

- **KMU International Business School**

- **International Business Major**

- **Basic General Education Courses**

- ① **Comprehensive Writing and Critical Analysis**

This course helps students, as modern global thinkers, to develop their writing skills and expressive capabilities. Through focused practice, students learn to convey logical and creative ideas clearly and accurately while incorporating emotional depth. The course emphasizes writing as a tool for effective communication, fostering critical thinking and creativity.

- ② **Comprehensive Reading and Critical Analysis**

This course is designed to enhance students' English reading speed and comprehension, expand their vocabulary, and introduce them to classic English literature. Students will also engage with the ideological themes explored in these works, fostering deeper analytical and critical thinking skills.

- ③ **Essential Presentation for Effective Communication**

The course provides an environment in which students are able to practice their communication and presentation skills. This course aims to help students handle presentations with confidence, discuss topics with interest and ease, use English on all levels, and further become an English speaking professional presenter.

- **Major Elective Courses**

- ① **Business Mathematics**

This course covers mathematical concepts and techniques required for business analysis. The objective of this course is to provide students with mathematical foundations in order to help them to formulate, solve, and interpret mathematical models for a variety of business issues.

- ② **Principles of Marketing**

The objective of this course is to introduce students to the concepts, analyses, and activities that comprise marketing management, and to provide examples in assessing and solving marketing problems. Topics include marketing strategy, customer behavior, segmentation, market research, product management, pricing, promotion, channels of distribution, sales force management and competitive analysis.

- ③ **Programming for Data Analytics 1**

This course introduces the foundational principles of Python programming with an emphasis on its application in data analytics. Students will develop into key Python libraries, including Pandas for data manipulation and Numpy for numerical computations. Through hands-on exercises, they will gain practical skills in extracting, analyzing, and visualizing data, equipping them with the tools necessary for data-driven business decisions.

- ④ **Organizational Behavior**

Modern people are organizational individuals. The course analyzes individual activities and thinking

processes as organizational individuals on both individual and organizational dimensions. On the individual dimension, the course covers attitude, learning, stress, and motivation. On the organizational dimension, the course covers communication, group conflict, decision making, and leadership. The course offers basic understanding and perspectives of organizational phenomena that are required for organizational individuals.

#### ⑤ Business Statistics

This course introduces business statistics with a focus on applying statistical theory to real-world scenarios. It covers both theoretical foundations and practical techniques for data collection, analysis, and interpretation, using graphical and numerical methods to identify key insights in business, economic, and financial data. Students will develop strong analytical skills, enabling them to make well-informed decisions in a business setting.

#### ⑥ Principles of Economics

This course explores key economic concepts, covering microeconomic topics such as consumer choice, production and cost, and market structures, along with macroeconomic issues like global economic performance. Students will learn to apply economic frameworks to analyze both individual markets and the broader economy. By engaging with economic models, students will acquire essential skills for understanding market dynamics and global trends.

#### ⑦ Principles of Management

This course explores fundamental concepts of business administration within the framework of a free-market economic system. It provides an in-depth examination of the business environment, emphasizing key management functions such as planning, implementation, and control of organizational activities. Additionally, the course addresses individual and organizational behavior, as well as the design and dynamics of organizational structures.

#### ⑧ Financial Management

Financial Management introduces students to the basic concepts and principles of “time value of money” and “risk-return trade-off”. The understanding of these principles will be applied to the valuation of equity and fixed-income securities, financial planning, capital budgeting theories and the cost of capital. This course will be useful as a foundation in preparing for more advanced investment and corporate finance courses in the future.

#### ⑨ Principles of Accounting

This course introduces students to the fundamental principles and concepts of financial accounting. It covers the basics of recording business transactions, adjusting accounts, and completing the accounting cycle. Additionally, topics such as merchandise operations, inventories, internal controls, and cash management will be explored. The course emphasizes the role of accounting in business decision-making and provides a strong foundation for further study in financial accounting. This course is essential for those pursuing careers in accounting, finance, or related fields.

#### ⑩ Management Information Systems

This course examines the significance and evolution of the MIS field as an academic discipline. Students also learn various subjects regarding MIS such as the concepts and structures, planning, development, operation, evaluation, and control of information systems.

