

College of Business Administration

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■ Profile of the College of Business Administration

The college was established in 1952, as one of the five founding colleges of Chonnam National University (CNU). It has turned out over 15,000 highly talented and qualified business professionals since 1955. The college consists of the Faculty of Business Administration and the Faculty of Economics. It offers masters and doctoral programs in 5 major areas of study.

■ Educational Goals and Strategies

The vision of the college is to become one of the leading business schools in Korea. The college's mission is to cultivate leaders in various business sectors of society. It aims to produce highly competent graduates with a balance between theory and practice to develop the organizations in which they are employed. The College aspires to pursue the educational values of in-depth professional knowledge, high ethical standards and integrity, interdisciplinary teamwork, entrepreneurial spirit, global perspective, productive collaboration, and development of individual potential. To accomplish these values, the College has as its key educational goals for the cultivation of its students the following areas:

- Practice-oriented knowledge: profound professional knowledge in business, ability to apply theory to solve real life problems
- Global perspective: foreign language ability, global business issues
- Innovative thinking and entrepreneurial spirit: entrepreneurial spirit and innovative activity, ability to make creative decisions
- Ethical understanding: ethical aspects of complex business environments

Faculty of Business Administration

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■ Faculty of Business Administration

The Faculty of Business Administration helps students learn about general management theories and methodologies in logical and systematic ways. The learning goals of the faculty are to deepen practice-oriented professional management knowledge, promote global perspectives, enhance innovative thinking, and nurture entrepreneurship and ethical understanding with integrity. The faculty aims to cultivate competent and creative business leaders by instilling problem solving capabilities.

- **Marketing:** To learn a diverse range of issues of how to identify customers' potential needs, design products and services, promote them in effective ways, and set prices in order to create values to customers as well as firms and the society
- **Operations and Technology management:** To study various management topics encompassing operations and technology strategies, production planning, implementation, controlling, and coordination within an organization as well as among organizations in order to produce and deliver products and services in an efficient and effective way
- **Organizational Behavior and Human Resource Management:** To learn various issues regarding human behavior in an organization, human resource development at micro-levels as well as organization design and development in the macro-level
- **Finance:** To study various theories and cutting-edge practical financial techniques related to funding and running of capital for effective management of a firm, dividend policies, investment decisions, and management of financial institutions
- **Accounting:** To learn and train in methods related to a set of activities of in the gathering, booking, summarizing, and controlling of data and monetary information as well as communicating within an organization and with external stake-holders
- **Management information systems:** To learn a wide range of theories and practices regarding how to strategically utilize IT, the Internet, and various information resources of a firm
- **International business:** To cultivate practical decision making and problem solving capabilities under global business environments by learning theories and international trade, FDI, international finance, and the marketing of multinational enterprises

■ Professors

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■ Degree Requirements

Students are required to earn more than 130 credits. Among the 130 credits, students must earn at least 45 credits from Business Administration courses. If students take more than 45 credits from other major courses, they will have earned a joint-degree (double major). Students who earn at least 21 credits from other major courses will have earned a minor. Students who earn the minimum major credit requirements (45) by 21 credits will have earned an intensive major.

■ What Do You Study?

