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COLLEGE OF ECONOMICS AND BUSINESS

The College of Economics and Business is one of the oldest institutions of Kookmin University. The origin of the College stems from the Department of Economics that opened at the time of the Foundation of Kookmin College in 1946 just one year after the liberation of the nation from the yoke of the Japanese occupation.

The College of Economics and Business is devoted to the study of the national and international economy, business economics, and business information technology. The College intends to provide students with an opportunity to gain economic and business perspectives in the age of globalization and information technology driven economy.

The College is composed of two schools: the School of Economics and the School of Business Information Technology. The School of Economics offers two major fields of study: Economics and International trade. The School of Business Information Technology also offers two major fields of study: Management Information Systems and Information Systems Technology.

SCHOOL OF ECONOMICS

Economics, dubbed as the queen of social sciences, equips students with invaluable knowledge of the workings of the national and international economy. Since, understanding the economic concepts is not only essential to policy makers and businessmen but also to every ordinary person in a modern society, the school has a dual educational goal of producing men and women of professional ability and integrity and of cultivating citizens of civility and good economic sense. The School of Economics offers two major fields of study: Economics and International trade. The former emphasizes the understanding of general economics in a broad scope while the latter concentrates on the international trade, finance and economic relations. The students are trained to meet the demand from the public and business sector for competent young economic analysts and planners equipped with economic logic and analytic power and also to meet the fast growing demand for professionals in the international field reflecting the ongoing globalization and regional integration.

Basic Courses

- **Principles of Economics I (3)**

The objective of this course is the introduction of the basic concepts and theories of microeconomics. This course covers almost all the important topics relating to the decision making of individual economic agents such as households, firms and governments. For instance, we discuss the opportunity cost, the principle of comparative advantage, the theory of demand and supply, competition and monopoly, externality and public goods, and income distribution.

- **Introduction to Statistics (3)**

This course is intended as an introduction to statistical inference and decision theory. Most of the elementary techniques of statistical inference and decision are discussed, but the emphasis is on basic concepts and the theory underlying statistical methods rather than on a detailed exposition of all the different methods.

- **Mathematics for Economic Analysis (3)**

This course provides basic mathematical tools necessary for understanding the modern economic theories. Students will learn basic concepts and solving techniques of differentiation, matrices, and optimization and their applications to economic problems. Focus of this course is on solving optimization problems using calculus.

- **Principles of Economics II (3)**

The objective of this course is to let students understand the basic principles of macroeconomics dealing with the workings of the economy as a whole. We discuss such topics as the concept of Gross Domestic Product (GDP), productivity and economic growth, monetary theory and inflation, the theory of aggregate demand and supply, and the short-run trade-off between inflation and unemployment.

Economics Major

The economics courses aim to develop the analytical power and frame of mind for making proper choice of alternative uses of limited resources with two primary criteria for making these choices namely efficiency and equity. After declaring economics major in the junior year, in the two year course, students majoring in economics gain advanced knowledge in economics and study the essential tools of economic analysis which will enhance their ability to understand economic phenomena and to evaluate economic policies. At the end, students acquire a proper perspective on the economy as well as skills to analyze economic phenomena with logical and economic reasoning. This training will prepare graduates to work in any worthy profession in public or business sector or to pursue postgraduate studies in economics, management or other social sciences.

Major Courses

- **Microeconomics (3)**

Theories of consumer behavior, product demand, production, costs, and firm behavior in various market contexts are covered in this course. Understanding how markets operate is essential to understand how the economic system functions. Some theoretical economic concepts are given operational content, but the main emphasis is on the tools of economic reasoning.

- **Macroeconomics (3)**

In this course, students learn the macroeconomic analytic tools that are essential for analyzing the real world. With these tools students are taught to analyze how government policies, various economic shocks and disturbances, and economic news or announcement may affect the macro-economy. Topics include the classical theory, Keynesian theory, neoclassical synthesis, and the analysis of macroeconomic data.

