

## Dept. of Global Management

The Department of Global Management offers a professional, yet congenial environment in which students pursue the study and teaching of management in all principal areas. The program provides with opportunities to gain an understanding of latest theories and practices in modern businesses and to conduct in depth research into key business issues. The program aims to produce students who make significant contributions to their respective businesses or academic communities through their knowledge and insights gained through rigorous training. We invite you to explore our exciting programs at the Department of Global Management.

### **Management Major**

Management Major specializes in a wide variety of subjects related to business administration. It consists of Marketing, Big data analysis, and HR-International business related subjects.

### **Art Management Major**

Art Management Major specializes in a wide variety of subjects related to Art business, and Cultural contents with business.

### **Courses**

#### **Core Courses**

##### · **Business Statistics (3)**

Study the ability to effectively identify and summarize high accuracy with low sacrifice of statistically obtained data.

##### · **Research Methodology (3)**

The course aims at equipping students with capabilities to design and conduct in-depth empirical analysis on research topics on modern business. Students exercise statistical tools with their own research data.

- **Understanding K-Culture (3)**

Recently, as the globalization of the Korean cultural industry has been actively carried out, the interest in Korean culture is higher. The success factors will be analyzed and discussed to enhance the understanding of Korea.

- **Thesis Study I (3)**

The aim of this course is to teach the process of dissertation writing. Students are expected to carry out a series of projects for dissertations, such as clarifying a research question, literature review, research design, data collection, and data analysis.

- **Thesis Study II (3)**

The aim of this course is to teach the process of dissertation writing. Students are expected to carry out a series of projects for dissertations, such as clarifying a research question, literature review, research design, data collection, and data analysis.

- **Thesis Study III (3)**

The aim of this course is to teach the process of dissertation writing. Students are expected to carry out a series of projects for dissertations, such as clarifying a research question, literature review, research design, data collection, and data analysis.

- **Advanced Business Statistics (3)**

The level of this course is higher than that of 'Business Statistics'. Students in the Ph.D program learn higher-level concepts of statistics and acquire higher-level statistical techniques.

- **Advanced Research Methodology (3)**

The level of this course is higher than that of 'Research Methodology'. Students in the Ph.D program learn higher-level concepts of research methodology. This course helps students find appropriate research methodology and statistical tools for their research topics.

- **Understanding Corporate Management (3)**

This course is to understand the characteristics of the Korean economy and corporate structure by examining the development process of the Korean economy in connection with the history of corporate development.

- **Advanced Thesis Study I (3)**

The level of this course is higher than that of 'Independent study'. The aim of this course is to teach the process of dissertation writing. Students are expected to carry out a series of projects for dissertations, such as clarifying a research question, literature review, research design, data collection, and data analysis.

- **Advanced Thesis Study II (3)**

The level of this course is higher than that of 'Independent study'. The aim of this course is to teach the process of dissertation writing. Students are expected to carry out a series of projects for dissertations, such as clarifying a research question, literature review, research design, data collection, and data analysis.

- **Advanced Thesis Study III (3)**

The level of this course is higher than that of 'Independent study'. The aim of this course is to teach the process of dissertation writing. Students are expected to carry out a series of projects for dissertations, such as clarifying a research question, literature review, research design, data collection, and data analysis.

- **Advanced Thesis Study IV (3)**

The level of this course is higher than that of 'Independent study'. The aim of this course is to teach the process of dissertation writing. Students are expected to carry out a series of projects for dissertations, such as clarifying a research question, literature review, research design, data collection, and data analysis.

- **Global Business Seminar (3)**

This seminar covers a range of business-related research topics. We will analyze and discuss research articles in corporate organizational behavior, business strategy, marketing, and arts management to provide students a comprehensive understanding of cutting-edge research trends in global business.

- **Contemporary Business Issues & History of Corporations (3)**

The class covers the overall concept related to corporate management under capitalism. Specifically, the basic principles related to the planning, execution, and control of management activities, including the business environment, and other individual and collective behavior, and organizational structure are studied.

- **Advanced Regression Analysis (3)**

Regression Analysis : This course is an advanced regression analysis course that covers logistic regression, Poisson regression, negative binomial regression, and panel data analysis, thus a prior understanding of regression analysis is required. Students also need to conduct individual projects that analyze actual data using the statistical software STATA.

