korean/ English	Provides balanced coverage of the mechanics, measurement theory, and economic context of financial accounting. Strikes a balance between a preparer's and a user's orientation, emphasizing that students must understand both how transactions lead to financial statements (preparer's orientation) and how one can inter-transactions given a set of financial statements (user's orientation). Relies on current, real-world examples taken from the popular business press. First part of the course introduces students to the financial accounting environment, financial statements, the accounting cycle, and the theoretical framework of accounting measurement. Second part of the course covers the elements of financial statements, emphasizing mechanics, measurement theory, and the economic environment.
34	BUS2023	Advanced Accounting	Spring	Korean	This course is designed for the students who have completed Intermediate Financial Accounting. It covers a series of advanced financial accounting topics, such as accounting changes and errors, leases, price-level changes, investment, mergers and acquisitions, foreign currency translation, etc.
35	BUS2027	Introduction to Taxation	Fall	Korean	This course deals with the basic taxation structures. Main topics are National Basic Taxation Law, National Tax Collection Law, Value-added Tax Law, and Corporate Tax Law.
36	BUS2028	Organizational Behavior	Spring/ Fall	Korean/ English	Organizational Behavior is a field of study that investigates what people do in an organization and how that behavior affects the performance of organization. The topics include motivation, leadership, communication, decision making, organizational culture and organizational development.
37	BUS2029	Intermediate Accounting 1	Spring/ Fall	Korean	This course discusses in depth traditional financial accounting topics as well as recent development in accounting valuation and reporting issues promulgated by professional accounting organizations and faced by industries. This discussion is supported by real examples taken from practice and authoritative pronouncements.
38	BUS2030	Intermediate Accounting 2	Fall	Korean	Relatively complicate topics in the financial accounting area are discussed. Such topics as convertible securities and EPS, Leases, income taxes, accounting changes and errors are included. This course focuses on cultivating judgmental abilities of accounting professions by providing an opportunity to discuss alternative views on controversial areas. This course is a must-take course for those students willing to be accounting professions like CPA.
39	BUS2036	International Business Negotiation & Contract	Fall	English	Understanding negotiations required for international sales, trading, and international business and study the step-by-step strategy tactics leads to succeed complicated negotiation. Commercial and legal study of international sales contract(including goods, service, intellectual property and technology), and contract of carriage, contract of marine insurance and contract of payment for the performance of sales contract, and discussion of remedies in case of the breach of contracts by way of arbitration.
40	BUS3001	International Logistics	Fall	English/ Chinese	Deals with basic principles of international transport logistics that is inevitable in international trade and business. Topics include logistics management, international transport, international logistics center, international logistics strategy and case studies, the role of international transportation systems, commercial, legal and economic aspects of various mode of transport are reviewed. Intra-firm and inter-firm coordination including supply chain management are also discussed.
41	BUS3008	Strategic Management	Spring/ Fall	Korean/ English	Strategy formulation and implementation are core management functions. This course deals with theory, practice and techniques of strategic management.
42	BUS3009	Organization Theory	Fall	Korean	Organization Theory focuses on the macro view of organization. The macro view is about how organizations adapt to the changing environments and how they survive and prosper under the specific environmental contingencies. The topics include the relationships between the organizations and their environments, organizational structure, organizational adaptation to the environments, organizational culture, organizational effectiveness, innovation and organizational change.

43	BUS3010	Labor Relations	Spring	Korean	Labor Relations focuses on the issues concerning the history of labor movement, the major actors and contexts of labor relations, the roles and function of unions and the bargaining process. Throughout the course, students should be equipped with the multiple perspectives on labor relations and learn the skills to manage the labor-related problems.
44	BUS3011	Internet and Management	Spring/ Fall	Korean	Since 1995 When the Internet began to be commercialized, all of the management activities are closely related with the Internet. Especially, main components of modern management such as people, department, and resources can be easily interconnected through the Internet. Considering this advantage of the Internet, this course is aimed at providing case analysis approach to investigating the impact of the Internet on the Information Technology (IT) perspective to analyze the multi-faceted aspects of the Internet and apply them to solving several bottlenecks facing decision makers in a firm.