- **Economic History (3)**

Various issues in economic history are analyzed with economic tools in this course. Topics include the development of the modern economy, the economics

of colonization, sources of nineteenth-century economic growth, economic causes and effects of immigration, and the effect of the expansion of general education on economic growth.

- **Money and Banking (3)**

The basic theories of various practical issues such as money, banking and financial markets are covered. Topics include the behavior of interest rates, the workings of financial markets, the principles of bank management, and the central bank and monetary policy. In this course, less emphasis is placed on monetary theory, since it is extensively covered in the macroeconomics course.

- **Economics of the Public Sector (3)**

The aim of this course is to provide an understanding of the role of government, the concept of public goods, cost-benefit analysis of public expenditures, national tax system, welfare implications of the public policy, and the workings of the public sector in general. Students are taught to develop a critical and analytical ability in order to be able to analyze problems in the public sector.

- **History of Economic Thoughts (3)**

This course aims to teach students in two major fields in the history of economic thought. The first one is a comparative study of the three major strands in economic thinking, that is subjective preference theory, cost-of-production theory and labor value theory. The second one is a historical review of the classical economists such as Adam Smith, Thomas Malthus and David Ricardo also including Mercantilists.

- **Contemporary Issues in Economics (Lecture in English) (3)**

The main purpose of this course is to convince students that economics is practical and useful, not just a textbook exercise. We will discuss theories using real-world examples rather than made-up analysis those students found in many earlier generations of textbooks. These examples will be integrated into the formal presentation of many economic theories, particularly those based on micro-foundations.

- **International Economics (3)**

This course provides a framework for analyzing the international flow of goods and services that has become rather important in view of the FTA agreements with several countries. The focus of this course is on understanding the determinants of international trade patterns. Various trade models such as Ricardian comparative advantage and Heckscher-Ohlin's factor proportion model are discussed.

- **Industrial Organization (3)**

This course covers the relationship between market structure, firm behavior, and market performance comprehensively. It also covers theory of the firm, models of industries and markets, the interior structure of firms, collusion, vertical integration, advertisement, patents and technological innovation, mergers and acquisitions, monopoly regulation and public policy.

- **Strategy and Decision (3)**

The course is concerned with the systematic analysis of strategic behavior when one agent's action depends essentially on what other agents may do. The main purpose of this course is to make students understand strategic decisions that arise in business and economics. Game theoretic models including normal-form games, extensive-form games, and repeated games are discussed. Students learn how those models can be used in analyzing economic behavior as well as other interesting social phenomena.

- **Employment and Earnings (3)**

This course introduces the student to the economic analysis of the labor market. We analyze the determinants of labor supply and labor demand followed by discussion of labor market equilibrium. We outline the basic theory of human capital formation and review signaling theory as an alternative approach. The course also introduces compensating differentials as the basis for occupational choice, and then examines worker mobility, change in the wage structure, and unemployment. The course closes with an economic analysis of trade union.

- **Political Economy (3)**

The key concepts and theoretical structure of Marxian radical economic thoughts is explored in this course. The background and principal ideas of Marx's historical materialism are explained. The basic idea of the labor theory of value is introduced and assessed in comparison with neoclassical economics.

- **Macroeconomic Change and Growth (3)**

Students are advised to take a course in macroeconomics before taking this course. With the macroeconomic theories learned in macroeconomics course, students are taught to analyze how the national economy functions. The topics include various issues of macroeconomics such as long run economic growth, consumption, investment, monetary and fiscal policy, and the sources of business cycles.

- **Information Economics (3)**

In this course, students learn to analyze the problems that may arise when people have asymmetric information even in an efficiently functioning market. The introduction of asymmetric information into various economic problems will give us new insights on how market failure may arise and whether corrections can be made to improve welfare. Well-known problems like adverse selection and moral hazards as well as other related problems will be discussed.