#### ⑪ Strategic Management

This course focuses on the creation of competitive advantage. It examines functional, business and corporate level strategies and the tools to enter new markets, both domestically and internationally. Case studies will be used to apply the concepts learned in lectures.

#### ⑫ Financial Accounting

Building on the foundational knowledge from Principles of Accounting, this course delves into more advanced financial accounting concepts and applications. Beginning with an overview of the financial reporting environment, the course explores topics such as accounting for receivables, property, plant, and equipment (PP&E), intangible assets, current and non-current liabilities, equity, and the preparation of the statement of cash flows. The course emphasizes how these elements shape financial statements and decision-making, while providing students with a strong understanding of IFRS for effective application in the global business environment.

#### ⑬ Operations Management

This course is designed to address key operational and logistical issues in service and manufacturing organizations that have strategic as well as tactical implications. The specific topics include role of operations management, interdependence with other key functional areas, design of effective operating systems, analytical tools appropriate for operating systems, operations management policies and techniques.

#### ⑭ Consumer Behavior

In this course, students learn about theoretical and practical contents about consumer behaviors. This course also applies consumer behaviorism to promotion and provides knowledge about goals of promotion, its concept, message strategy, media strategy, and performance measurement.

#### ⑮ Human Resource Management

This course provides students with general knowledge about human resource management through theories and case studies.

#### ⑯ Financial Markets and Institutions

Financial Markets and Institutions introduces theories and practical knowledge related to the procurement of funds, the structure and characteristics of money markets and capital markets, as well as various financial institutions, their operations and their characteristics.

#### ⑰ Programming for Data Analytics 2

The data 2 course is designed for students who want to go beyond the basics and focus on advanced data analysis techniques, with an emphasis on statistical analysis. This course covers advanced data processing, statistical modeling, and predictive analysis using tools like Python and R. Students will learn how to manage real-world data, apply statistical methods, and build predictive models. By the end of the course, students will be able to perform comprehensive data analysis and interpret their findings effectively.

#### ⑱ Managerial Accounting

This course introduces students to the principles and practices of managerial accounting, focusing on the use of accounting information for internal decision-making. Students will explore how managers utilize financial data to plan, control, and evaluate business operations. Key topics include cost

classification and behavior, budgeting, variance analysis, and decision-making techniques such as cost-volume-profit analysis and relevant costing.

#### ⑲ Negotiations

The primary purpose of this course is to provide students with the opportunities to increase their negotiating effectiveness. In order to achieve this goal, students are expected to 1) acquire conceptual skills that are needed to become a sophisticated negotiator and 2) improve their negotiating skills through participating in various negotiation simulations. The quality of this course is determined by students' deep understanding of negotiation studies based on theory and research in organizational psychology, social psychology, and organizational behavior and by their active participation in varying negotiation exercises.

#### ⑳ SCM & Logistics

This course provides a foundational introduction to supply chain management and logistics systems. It is designed to equip students with the ability to analyze and address new challenges within supply chain systems. The course emphasizes both theoretical concepts and practical applications, fostering skills necessary for effective problem-solving in the field.

#### ㉑ Multinational Enterprise

The scope of activities of modern corporations expands from a domestic market focus to a global market, making it essential to understand the process of corporate internationalization and the unique management environment of multinational corporations. Therefore, this course covers international management theories related to the external environmental analysis of overseas markets, the nature of multinational corporations, entry strategies into foreign markets, and discusses practical cases of international management from the perspective of global business.

#### ㉒ Money and Central Banking

This course explores how central banks implement monetary policy to achieve macroeconomic stability. Students will explore the effects of monetary policy on key economic factors such as output, inflation, and unemployment, while also gaining an understanding of central banking tools like interest rate adjustments. By studying both monetary theory and practice, students will gain insights into how central banking influences financial markets, businesses, and the broader economy.

#### ㉓ Investment

In this course, students learn about theoretical and practical contents about investment such as general organizations for capital markets and their functions, investor's psychological behaviors, and company's investment policies. Key areas of study include portfolio theory and efficient diversification, efficient market hypotheses and asset pricing models such as the Capital Asset Pricing Model (CAPM) and the Arbitrage Pricing Theory (APT).

