

YSB GMBA Fall Semester Course Descriptions

| Course Title | Credit | Class Period | Description |
|---------------------------|--------|---------------|--|
| Business Strategy | 3 | Modules 1 & 2 | <p>The perspective adopted in this course is that of firms (e.g. that of top managers) making decisions regarding:</p> <p>(a) what businesses firms should focus on; and (b) how to run those businesses. We will explore different analytical models that allow us to systematically identify external conditions that companies face in complex and competitive environments, and to propose sound and realistic solutions to these problems based upon a deep understanding of what firms have and can do, commonly called resources and capabilities.</p> |
| Marketing Management | 3 | Modules 1 & 2 | <p>This course integrates the theoretical and, more importantly, the managerial issues concerning the operation of the marketing discipline.</p> |
| Financial Accounting | 3 | Modules 1 & 2 | <p>This course aims to let the students have a clear picture of the overall general accounting processes from which financial statements arise. After having been introduced to the double-entry and accrual accounting systems basics, students should be able to understand the accounting methodology, with reference to the processes of data classification, gathering and recording and replicate basic financial statements according to accounting principles. Analyzing and interpreting financial statements in order to determine the company's performance is another important objective of the course.</p> |
| Consulting Action Project | 3 | Modules 1 & 2 | - |
| Economics Analysis | 1.5 | Module 1 | <p>This course is designed to introduce students to the very basic principles of economic analysis. Since we are living in a capitalistic market economy, we will focus on market equilibrium</p> |

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| Global Business Strategy | 1.5 | Module 1 | This course is designed to assist the students become successful global managers. Based on a case study approach, students will be 1st able to develop analytical and creative management thinking - innovative alternative generation and creative analysis of the case will be emphasized. |
| Statistics for Management | 1.5 | Module 1 | Statistics is a fundamental tools to formulate empirical knowledge. The objective of the course is to expose students to basic statistics. Widely used graphical and numerical descriptive methods are introduced and discussion on probability that is essential in building estimation methods follows. |
| Managerial Accounting I | 1.5 | Module 1 | This course is to provide an introduction to management accounting and focuses on basic managerial accounting concepts and techniques such as cost estimation, cost behavior, and cost-volume-profit analysis. |
| Marketing in Japan | 1.5 | Module 1 | - |
| Career Foundation | 1.5 | Module 1 | - |
| Managing Service Business | 1.5 | Module 1 | - |
| IT for Value Creation | 1.5 | Module 2 | This course introduces core concepts and frameworks in Information Systems that every business student should be familiar with. This course will provide student with opportunities to learn and experience how IT and innovative ideas can help firms explore opportunities to creat new business value. |
| Managing in China | 1.5 | Module 2 | This course focuses on the challenges and opportunities associated with international business in China. Although there are many countries in Asia, the primary emphasis of this course is on China. In the course, you will pursue both group and individual projects that reinforce the potential difficulties and possibilities associated with doing business in China. |
| Managerial Accounting II | 1.5 | Module 2 | This course is a continuation of Managerial Accounting I with emphasis on the management use of accounting information for business decision making, planning, and controlling. |

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| Leadership | 1.5 | Module 2 | - |
| Advanced Business Communications | 1.5 | Module 1 | This course will focus on positive communication behaviors that can be used to not only foster exceptional performance but to also address some of the most common workplace challenges. Students will explore the "deeper conversations" that occur in the workplace that go beyond the simple exchange of information. By examining nonverbal behaviors and micro-expressions. This course also examines how our own internal processes during social interactions can create misperceptions and/or mental distractions that impede our ability to effectively communicate. Students will also practice how to provide difficult feedback address group discord, and lead during organizational change or crisis. |
| Practical Korean Beginning 1A | 1.5 | Module 1 | - |
| Practical Korean Beginning 1B | 1.5 | Module 2 | - |