- **Financial Economics (3)**

This course is concerned with the workings of financial markets for stocks, bonds, and others. It is also concerned with the analysis of individual securities and the theory of optimal portfolios. Other possible topics include among others capital asset pricing models, mean-variance analysis, and market efficiency. Empirical results on the various models will be also discussed.

- **Economic Data Analysis and Forecasting (3)**

The single and multiple linear regression models, the associated distribution theory, and testing procedures, corrections for heteroskedasticity, autocorrelation, simultaneous equations, and other extensions are covered in this course. Students are taught to apply the techniques to a variety of data sets and to analyze the

data using PCs. Students need not have taken any courses in computer science.

- **Law and Economics (3)**

The relationship of economic principles to law and the use of economic analysis to study legal problems are taught in this course. A limited number of topics such as Coase theorem, property rights and intellectual property, contract law, tort law, and economic analysis of legal decision-making are covered. This course focuses on “how to think like an economist” about legal rules. Simple micro economic theories are used as analytical tools.

- **Education in Social Studies (2)**

This course is intended for students who want to obtain the teacher-license for the secondary schools in teaching social studies. The aim of this course is to provide an understanding of theories, practice, and pedagogy for the education of social studies. It covers topics of student evaluation methods, aims and principles of education, and various teaching methods.

- **Texts and Teaching Methodology in Social Studies (2)**

This course is intended for students who want to obtain the teacher-license for the secondary schools in teaching social studies. Students are taught to develop effective teaching skills for social science topics by analyzing social studies textbooks that are used in the secondary schools. Students are given opportunities for practice-teaching in a simulated environment which may prepare them for on-the-job-training in the secondary schools.

- **Macroeconomic and Financial Policy (3)**

In this course, we study theory and practice of monetary policy. The topics include understanding interest rates, monetary theory, central banking, and conduct of monetary policy, with special emphasis on Korean economy. We also invite some guest speakers who are related with monetary policies from Bank of Korea and other financial industries.

- **Economics of Art and Culture (3)**

This course examines various economic aspects of culture and arts and their

policy implications. Topics include issues associated with the value of culture, cultural heritage, art auction market, music industry, film industry, and cultural policy and cultural economics in general. The proper role of government in regard to the arts sector is also discussed.

- **Economic Institutions (3)**

The major institutions of capitalist market economy are theoretically explained. To do this some ideas of the Neo-Institutional school are introduced such as transaction cost, and property rights. Some non-economic institutions like family are also covered. A comparative study of various forms of capitalism such as the Anglo-Saxon model, and German model is conducted as well.

- **Economic Environment and Financial System (3)**

The course inquires the nature of changes in financial system under the rapidly changing economic environment. It also examines both the short-run and the long-run effects of financial innovation on the overall economy. This course covers various interesting topics such as the nature and causes of financial crisis, the relations between financial instability and business cycles, and the evaluation of the post-crisis financial reforms.

- **Theory and Practice in Economics (Lecture in English) (3)**

This course is designed to provide students an environment of learning and discussing economics in English. The language of teaching is English and only English is used in the class. Students are encouraged to participate in class discussions. The topic varies from public economics to cultural economics.

- **Korean Economy (3)**

The peculiarity of Korean economic development and factors of rapid growth are explained. Lectures will follow on some salient features of post-1997 Korean economy. Students are required to present on some major topics of current Korean economy, followed by discussions in the class. About 10 topics will be covered in this way. A study of detailed issues of Korean economy is conducted with the reading of one of the major daily newspapers specializing in economic issues.

- **Innovation and Firms Competitiveness (3)**

This course covers types of technological innovation, innovation process, diffusion process, technological innovation strategy, technology and employment, technology and economic growth, technology and environment, innovation and public policy. It also covers firm's competitiveness and the effects of technological innovation on the firm's competitiveness.

