

BBA in Business Administration

● Course list

Course Plan		Course Title	Course ID Last 5 digits	Terms / Credits		Course label type
				Fall	Spring	
Major requirements		Accounting	02412	3	3	
		Economics	02457	3	3	
		Calculus	02390	3	3	
		Introduction to Business	05201		3	EMI*
		Introduction to Programming	24495	3		
		Statistics	02222	3	3	EMI*
		Commercial Law	02056	3		
		Management	02635	3		EMI*
		Managerial Mathematics	02632	3		EMI*
		Human Resources Management	01013	3		EMI*
		Marketing Management	01483	3		
		Financial Management	01983	3		
		Operations Management*	11822	3		EMI*
		Cost Accounting	01449	2		
		Management Accounting	02629		2	
		Information Management	02502	3		EMI*
		Seminar on Business Administration (I)	14212		2	
		Seminar on Business Administration (II)	14213	2		
		Business Policy	01389	3		
		Professional Ethics-Business Ethics	08824	2		
Note: EMI*: courses will be provided more than one class and at least one is delivered in English.						
Elective credits by Integrating courses		Quality Management	03021	3		
		Global Supply Chain Management	15353		3	
		Discussion in Industrial Management	14211		3	
		Innovation Management	04564	3		EMI
		Financial Operating Management and Innovation	24869	3		
		Organization and Social Development	24864		3	
Elective credits by concentrations	Human resources management	Organization Development and Change	06935	3		
		Performance Management and Talent Development	24862		3	
		Manpower Planning and Recruiting	20021	3		

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		Organizational Behavior	02234		3	EMI	
		Organizational Learning and Social Inquiry	19664	2			
		Organizational Leadership and Social Innovation Practices	19663		2		
		Family Business Management	35562		3	EMI	
		Introduction to Health Care Industry	30709	3			
		Seminar of Healthcare Industry Management	31019		3		
		Career Exploration and Planning	31493		3		
		Corporate Social Responsibility and Sustainability	31494		3		
		Management Psychology	03136		3		
		Management of Occupational Health and Safety	33745		3	EMI	
		Effective Business Communication and Negotiation	31006	3		EMI	
		Labor Relationship and Compensation Management	24863		3		
	Financial management		Fixed Income Securities	10458		3	
			International Financial Management	02093	3		
			Investment	01579		3	
		Intermediate Accounting	01109	3	3		
		Micro-Economics	01910	3			
		Corporate Governance	15470		3		
		Strategic Management of Financial Institutions	32544	2			
		Contemporary Issues in Financial Markets	17823	3			
Marketing management		Marketing Research	01480		3		
		Consumer Behavior	01951	3			
		Promotional Strategy	14210		3		
		Creative Thinking and Marketing Innovation	24865		3		
		E-Commerce and Internet Marketing	10992	3			
		Social Media Marketing	23196	3		EMI	
		Service Design	23502		3		
		Project Management	02141	3		EMI	
		International Marketing Management	06037	3		EMI	
		Smart Retailing Management	33939	3			
		Marketing Analytics and Applications	35805		3		
Operational management		Design of Operations Flow	24866		3		
		Design of Operation Environment	24867		3		

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	Product/Service Design and Development	24868	3		
	Introduction to Technology Management	11279	3		EMI WEB
	Business and Management Practice in Asia Pacific Region	35563	3		EMI
	Application of Artificial Intelligence and Big Data Analytic in Marketing and Customer Relationship Management	34087	3		
	Business Intelligence and Big Data Analytics	35564	3		EMI
Other elective credits	Global Business Strategy Management and Practices	32822		2	
	International Business Management	02083		3	EMI
	Seminar on Industry Management	33743	3		EMI
	Business Model Innovation and Competition Strategy	35565	3		EMI
	Introduction to Emerging Technology and Digital Business	31495	3		
	Business Case Analysis	35806		3	
	Sustainable Talent Development for Organizations	36591		3	
	Internship (I)	25125		3	
	Internship (II)	25126		3	
	Internship (III)	25127		3	