- **Survey & Experimental Research Methodology (3)**

This course introduces and discusses approaches, strategies, and data collection methods relating to research in business, especially the survey method and behavioral manipulation method. Students will consider how to select the appropriate methodology for use in a study to be performed. Additionally, students will learn how to collect data based on different data collection methods, construct these tools, and pilot them before they become ready for use.

- **Management Major**

- Finance&Accounting Track**

- **Research in Financial Theory (3)**

- The course analyzes financial activities of business organizations. The course aims at familiarizing students with techniques to evaluate business performance based on financial statement information.

- **Research Methodology in Finance (3)**

- Quantitative techniques required for finance majors are covered in this course. The examples of techniques include linear algebra, optimization, and regressions. The

course will utilize software programs for statistical analysis.

- **Research in Corporate Financial Theory (3)**

The purpose of this course is to trace the impact of the economic recession and political turmoil on contemporary Russian society. Through this course, students analyze changes since the collapse of USSR. Special focus is put on changes since perestroika, such as class stratification, population movement and growth. Welfare systems, gender stratification and women's issues, environment problems, and educational issues are also studied. By analyzing Russian society in the context of radical transformation, this course works to understand characteristics of Russian society and directions of future change.

- **Investment Theory and Strategy Seminar (3)**

This course on investments covers theoretical models on investments, investment strategies, metrics used in evaluating investment performance, and portfolio management techniques.

- **Special Topics in Finance (3)**

This research oriented course focuses on several special topics in finance and motivates students to participate in class discussions that are expected to generate insights into important business issues.

- **Accounting Information and Capital Market (3)**

This course covers research on the role of accounting information in capital markets. Course topics include market efficiency, the role of accounting in providing information to investors, valuation models, etc.

- **Market Based Research in Financial Accounting (3)**

The objective of this course is to examine recent empirical/capital markets research in accounting and to provide students with a deeper understanding of accounting information to security market participants. This course covers value relevance and information content studies and the role of the security returns as a tool for validating accounting procedures.

- **Tax and Corporate Strategies (3)**

The objective of this course is to develop a framework for understanding how taxation affects business decisions and strategies in regard to investments, compensation scheme, organizational forms, etc.

- **Research in Financial Accounting Seminar (3)**

The objective of the course is to provide exposure to a blend of traditional and contemporary thoughts/issues in the area of financial accounting. The primary objectives of this course are to expose student to various topics in accounting and to enable students to identify and develop their own research ideas.

- **Special Topics in Accounting (3)**

This research oriented course focuses on several special topics in accounting and motivates students to participate in class discussions that are expected to generate insights into important business issues.

- **Organization Behavior Seminar (3)**

Organizational Behavior is a field of study that investigates the impact that individuals, groups, and structure have on behavior within organizations, for the purpose of applying such knowledge toward improving an organization's effectiveness. This course offers an introduction to the best works (mostly articles but also include book chapters) that have been published on the important research areas within the field of organizational behavior. This course helps students have theoretical perspectives on classic and current issues in organizational behaviors.

- **Human Resource Management Seminar (3)**

The purpose of this course is to provide master and doctoral students with a comprehensive understanding of the domain of Human Resource Management (HRM) research. The course is structured largely into two parts. In the first half of the semester ("HR in Action"), we will review the topics in HR such as recruitment, selection, training, and compensation while reading articles related to each topic. The goal of this first part of the course is to allow you to narrow down the HR topics that you are interested in studying. In the second half of the semester

("Theoretical Lens"), we will examine theoretical perspectives that researchers and other students in organizational behavior and HR have used to understand (and critique), predict, and ultimately control the behavior of individuals in organizational settings. The goal of this second part is to help you find the right theoretical lens to explore "the" HR topic of your choice.

- **International Management Seminar (3)**

This course attempts to systematically evaluate the overall international management theory and existing theories, such as the nature and scope of international management, analysis of the international corporate environment and political risks, overseas business strategy, the establishment of international management strategy, and management techniques for each function.

- **Strategic Management Seminar (3)**

This course focuses on the foundation of strategic management research. The course will offer an understanding of the key concepts, theories and interconnected research streams in strategic management. The objectives of this course are to (1) review the major theoretical perspectives and issues studies in strategic management research to (2) help students have an interdisciplinary perspective on current issues in strategic management. The course begins with the question of performance differences between firms among and across industries, which could be explained through a variety of lenses addressed in this course.

- **Research in Leadership (3)**

The course discusses many theories on leadership-one of the key issues in organizational behavior-and how to put them into practice. This course covers various theoretic perspectives such as trait theory, contingency theory, transactional versus transitional approach, charismatic leadership, and issue leadership.