- **Personnel Economics (3)**

This course analyzes various kinds of problems associated with personnel management. We begin by analyzing the hiring decision, and then focus on employee training, including the decision of which workers to train and who should pay for the training. The focus then shifts to the compensation system that provides incentives to the individual and team to make efficient amount and type of work effort. We will end the course by looking at issues related to the retention and turnover of employees.

- **Seminar in Economics (3)**

This course covers important economic issues in the actual macro- financial economy which are not provided in typical text books. Besides regular lectures on the financial markets in Korea, several guest speakers from financial industries are invited to catch up with the current issues. Students are also required to present their studies on current economic issues.

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International Trade Major

As globalization of the world economy increasingly demands professionals in international trade and finance, the students majoring in international trade are trained to meet rapidly changing such social demands. With the ongoing liberalization and opening of the domestic economy, an understanding of theory and practice as well as an ability to make appropriate decisions in the changing economic and managerial environment is particularly important. To equip students with strong fundamentals in international economic analysis and business skills, the major offers extensive courses on international trade and finance. The graduates work in trade companies, financial institutions, businesses, including international economic organizations, and in the government.

Major Courses

- **Microeconomics (3)**

Theories of consumer behavior, product demand, production, costs, and the firm

in various market contexts are covered in this course. Understanding how markets operate is essential to understanding how the economic system functions. Theoretical economic concepts are given operational content, but the main emphasis is on the tools of economic reasoning.

- **Macroeconomics (3)**

The aim of this course is to develop an understanding of the economy as a whole. In this course, students learn the macroeconomic analytic tools that are essential for analyzing the real world. Topics include determinants of macroeconomic variables such as gross domestic product, consumption, investment, inflation, interest rate and employment. Emphasis is on the impact of macroeconomic policies on these variables.

- **Introduction to International Trade (3)**

The purpose of this course is to offer introduction to international trade and commerce in theory and practice. Students are expected to learn the fundamental concepts in international trade such as gains from trade and specialization, the effectiveness of international trade policies, and the mechanism of international flow of goods, services and financial intermediaries.

- **Economic Approach to the Theory of Firms and Industry (3)**

The goal of this course is to provide students with the tools from microeconomics, game theory, and industrial organization to understand the functioning of business enterprises and their interactions with consumers. This course discusses oligopoly, monopoly and monopolistic competition, and it also covers the topics of contracts, vertical or horizontal integration of the market, principal-agent problem and adverse selection.

- **Money and Banking (3)**

This course covers the basic theories and the various practical issues on money, banking and financial markets. For example, the behavior of interest rates, the principles of bank management, and the central bank and monetary policy and the structure of central banking system and financial markets including money, capital, mortgage, foreign exchange, and derivative market are studied.

- **Theory of International Environment (3)**

As a by-product of globalization of the world economy, flow of polluted air and water across countries increases as well. It is thus important to understand the nature of international pollution and its diffusion. The purpose of this course is to offer the theoretical understanding of external diseconomy of pollution, the role of environmental policies, and international negotiations on various air- and water-related pollutions in the global world. National, regional and multilateral approach to international pollution is also covered in the course.

- **Economic Analysis of Industrial Policy (3)**

The aim of this course is to provide an understanding of the regulations and government's industrial policy. This course deals with industrial policies in advanced economies, industrial regulations, corporate regulations, and general economic policies in Korea. Students learn why regulations were imposed and how they affect the optimal decision making of corporate managers as well as consumers.

- **Theory of Foreign Exchange (3)**

This course covers the first half of international monetary issues which include the determination of the exchange rate and the balance of payments. Foreign exchange market and related issues are deeply explored. Foreign exchange risk hedging, speculative trade, arbitrage trade, currency swap, currency option, and Euro markets are introduced in this course.

- **Growth and Business Cycles of International Economies (3)**

This course studies economic fluctuations in the short-run, and how the business cycle extracted from long-run trend is defined and measured. It also investigates stylized facts, and theories of business cycles. It also examines the transmission mechanism and impulse responses of business cycles, and how the international shocks affect fluctuations of the domestic economy.