#### ㉔ Digital Marketing

This course is designed to provide a systematic understanding of communication activities that are conducted to effectively achieve a company's marketing goals. In particular, the course discusses the changes in the field of marketing communication due to the development of digital media, and understands the effective planning and strategizing, execution, and evaluation of digital marketing communication.

#### ②⑤ Corporate Finance

This course is an advanced course that builds upon the contents in Financial Management. It covers various financial decisions faced by corporations. It starts with the three major decisions of capital budgeting, capital structure, and payout policy. The course will examine several corporate finance issues such as initial public offerings (IPO) and other methods of raising capital, cash and liquidity management, corporate payout policies such as dividends and repurchases, corporate governance issues in the market for corporate control, mergers and acquisitions, leasing and bankruptcy.

#### ②⑥ People Analytics

This course provides a fundamental understanding and perspective on predicting the preferences, capabilities, and decisions of organizational members based on quantitative data related to their characteristics and behavior. Students will be able to use basic statistics to evaluate organizational performance at both individual level and group level.

#### ②⑦ Technology Management

This course examines the challenges that new ventures and incumbents must overcome when investing in emerging and evolving technologies. Lectures and case studies are divided into three broad areas; 1) understanding the dynamics of innovation in the marketplace, 2) developing successful innovations, and 3) creating sustainable innovation organizations.

#### ②⑧ Entrepreneurship

This course is designed to introduce the core concepts and theories of entrepreneurship and venture business. By covering how entrepreneurship emerged as a discipline, special attention will be given to the nature of entrepreneurship (e.g., history, definition, entrepreneurial environment, resources, mind set and process) and how the various entrepreneurial behavior (social entrepreneurship, corporate entrepreneurship, and family entrepreneurship) affects not only venture businesses but large conglomerates as well.

#### ②⑨ Marketing Seminar

In this course, students will understand the importance of data analysis in marketing and learn the principles and functions of analytics. Students will develop the ability to solve marketing problems and communicate the results to management.

#### ③⑩ Business Ethics

Modern businesses face the complex and diverse demands of various stakeholders in the ongoing process of building and maintaining relationships. In this context, this course explores the theoretical foundations of sustainable management and related concepts as effective proactive strategies for businesses. It also examines practical applications through case studies of companies.

#### ③⑪ FinTech and Financial Innovation in the Digital Economy

This course explores the transformative role of financial technology (fintech) and innovation in shaping the modern digital economy. Students will explore how fintech intersects with economic principles, fostering innovations that can either enhance or challenge traditional financial systems and affect economic outcomes. Key areas of study include crowdfunding, peer-to-peer lending, digital currencies, and the integration of artificial intelligence in economics and finance.

#### ③⑫ Capstone in Marketing

This course serves as the culminating experience for students, integrating theoretical knowledge with practical application. Students will tackle real-world marketing challenges, develop strategic solutions, and present their findings to industry professionals. Through case studies, collaborative projects, and hands-on activities, students will refine their analytical, creative, and leadership skills to prepare for careers in marketing.

#### ③③ Financial Valuation Theory and Applications

The focus of this course is on the valuation of companies. The course covers current conceptual and theoretical valuation frameworks and translates those frameworks into practical approaches for valuing companies. The course teaches how to develop the required information for valuing companies from financial statements and other information sources in a real-world setting.

#### ③④ Management Science

Systematic analysis, conceptualization, and judgment are essential for successful business decisions. This course provides students with the capability to make decisions about businesses through case studies, analysis of industry/company data, and simulation. Mathematical and statistical analyses are major tools used for this course.

#### ③⑤ Business Law

This course provides an introduction to legal issues involved in international trade and finance. The focus of this course is to provide an understanding of the effective management of legal risk in the global business environment. The course will provide a basic examination of international law and international business law concepts, such as corporate, employment and contract law principles.

#### ③⑥ Accounting Seminar

This course focuses on how to apply accounting principles in practice. Students will engage in a detailed analysis of financial statement accounts, financial ratio analysis, and real-world case studies to deepen their understanding of accounting concepts and financial statement interpretation. The goal of this course is to equip students with strong analytical skills, enabling them to effectively apply accounting knowledge in practical settings.

#### ③⑦ 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.