**Department of Global Business**

**글로벌비즈니스**

1. **Department Introduction**

Yeungnam University Graduate School is proudly introducing a new interdisciplinary graduate program of Global Business to train and develop business leadership in globalized community.

Master degree program in Global Business is designed for applicants who wish to be the future business professionals in international businesses and multicultural non-profit organizations. Applicants from any undergraduate majors, who have the eligibility and determination for a career plan as professionals in global business to work for multinational corporations and multicultural institutions, are welcome for this culturally diversified master degree program

Ph.D. degree program in Global business is designed for applicants who aspire to advance their study beyond the master degree and to build a career in the field of global business as an independent consultant serving the multicultural clients or working for higher education institutions providing academic service for universities or research and development institutes with diverse multinational work force.

The purposes of graduate global business program are as follows.

Firstly, the program provides the students with both practical and academic skills through developing the creative competence in theory and practice in global business.

Secondly, the program prepares the students for combining management practices and theories in the field of international business to enhance business leadership in globalized world.

Thirdly, the program attempts to educate future professionals in global community who may wish to specialize in facilitating the progress in his or her national economic prosperity and the Asian regional economic integration.

Finally, the program will encourage the students to learn both practical skills and academic theories in preparation for the arrival of Asian Age alerting them to respond proactively to the changes in societal and economic development in Asian regional economic community.

**2. Faculty**

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| --- | --- | --- | --- | --- | --- |
| **Status** | **Name** | | **Graduated from** | **Degree** | **Major** |
| Prof | Kwon, Yung Chul | Kent State Univ. | | Ph.D. | International Management |
| Prof. | Kim, Ki Hyun | Pennsylvania State Univ. | | Ph.D. | International Management  &Finance |
| Prof | Kim, Seung Chul | Chung-Ang Univ. | | Ph.D. | Trade practice,  Electronic trade |
| Prof. | Son, Sang Bum | Fudan Univ.  (Shanghai, China) | | Ph.D. | Strategy Management,  Marketing |
| Associate  Prof | Park, Jae Chan | Seoul National Univ. | | Ph.D. | International Management |
| Prof | Choi, Eui Hyun | Seogang Univ | | Ph.D. | Chinese Economy |
| Associate  Prof. | Kim, Do Yeon | KAIST Univ | | Ph.D. | Corporate & Economic  Finance |

**3. Courses**

**■ Major Courses**

**경영통계연구**

**(BUSINESS STASTISTICS)**

In this course students will learn introductory- and intermediate-level statistics theories which would be needed for researching and writing papers in each major area of business administration. This course is for master program students of management department.

**연구방법론Ⅱ**

**(RESEARCH METHODOLOGYⅡ)**

Fundamental Statistics and econometric theories including probability distribution, hypothesis testing, regression analysis, multicollinearity, autocorrelation, and heteroscedasticity, and specification errors are discussed. Empirical applications to various fields are also discussed. It is expected that the participants apply the methods using statistical software packages such as EVIEWS and RATS.

개별연구(1)

(INDEPENDENT STUDY (1))

개별연구(2)

(INDEPENDENT STUDY (2))

**국제경영세미나(Ⅰ)**

**SEMINAR IN INTERNATIONAL BUSINESS (I)**

This course focuses on enhancing a comprehensive understanding of key concepts in international business courses by presenting a selective and up-to-date coverage of important topics related to foreign direct investment, international management strategy, multinational financial management, and others.

**국제경영세미나(Ⅱ)**

**SEMINAR IN INTERNATIONAL BUSINESS(Ⅱ)**

By further extending Seminar I in International Business(I), this course helps students with enhancing a comprehensive understanding of possible research topics in international business fields by studying various important research papers related to foreign direct investment, international management strategy, multinational financial management, and the like.

**국제경영정보론**

**INTERNATIONAL MIS**

This course reviews the function of MIS at the international level, which is critical for planning, coordinating, and DM for global organization of firms. And it also will cover studying DB, developing IS, IS strategy from globalized perspective.

**국제재무관리Ⅰ**

**Multinational Financial Management (I)**

This course focuses on a comprehensive understanding of various important concepts in multinational financial management including foreign exchange risk management, financing from international capital markets, foreign investment decision and the like, thereby seeking for practical knowledge of how to effectively manage multinational corporations in multinational finance field.

**국제재무관리Ⅱ**

**MULTINATIONAL FINANCIAL MANAGEMENT(Ⅱ)**

The purpose of this course is to provide valuable knowledge of key concepts in multinational financial management by studying various important research papers related to international financial strategy of multinational corporations in major areas including management of foreign exchange risk, financing from international capital markets, and foreign investment decision.

**국제회계조세론**

**INTERNATIONAL ACCOUNTING & TAXATION**

This course works on the studies of related theories and practices in international accounting & taxation for foreign subsidiaries from the perspective of international taxation system.

**글로벌경영전략Ⅰ**

**GLOBAL BUSINESS STRATEGYⅠ**

Fundamental Statistics and econometric theories including probability distribution, hypothesis testing, regression analysis, multicollinearity, autocorrelation, and heteroscedasticity, and specification errors are discussed. Empirical applications to various fields are also discussed. It is expected that the participants apply the methods using statistical software packages such as EVIEWS and RATS.

**글로벌경영전략Ⅱ**

**GLOBAL BUSINESS STRATEGYⅡ**

This is the advanced course of international business strategy. The purpose of this course is to introduce students to the fidld of international business strategy.It is designed to assist in understanding the globla environment in which international business activities take place as well as the behavior and strategies of international firm. Various case studies will be analyzed in this course.