- **International Economics (3)**

This course provides a framework for analyzing the international flow of goods

and services in the modern world. Major focus of the course is on the determinants of international trade patterns. The course deals with positive and normative aspects of international trade. Both traditional theories and new theories of international trade are covered.

- **International Trade Policy (3)**

This course intends to acquaint students with major concepts and theories of international trade policies. The course offers institutional and historic background of current world trading system. The course also offers positive analysis on the effects of international trade policies as well as normative analysis of the international trade policies.

- **On Globalization (3)**

This course provides an understanding of globalization which characterizes the global economy today by surveying the economic history of the global economy and institutional changes in the global economy. In addition, this course explores two major phenomena of globalization; globalization of production and globalization of finance. The appropriate policy response of the Korean government to the globalizing world economy is also discussed.

- **Business English (3)**

The purpose of this course is to provide students with an opportunity to develop confidence and fluency in international business English through class discussions and practical drills in five key communication contexts of international business; socializing, telephoning, presenting information, participating in meetings and handling negotiations. The course is offered in English and open to students with an intermediate level proficiency in English.

- **Study on Trade Negotiation (3)**

Disputes among the WTO member countries tend to increase as globalization of the world widens. It is thus extremely important to understand the fundamental causes of and settlements of such disputes in the bilateral, regional and multilateral dimension. This course offers a broad understanding of various aspects of international trade negotiations in theory and practice. It covers bilateral, regional

and multilateral negotiations in various domains such as NAFTA, APEC, EU and WTO.

- **Education of Commerce Information (2)**

This course is intended for students who want to obtain the teacher-license for the secondary schools in teaching commerce information. The aim of this course is to provide an understanding of theories, practice, and pedagogy for the education of commerce information. It covers topics of student evaluation methods, aims and principles of education, and various teaching methods.

- **A Study of Text-Book and Teaching Method in Commercial Information Education (2)**

This course is intended for students who want to obtain the teacher-license for the secondary schools in teaching commerce information. Students are taught to develop effective teaching skills for commercial information education by analyzing textbooks used in the secondary schools. Students are given opportunities for practice-teaching in a simulated environment which may prepare them for on-the-job-training in the secondary schools.

- **Theory of Trade in Korea (3)**

Over the past several decades fast growth of trade with external economies has been a key engine of the economic development in Korea. The purpose of this course is to explore in details the characteristics, changing patterns and structures of trade in Korea. It also examines to what extent the traditional trade theories are able to explain the specific features of trade structures in Korea.

- **International Finance (3)**

This course covers the second half of international monetary issues which include international capital markets and international policy coordination. International capital markets such as short-term money market, international foreign exchange market, and international bond and stock markets are introduced. Policy interactions among countries and their effects on the economies are also analyzed.

- **Economic Research in International Relations (3)**

The object of this course is to improve the understanding of the global economy regarding cooperation and competition between regional economic blocs. This

course examines the characteristics of each bloc and the processes of formation of regional blocs. In addition, the course surveys international organizations from the viewpoint of economic integration.

- **Theory of International Capital Flows (3)**

This course explores the determinants and characteristics of international capital flows, and discusses capital account liberalization, problems associated with large cross-border capital flows, and policy responses to short-term speculative capital flows. It also analyzes causes and consequences of financial crises with special emphasis on the East Asian crisis.

- **English for International Trade (3)**

The purpose of this course is to equip the students with a capability to better understand, interpret and write business correspondence, contracts and related international rules. A good grasp of how international trade is conducted is a prerequisite. This course is helpful to students who are planning to pursue a career relating to international trade or international finance.

- **International Trade in Practice (3)**

The purpose of this course is to provide the students with comprehensive and basic knowledge and understanding on how international trade is actually practiced in the market. The coverage of topics includes market research, sales contract, transportation, insurance, settlements, customs clearance, dispute settlement, and relevant domestic and international rules and customs.