45	BUS3014	Internet Business Model	Fall	Korean	One of the crucial factors for the successful Internet business is a business model which is a revenue-generating model. A firm can survive in a competitive market only if it has a strong and competitive business model which means that such business model is accepted in the market. This course is aimed at analyzing the business model suitable for the Internet firms or businesses from the three perspectives-economic approach, information technology approach, and web engineering approach. With investigating several real-world business models prevailing in the Internet, this course urges the students to design a new business model, and implement in an experimentally designed environment.
46	BUS3015	Business Data Mining	Fall	English	The use of data for effective decision-making is becoming more important than ever. This course introduces various decision making techniques and their underlying theoretical backgrounds. Specifically, this course deals with such data mining techniques as clustering, classification, neural networks, and association rules. Students will learn how to apply these techniques to real world data using Clementine or EC Miner. The context of the applications will include customer credit evaluation, churn analysis, CRM, website personalization, and others.
47	BUS3019	Tax Accounting	Spring	Korean	This course deals with tax accounting problems, which arise from the difference between tax laws and accounting standards. Main topics are the computation of corporate tax, income tax, estate tax, and gift tax.
48	BUS3020	Auditing	Fall	Korean	The objective of this course is to integrate auditing concepts as well as certain practical aspects in a logical manner to assist students in understanding audit decision-making and evidence accumulation. The fundamental concepts of auditing as well as the decision-making process of auditors are emphasized.
49	BUS3027	Global Risk Management and Insurance	Fall	Korean/ English	This course identifies a variety of risks associated with globalization process and global corporations and enables students to measure, control, and transfer them in both traditional and modern ways.
50	BUS3028	Derivatives	Spring/ Fall	English	Given the newly developed financial securities and the rapid growth of financial markets, this course enhances a better understanding of options, futures, SWAP, and forward contract. The course also discusses various applications of derivative securities.
51	BUS3029	Corporate Financial Strategy	Spring	English	The course objectives are to develop the financial and analytical skills, logical thought processes, and information literacy necessary to make and implement strategic corporate financial decisions in a global environment. In prior courses, you have developed an understanding of financial planning, risk and return, capital budgeting, capital structure, time value of money, and financial statement analysis. Based on this knowledge, this course goes to depth on financial problems that corporate managers experience in a competitive business environment. In the end of semester, students should be able to analyze financial problems and come up with reasonable answers to those problems.
52	BUS3031	Marketing Communication	Spring	English	This course covers important issues in the design and implementation of effective marketing communication programs, such as advertising and promotions. Specifically, the goals of this course are: 1) to enhance your understanding of the important issues involved in integrated marketing communication; 2) to expose you to relevant theories and models that can be useful for your understanding marketing communication; and 3) to provide you with a strategic perspective on managing effective marketing communication.
53	BUS3032	Marketing Channels	Spring/ Fall	Korean	This course will examine the theories and practices used to plan, organize, and control global supply chains. The approach will go beyond viewing exchange relationships from a strictly physical sense (movement of goods and services) to focus on the interaction between trading partners with different cultures and how firms are using channel strategies to gain a competitive advantage globally. Specifically, this course will explore the role that channel members play as intermediaries between the production and consumption sectors of the economy. This course will explore how channels of distribution have evolved and identify challenges that channel members will face in the globalized 21st century. Subsequently, this course will examine how channel members develop global strategies to attract consumers and also how consumers develop strategies to acquire goods and services from channel members. The course will use a mix of lecture, case analysis, team presentation, video, and class discussion to explore course material. Students should complete reading assignments prior to class. An understanding of these assignments is necessary to actively participate in class discussions.