- **Decision Making (3)**

This course aims to cultivate critical skills for decision-making by performing simulations using corporate cases, industry and corporate data, and virtual scenarios. Simulation and statistical analysis tools are used, and data analysis is the primary tool for education.

- **Special Topics in Management (3)**

This research oriented course focuses on several special topics in management and motivates students to participate in class discussions that are expected to generate insights into important business issues.

- **Consumer Behavior Seminar (3)**

The course focuses on concepts, issues, and trends about customer behavior and customer orientation. It provides students with specific research tools to generate insights about customers and with experience in applying them to the analysis of marketing problems and design of marketing strategy.

- **Marketing Research (3)**

Marketing research is the way companies obtain customer insights. This course provides a rigorous experience in marketing research methods such as questionnaire designs, data gathering tools, statistical analysis techniques, and frameworks to guide when and which technique is most useful.

- **Seminar in Marketing Channels (3)**

In this course, current research papers will be read and discussed. Topics include designing channel structure and incentives to match positioning, managing channel conflict, exploring links between channel and branding strategies, understanding multi-channel approaches, and internet distribution. New issues and methodology will be scrutinized.

- **Brand Marketing (3)**

This course covers the creation and management of brand equity. Topics covered include the importance of brand equity; frameworks to conceptualize what it is; how to strategically plan a brand's target equity; tactics to build brand equity; brand extensions; brand valuation; and global branding.

- **Special Topics in Marketing (3)**

This research oriented course focuses on several special topics in marketing and



motivates students to participate in class discussions that are expected to generate insights into important business issues.

- **Data Science Seminar (3)**

This course overviews the multidisciplinary aspects of data science, including business, statistics, and computer science. It introduces basic theories and techniques for decision makers to make effective business decisions drawing on data analytics.

- **Program for Statistics and Analytics I (3)**

This course deals with R, an object-oriented programming language for data analysis. It is designed to study data structure, input processing, data object processing, basic programming, matrix operation, graphics, and data analysis using statistical functions using various R packages such as R Commander, Rattle, Red-R, R Studio, and R Excel.

- **Program for Statistics and Analytics II (3)**

Students learn the grammar and programming logic of Python, a programming language, or SAS script, a statistical processing language, and develop programming skills for data processing through the practice of acquiring, generating, processing, and analyzing various types of square and non-rectangular data.

- **Machine Learning and Deep Learning (3)**

This course deals with algorithms that predict data mood and make decisions by machine learning information from newly generated data. Students learn to use predictive analysis in business decision-making by applying the algorithms to big data with high volume and data generation cycle.

- **Special Topics in Big Data (3)**

This research oriented course focuses on several special topics in bigdata analysis and motivates students to participate in class discussions that are expected to generate insights into important business issues.

- **Marketing Seminar (3)**

This course is dedicated to providing students with an understanding of the role of marketing in creating value for customers through the interpretation of marketing-related research papers. Emphasis is placed on creating and capturing value, identifying customer needs and understanding the buying process, forming target groups, product positioning and managing brand equity. Topics covered include advertising and communication of products, pricing of products and market research. In addition, the course will focus on new market segments, e-commerce and the Internet.

- **Art Management Major.**

- **Popular Culture Industry Seminar (3)**

This course is designed to understand the changes of the times and the process of conversion to industry, focused on the development process of popular culture, the concept and role of popular culture.

- **Understanding K-Culture (3)**

Recently, as the globalization of the Korean cultural industry has been actively carried out, the interest in Korean culture is higher. The success factors will be analyzed and discussed to enhance the understanding of Korea.

- **Art Management Methodology (3)**

The course aims at equipping students with capabilities to design and conduct in-depth empirical analysis on research topics on modern business. Students exercise statistical tools with their own research data.

- **Writing Thesis (3)**

This course is to study a thesis, the elements of the studies in Art Management, and the basics of writing a thesis..

- **Entertainment Industry (3)**

This course explores and studies the development of the entertainment market,

focusing on K-Pop, towards the world and the progress of production in use.

- **Understanding Globalization of K-Culture (3)**

The globalization of the Korean cultural industry is drawing the world's attention. This course studies the process of K-Culture globalization and leading the global market as an industry.

- **Art Management Thesis Study I (3)**

The aim of this course is to teach the process of dissertation writing. Students are expected to carry out a series of projects for dissertations, such as clarifying a research question, literature review, research design, data collection, and data analysis.