- **Theory of Financial Institutions (3)**

Modern financial institutions are in the risk-management business. The purpose of this course is to provide understanding of what kinds of risks these institutions are faced with and how they manage them. In particular, the methods and markets through which these risks are managed will be focused on. The role of the financial institution under the open economy will be also discussed.

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SCHOOL OF BUSINESS INFORMATION TECHNOLOGY(BIT)

The School of Business Information Technology (BIT) is devoted to the study of information technology and its successful management, application and use in business organizations. Students develop skills on the analysis, design and development of information systems. Students also cultivate knowledge on the strategy, structure and process aspects of the organizations, thereby effectively blending technical proficiency with managerial expertise. The School of BIT, established in 1984 and named then as the School of Information Management, is one of the oldest programs of its kind in the nation. The School offers BA, MA, MS and Ph.D. programs and maintains a highly qualified faculty and staff. It provides an excellent learning environment with a strong library system and an Internet-accessible computing and communication facility. The career opportunities for BIT graduates are diverse and widely open. The graduates enter into professions of information systems design and development, general management, public computing, and information technology and management consulting. As society is led into the information era, the demand for BIT graduates is indeed higher than ever.

Business Information Technology Major

The business information Technology major encompasses both information management and information systems areas. Students who want to concentrate information management can focus on the management and strategic use of information technology and its applications. Students will be well-acquainted with basic computer terminology, hardware and software components, communications technology, information systems analysis and design, and issues arising out of the rapidly evolving field of information systems. With this knowledge as a basis, students will develop an understanding and appreciation for the impact of IT on the economy and business performance, emerging public technology infrastructure and its role in the modern organization, electronic business applications and organizational /market transformation, as well as technology driven business models and strategies.

Students can also study information systems in detail. They focus on the design and development of business applications using information technology. Students will learn the same basic knowledge as with the information management concen-

tration. In addition, this area puts more emphasis on the technological aspect of information systems regarding object-oriented languages, information security, database systems, software engineering, systems implementation, and other rapidly changing IT subjects.

- **Seminar in Special Topics**

This course has the objective to induce student's intellectual curiosity and activate their relationship through the face to face study method. It will also help to prepare the students for graduate courses. Different topics of social studies and different methods such as seminar, research, workshop, field study will be used as announced by the professor.

Basic Courses

- **Principles of Management (3)**

This course introduces students to the theoretical foundations of the management discipline. The course covers such topics as business functions and processes, the management cycle, business strategy, leadership and motivation, organizational culture and structure, human resource development, marketing and advertising, production systems, and finance.

- **Principles of Accounting (3)**

The purpose of this course is to overview the basic concept of accounting. It covers both financial and managerial accounting. The course will focus on the content, interpretation, and uses of accounting information including financial statements as well as other accounting information used for planning and control purposes within a business entity.

- **Management Information Systems (3)**

This course examines the significance and evolution of the MIS field as an academic discipline. Students will have a better understanding of both information management and information and communication systems. They also learn various subjects such as the planning, development, operation, evaluation, and control of information systems.

- **Introduction to Programming (3)**

This course gives extensive coverage of basic concept of object-oriented programming as realized in the Java language. This course is organized around the feature of Java language, such as, encapsulation, code reusability through class instantiation to object, and simple polymorphism as well. The course is closely connected with the starter of programming track of our curriculum.

Major Courses

- **Object-Oriented Programming (3)**

This course is about the basic concepts of object oriented programming, that is, data abstraction, encapsulation, inheritance, dynamic binding, type checking, etc. We learn to handle the techniques of software engineering that is object oriented design, object oriented software reuse, component, etc and learn the technique of framework or open implementation too.

- **Introduction to Information Communication (3)**

We will study the theory and technology of data communications. Major subjects are system development, the management of networks, transmission technology, telephone-related technology, wired and wireless network systems, LAN/MAN/WAN, and etc.