**글로벌공급사슬관리론**

**GLOBAL SUPPLY CHAIN MANAGEMENT**

This course provides students with basic theory on design, planning, implementation, coordination and information system of global supply chain while targeting for global market and also studying new issues related to risk management, quality & security control of GSCM.

**글로벌기업환경론Ⅰ**

**GLOBAL BUSINESS ENVIRONMENT STUDY(Ⅰ)**

This course studies basic theory and approaches related to global business at each dimension of global economy, international political economy and socio-culture. Especially it includes the factors affecting environmental change of global business such as global financial & foreign exchange market, WTO, regional economic integration like FTA, etc.

**글로벌기업환경론Ⅱ**

**GLOBAL BUSINESS ENVIRONMENT STUDY(Ⅱ)**

This course attempts an in-depth study on global business environment based on knowledge obtained from Global Business Environment Study(Ⅰ) especially on major regional economic blocs and economically leading countries of current global economy.

**글로벌마케팅세미나Ⅰ**

**GLOBAL MARKETING SEMINAR(Ⅰ)**

This course studies basic knowledge and cases on international market research and marketing management of international firms, especially on market opportunity analysis, marketing mix like 4Ps, and marketing strategy on the global market.

**글로벌마케팅세미나Ⅱ**

**GLOBAL MARKETING SEMINAR(Ⅱ)**

This course attempts to enhance the expertise and related knowledge of global brand marketing and global consumer market research by studying theories and cases.

**글로벌비즈니스학과세미나**

**SEMINAR IN GLOBAL BUSINESS**

**글로벌비즈니스협상론Ⅰ**

**Global Business Negotiation(Ⅰ)**

This course studies basic knowledge for global business negotiation and its practices, especially related theory, basic elements, and strategy.

**글로벌비즈니스협상론Ⅱ**

**GLOBAL BUSINESS NEGOTIATION(Ⅱ)**

This course covers in-depth study on business negotiation culture of each country as well as multilateral business negotiation based on knowledge obtained from Global Business Negotiation(Ⅱ).

**다국적기업인적자원관리론Ⅰ**

**HRM OF MNEⅠ**

This course is to guide the students to understand the strategic role of human resource management in the Multinational Enterprise. It is expected that the students are able to discuss the pros and cons of different approaches to staffing policy in the international business and know why managers may fail to succeed in overseas assignment.

**다국적기업인적자원관리론Ⅱ**

**HRM OF MNEⅡ**

The purpose of this course is to gain hands-on knowledge related to human resource management of Multinational Enterprise by exploring various case studies and theoretical papers. The students are expected to understand how multinational management development & training programs, performance appraisal systems and compensation systems are working under the globalization era.

**비교경영론Ⅰ**

**COMPARATIVE STUDIES ON MANAGEMENT PRACTICE & CULTURE(Ⅰ)**

Studying comprehensive and special knowledge on business environment, institution of firms, corporate culture and business culture and labor market at the comparative perspective.

**비교경영론Ⅱ**

**COMPARATIVE STUDIES ON MANAGEMENT PRACTICE & CULTURE(Ⅱ)**

This course attempts to do an intensive study of theories and approaches to comparative in nature, especially concentrating on corporate culture, governance structure, HRM & marketing strategy etc.

**서비스마케팅세미나**

**SEMINAR IN SERVICE MARKETING**

This course concentrates on learning about the basic concepts and theories related to knowledge for understanding the essential of services marketing, service marketing strategy, service quality and measurement, as well as customer satisfaction, customer expectations, and service failure and recovery.

**아시아경영세미나Ⅰ**

**SEMINAR ON ASIAN BUSINESS(Ⅰ)**

This course is oriented for covering basic knowledge for Asian Management, especially the commonness and differences in terms of business culture and corporate culture.

**아시아경영세미나Ⅱ**

**SEMINAR ON ASIAN BUSINESS(Ⅱ)**

This is a seminar for finding common factors of business culture and corporate culture among firms in Asian Region, based on the knowledge obtained from Seminar on Asian Business(Ⅰ).

**위험관리론Ⅰ**

**Risk Management(Ⅰ)**

This course will provide students with basic knowledge for various types of risks, which is a key concern in managing multinational firms. Currently, an increase in the volatility in financial markets creates the complicated problems for multinational firms. This course will introduce financial instruments to students for controlling risks as well as pricing technique for financial derivatives.

**위험관리론Ⅱ**

**Risk Management(Ⅱ)**

This course provides more advanced statistical model to estimate risks. The students will have opportunities to research on the estimation of risks by using ARCH, GARCH, and VaR, etc. Based on the estimation technique, the students are required to hedge the risks with financial derivatives.

**조직행위연구**

**ORGANIZATIONAL BEHAVIOR**

This course explores the job-related attitude and behavior within organizations. The class helps the students to develop their skills in understanding, predicting, and controlling human behavior in organizational settings. Students will be able to evaluate the effectiveness of diverse people skills by addressing up-to-date theories and practices available in this field.

**중국사업환경연구Ⅰ**

**STUDY ON CHINESE BUSINESS ENVIRONMENT(Ⅰ)**

This course addresses broad issues to build up basic and systematic knowledge on business environment in China such as policy, institution, region, industry, and culture.

**중국사업환경연구Ⅱ**

**STUDY ON CHINESE BUSINESS ENVIRONMENT(Ⅱ)**

This course provides students with comprehensive perspectives and intensive knowledge based on business environment in China such as corporate culture, socio-culture, and industry configuration & structure in terms of regional differences.