54	BUS3033	China Marketing	Spring/ Fall	Korean	<p>The aim of this course is to understanding the Chinese market, the main concern of recent issues of today's global marketing manager. Based on 5C analysis considering growth of China in global market, understanding Chinese market, Chinese market changes, Chinese companies, Chinese competitors can provide the guidance to establish an effective marketing strategy. In particular, the study focuses on examples of companies in South Korea entered the Chinese market in the marketing strategy.</p> <p>Focusing Chinese industrial environment and China's domestic market, Chinese market case studies - Samsung, LG, Doosan, Hyundai, Orion, Nongshim, Amore Pacific, Hankook Tire, Lock & Lock, E-mart, and E-land - will draw key success factors (KSF) to entering the Chinese market. As well as case studies cover Chinese local companies, it will learn to analyze and establish strategic alternatives with respect to the effective marketing strategy.</p>
55	BUS3034	Services Marketing	Spring	Korean	<p>This course offers an introduction to customer management and services marketing involving values for customers and values from the customer. The main objectives of the course are to: 1) introduce you to the key concepts in services marketing and customer relationship management; 2) develop an understanding of the various factors affecting the customer-firm relationship; 3) explain the theoretical underpinnings of the link among customer satisfaction, customer loyalty, and customer profitability; 4) provide the basis for formulating strategies for service quality management and customer relationship management; and 5) provide a framework for analyzing operational decisions made by firms for value creation for customers, as well as for firms.</p>
56	BUS3037	Marketing Intelligence	Fall	English	<p>This course broadly covers new trends of bio digital data as a new data source for developing new marketing intelligence system. The course will broadly cover digital media, artificial intelligence, and the convergence of neuroscience and marketing with a goal of creating powerful algorithm which provide marketing intelligence based on analyzing users' bio data and their digital traces.</p>
57	BUS3039	Corporate Entrepreneurship	Fall	Korean	<p>Corporate entrepreneurship is a strategic innovation process to enhance competitive advantage of the established firm by developing a new business and facilitating entrepreneurial-mind in an existing corporate context. Building on strategic management perspective. this course deals with the theoretical background of corporate entrepreneurship, the related-analysis framework, and case analysis.</p>
58	BUS3040	Venture Financing	Fall	Korean	<p>This course will use a combination of lectures and case discussions to study entrepreneurial finance. It is targeted to budding entrepreneurs and venture capitalists. Students can learn and discuss the following areas.</p> <ol style="list-style-type: none"> 1. Valuation of early-stage business opportunity 2. Entrepreneurial financing 3. Venture capital funds 4. Employment in start-ups 5. Exit
59	BUS3041	Introduction to Entrepreneurship	Spring/ Fall	English	<p>This class is an introductory course intended to provide students with a solid foundation in terms of the vital role played by entrepreneurs and entrepreneurship in the 21st century global economy. Entrepreneurship is approached as a way of thinking and acting, as an attitude and a behavior. Our emphasis is on entrepreneurship as a manageable process that can be applied in virtually any organizational setting. Our principal focus will be on the creation of new ventures, the ways that they come into being, and factors associated with their success. By the end of the semester, you should be able to:</p> <ul style="list-style-type: none"> •Recognize the entrepreneurial potential within yourself and others in your environment; •Appreciate the role of entrepreneurship within society, at the level of the organization, and in your own personal life; •Understand the process nature of entrepreneurship, and ways to manage the process.
60	BUS3042	Marketing Data Analytics	Fall	English	<p>Marketing data analytics teaches how to collect, integrate, clean, and analyze big data from various sources of Internet and mobile communication data, consumer transaction data, and IoT sensor data with the purpose of making optimal marketing decisions. The course includes tools such as i Python and R software, statistical algorithms, and machine learning.</p>
61	BUS3045	Business Analytics and Applications	Spring/ Fall	English	<p>This course covers various business applications using statistical techniques and data science-related principles. Most organizations are data rich and information poor. The large volumes of data potentially could reveal useful information in most business contexts. Business Analytics (BA) involves the art of exploring and analysing large quantities of observational data in order to discover meaningful patterns and useful information to support decision makings in various organizations. The primary objective of this course is to introduce students to various statistical/BA techniques available to extract useful information from the large volumes of data that an organization might possess. The course will cover general concepts in the statistics/business analytics, along with widely-accepted key techniques like classification, clustering, and regressions. The focus will be on how the techniques are to be used, and the details of the methodologies will be covered only to the extent necessary to understand when and how each technique can be used. Students will also acquire experience using data/text-mining software tools.</p>