- **Production Information System (3)**

This course is designed to address the design and analysis of an information system in a production functional area. The concepts and procedures of manufacturing, planning, and controlling are thoroughly reviewed. Students should take 'Production and Operations Management' as a prerequisite to this course. The ERP package lab session is also introduced to promote a hands-on experience and expose real world examples.

- **Statistical Data Analysis (3)**

Students are provided with the ability to more effectively and efficiently design and analyze the statistical data in order to plan and implement successful

information systems. They have opportunities to practice and utilize a statistical package using real world cases. Students learn not only the basic statistical concepts but various inferential analytical procedures.

- **Information Economics (3)**

This course will help to understand the structure of real world economics, and to establish the foundations of economics research thoroughly. Main topics for this course are micro economics which contains the principle of market economy. Also included are the behavior principle of consumer and enterprise, and the effect of intervention to the market economy by the government. And finally macro economics, which concerns the way national income, employment, and the market prices are decided. The aforementioned course also deals with how the income is distributed, consumption, savings, investment, and the causes and effects of business fluctuations.

- **Introduction to Database System (3)**

This course Introduces the basic concepts of database design and data management based on the relational data model. Topics include normalization, relational query language, the Entity-Relationship model, and implementing a database using a personal DBMS such as MS Access.

- **Web Programming (3)**

The purpose of this course is to overview the basic programming concepts in web environment. In particular, this course provides students with the skills for how to create dynamic web content using JAVA servlets and Java Server Pages (JSP). This course is designed for students who use the Java programming language to create components.

- **Accounting Information System (3)**

This course covers the concepts, issues and the use of accounting information in evaluation and control of an organization, and provides a technical understanding of the accounting information system emphasizing practical experience and management perspectives.

- **Marketing Information System (3)**

This course includes the collection, classification, processing, and storage of marketing information that enhances the efficiency of marketing decision-making. The course focuses on the structure of a marketing information system and its lower-level systems, and their interactions. For reduction of logistics costs, strategies for construction of a logistics information system are also covered.

- **Financial Information System (3)**

This course covers the concepts, issues and the use of financial information in evaluation and control of an organization, and provides a technical understanding of the financial information system emphasizing practical experience and management perspectives.

- **Management Innovation Theories (3)**

This course provides students with practical understanding on the management innovation, innovation strategy and tools through many case examples: what, why, when and how of innovation. Emphasis are on the intermediate level analytical skill to recognize the situation and find appropriate solutions. Students are expected to understand that a holistic or integrative approach is required for any innovation to be effective: innovation efforts, strategy, corporate culture, organization structure, motivation, performance appraisal/reward systems should be aligned.

- **Systems Analysis and Design (3)**

The purpose of this course is to provide a clear presentation of the concepts, skills, and techniques students need to become effective systems analysts who work with others to create information systems for businesses. The systems development life cycle model is used as an organizing tool to provide the students with a strong conceptual and systematic framework.

- **Database Management Systems (3)**

Most database systems are built on Relational Data Model, which are de-facto standard data model. This course studies on fundamental topics of relational databases, which includes relational operators, SQL, normal forms, norma-

lization, indexes, etc. Further, we work on Entity-Relationship model and conceptual database design as well as management of relational databases. Some current issues like Data Governance, Data Warehousing, Business Intelligences are briefly covered in the course.

- **Data Structures (3)**

This course introduces the basic structure of data processing and computing. Topics include complexity analysis, approximation methods, trees and graphs, binary search trees, and hashing.

- **Information Resource Management (3)**

This course introduces students to various strategic, managerial, and technical issues in information resource management. Various types of information resources are discussed and a variety of models, tools, and techniques for managing them are examined from an organizational perspective. Some state-of-the-art theories and practices for information resource management are presented.

- **Information Systems Assessment and Auditing (3)**

This course introduces students to diagnosis and auditing techniques on information systems planning, systems development and systems operation phase. Students will also learn strategy and methodology for internal and external auditing.