- **Art Management Thesis Study II (3)**

The aim of this course is to teach the process of dissertation writing. Students are expected to carry out a series of projects for dissertations, such as clarifying a research question, literature review, research design, data collection, and data analysis.

- **Advanced Art Management Methodology (3)**

The level of this course is higher than that of 'Research Methodology'. Students in the Ph.D program learn higher-level concepts of research methodology. This course helps students find appropriate research methodology and statistical tools for their research topics.

- **Performing Art Production (3)**

This course attempts to study the planning of performing arts through research, investigation, discussion, and analysis to raise creative producers.

- **Art Education (3)**

This course is to study how to develop continuous art education programs for the general public and implement what is possible in society. Art education enables a wide range of applications to culture and art.

- **Advanced Art Management Thesis Study I (3)**

The level of this course is higher than that of 'Independent study'. The aim of this course is to teach the process of dissertation writing. Students are expected to carry out a series of projects for dissertations, such as clarifying a research question, literature review, research design, data collection, and data analysis.

- **Advanced Art Management Thesis Study II (3)**

The level of this course is higher than that of 'Independent study'. The aim of this course is to teach the process of dissertation writing. Students are expected to carry out a series of projects for dissertations, such as clarifying a research question, literature review, research design, data collection, and data analysis.

- **Advanced Art Management Thesis Study III (3)**

The level of this course is higher than that of 'Independent study'. The aim of this course is to teach the process of dissertation writing. Students are expected to carry out a series of projects for dissertations, such as clarifying a research question, literature review, research design, data collection, and data analysis.

- **Culture Contents Business (3)**

This course attempts to study and apply the strengths of the cultural industry of the world drawn from the case studies and analyses to the cultural industry of Korea to use the various cultural art contents in the industry.

- **Culture, Art, and Advertisement (3)**

This course is to study classic advertising theories about strategy establishment, budgeting, media planning, press release writing, audience development, and image artwork. In addition, students learn how to use new marketing tools using mobile and social networks such as Facebook and Twitter.

- **Special Topics in Art Management (3)**

This research oriented course focuses on several special topics in art management and motivates students to participate in class discussions that are expected to generate insights into important business issues.

## · Culture&Management Seminar

This course strengthens students' interdisciplinary and integrative research skills by combing through research articles related to the cultural industry. From a business research perspective, it goes to learn how to integrate art and cultural elements into the business academic research, helping students to improve their research and application skills as potential arts management educators or researchers.

## □ Faculty Members

### **Lee, Eun Hyung**

Ph.D. in Business Administration,  
KDI School of Public Policy & Management  
Human Resource Management & Strategy  
ehlee@kookmin.ac.kr

### **Zhang, jing**

Ph.D. in Business Administration,  
Sungkyunkwan University  
Marketing, Neuromarketing, Artificial  
Intelligence in Business, Social Media  
Consumer Behavior  
zhangjing@kookmin.ac.kr

### **Lee, Guk Seong**

Ph.D. in Business Administration,  
Kyung Hee Univ.  
Marketing Management, Service Marketing,  
Consumer Behavior, Organizational Behavior,  
Organizational Environment  
Inter-Organizational Relationships, Supply  
Chain Management, Consumer Behavior,  
Organizational Behavior  
jameslee@kookmin.ac.kr

### **Park, Jae Shin**

Ph.D., University of Cambridge Decision Analysis,  
Strategic Management, Entrepreneurship,  
International Development Cooperation,  
Digital Government  
jpark229@kookmin.ac.kr

### **Bian, Ailian**

Ph.D. in Business Administration,  
Korea Univ.  
Financial Management, International Finance  
aeryun@kookmin.ac.kr

### **Jin, Chu Yue**

Ph.D. in Strategy and International Business,  
Seoul National University  
Innovation, Global Strategy, Organizational  
Learning, Knowledge Management,  
Technological Catch-up  
chuyuej@kookmin.ac.kr

**Zhang, Chenglong**

Ph.D. in Management Information Systems, Kookmin University

Business Demand Forecasting, Intelligence, Explainable AI, Trustworthy AI, Fairness in AI, Sustainable AI in Business

JohnZhang@kookmin.ac.kr

**Zhu, Zong-Yi**

Ph.D in Arts and Cultural Management, Chung-Ang University

Business Tourism Management, Culture Marketing, Consumer Behavior, SNS Marketing, Hospitality and Tourism Management

joeyzhu@kookmin.ac.kr