- **Object-Oriented Analysis and Design (3)**

An information system or a business unit is modeled by Unified Modeling Language (UML) that has become the standard in object-oriented paradigm. The outcome and deliverables are also investigated through the requirements, design, implementation, testing, and deployment phases by using the Unified Process as the methodology. At the end of the semester, students will have a better understanding of UML and Unified Process in detail.

- **Project Management (3)**

This course introduces students to the standard project management techniques. Major subjects include project integration management, scope management, time management, cost management, quality management, human resource management,

communication management, and risk management.

- **Data Mining (3)**

This course introduces basic concepts, tasks, methods, and techniques in data mining. The emphasis is on various data mining problems and their solutions. Students will develop an understanding of the data mining process and issues, learn various techniques for data mining, and apply the techniques in solving data mining problems using SPSS Clementine, one of the most widely used data mining tools. Students will also be exposed to a sample of data mining applications.

- **Information Systems Strategy (3)**

This course is designed to provide students with various types of management strategies for information systems of business enterprises. Students also learn information system strategies and the process of information strategic planning.

- **e-Business and Knowledge Management (3)**

Through this course, students are required to understand how to build e-businesses in order to help the business firms to be successful in this new era of business environments. In addition, this course covers knowledge management issues in the digital economy that represents e-business environments. Lectures deliver various concepts and key trends in e-business and knowledge management. Topics include business models, infrastructure technology, security, payment, marketing communications, and contemporary knowledge management issues.

- **Distribute System (3)**

This course covers the fundamental distributed system concepts and technologies to process various services in ubiquitous computing environment. It focuses on the recent interesting IT topics of Web Services, network programming, and ubiquitous service system, so that students can apply the distributed concepts to applicable fields. Also various communication models, distributed objects, middleware concept, system infra structure concept, system modeling, and distributed algorithms are studied as well as QoS issues such as synchronization, reliability, and

scalability.

- **Software Engineering (3)**

This course teaches the concepts and skills for the software design, development methodology, and technology as a practice application development project that makes use of efficient programming and project management.

- **ERP System (3)**

The purpose of this course is to provide students with a broad understanding of ERP (Enterprise Resource Planning) systems and the knowledge of their analysis, design, development, and operations. This course utilizes the SAP R/3 package and the students can practice real world projects through extensive hands on experiences of the R/3 systems.

- **IT Architecture (3)**

The goal of course is to provide a comprehensive and coherent view across business, information, systems and technology. This course covers basic concepts of business architectures and IT architectures and integrated architectural frameworks. The relationship between these concepts will be explained and experienced by doing a toy project.

- **IT Venture Management (3)**

The course covers effective establishment and management of high-tech venture firms especially in the information technology industry. Major topics of the course are entrepreneurship, environmental scanning, business planning, market analysis, financing alternatives, profitability analysis, related laws & regulations, government policies. Development of a business plan is also assigned as a term project in order to learn and taste the case of real world business experiences.

- **BIT Seminar (3)**

Since the business environment and the information technologies are changing so rapidly, students need to keep track of these changes. In this comprehensive seminar, new trends of business IT are discussed and the new IT key terminologies are summarized and presented. Presentation skills are expected to be enhanced

in the seminar.

- **Enterprise Computing (3)**

The goal of this course is to provide technological background to support business needs in IT. This course covers basic concepts of design patterns, software architectures and application frameworks. These concepts will be explained and experienced by doing a number of projects.

- **Advanced Business Data Communications (3)**

This course is the study of advanced topics of telecommunications, enterprise networking, and the next generation of communication technologies. In addition, students are required to study the methods for utilizing advanced communications technologies.

- **Communication Industry and Management (3)**

This course is to study the policies and strategies for developing telecommunications infrastructure and services. Students are encouraged to acquire the knowledge of the telecommunications industry and frameworks for analyzing telecommunications business through theories and case studies.

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