BUS2020 Management Information System	BUS2023 Intermediate Accounting2
BUS2012 Organizational Behavior	BUS3012 Management Analysis
BUS2004 Intermediate Accounting1	BUS3006 Advanced Accounting
BUS2018 Marketing Management	BUS3005 Management of Multinational Enterprise
BUS2017 Financial Management	BUS3008 Tax Accounting1
BUS3009 Production & Operations Management	BUS3001 Consumer Behavior
UNV4008 Field Practice1	BUS3002 Investment Theory
BUS1001 Principles of Management	BUS3003 Auditing
BUS1003 Introduction to International Trade	BUS3004 Accounting Information System
BUS1002 Principles of Accounting	BUS3018 International Finance Management
BUS2013 Mathematics for Management	BUS3034 Understanding and Using of Multimedia
BUS2032 Management Information and Big Data	BUS3021 Insurance
BUS2014 Organization Theory	BUS3015 Tax Accounting2
BUS2031 Business Communications and Negotiation	BUS3014 Marketing Research
BUS2001 Business Statistics	BUS3016 Strategic Management
BUS2027 Introduction to Civil Law	BUS3033 Governmental Accounting
BUS2010 Managerial Accounting Practices	BUS3022 Organizational Development
BUS2003 Managerial Accounting 1	BUS3030 Starting Business and Small Business Management
BUS2011 Financial Accounting Practices	BUS3035 Introduction to e-Business
BUS2015 Managerial Accounting 2	BUS4025 Management Innovation
BUS2035 Global Business Management	BUS3031 Global Marketing
BUS2021 Business Law	BUS4005 Financial Institution Management
BUS2030 Managerial Decision Making	BUS4003 Labor Relations
BUS3011 Human Resources Management	BUS3024 International Trade Practice
BUS2029 Computerized Accounting	

BUS4026 Service Marketing	BUS4028 Business Ethics
BUS4032 Quality Management and Environmental Management	BUS4033 Knowledge Management and Intellectual Property Right Management
BUS4034 Business Case Seminar	BUS4031 Options, Futures, And Other Derivatives
BUS4023 Advertising Management	BUS9081 Global Value Chain Management
BUS4035 Management of Technology and Innovation	BUS9072 Social Entrepreneurship Practice

■ Faculty of Economics

The learning goal of the Faculty of Economics is to grow economic-minded specialists who are able to solve a diverse range of economic problems with professional knowledge. This goal is being achieved through the educational strategies of the faculty:

- Problem-solving focused: fostering professional with economic mind and practical capabilities
- Market-community balanced: developing basic grounding in liberty, truth, and contribution to community and society
- Communicative skills: enhancing flexibility of educational programs to meet the demands of society and students
- Economics: To place great value on practical applications of economic theories and to strive to provide a market economy-oriented education. The instructional focus is on educating students to understand principles of economic activities forming the foundation of society, and learn various economics theories and applications how to tackle real-life economic problems
- The Regional Development: To help students gain an understanding of economic theories and their implications for urban planning, regional development, and the environment. The track educates students to build an understanding of modern methods of urban planning that will reduce the gap among different cities and regions, producing regional development experts with thorough theoretical and practical knowledge. Urban studies provides students with theories and techniques for urban planning and real estate development, while the Regional studies provides students with tools and understanding to solve various regional problems such as environmental, traffic, housing, logistics, etc.

■ Professors

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|---|--|
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■ Degree Requirements

Students are required to earn more than 130 credits. Among the 130 credits, students must earn at least 39 credits from Economics courses. If students take more than 39 credits from other major courses, they will have earned a joint degree (double major). Students who earn at least 21 credits from other major courses will have earned a minor. Students who earn the minimum major credit requirements (39) by 21 credits will have earned an intensive major.

■ What Do You Study?

■ Required

Principles of economics 1
Principles of economics 2
Microeconomic Theory
Macroeconomic Theory

■ Electives

Economic Statistics
Mathematical Analysis for Economics
Economic History
Market and Economic Regulation
Game Theory
Korean Economic History
International Trade Theory

Business Economics
Labor Economics
Industrial Organization
Money and Banking
Econometrics
Resource and Environmental Economics
History of Economic Theory
Finance and Banking Economics
Digital Economics
International Finance
Public Economics
Economic Development Theory
Economics of Insurance

Financial Market Analysis
International Economic Policy
History of Economic Thought
Law and Economics
Theory of Political Economy
International Commerce
International Political Economy
Special Issues in Economics
Economics Seminar
Cultural Economics
East Asian Economy
Economics of Human Resources
Introduction to Regional Development
Introduction to Real Estate Science
Regional Economics
Transportation Economics
Introduction to Urban Studies
Principles of Economics 1
Principles of Economics 2
Urban Planning
Regional Community Development
Social Research Methods
Planning Law

Real Estate Mathematics
Urban Economics
Introduction to Urban Development
Principles of Real Estate Development
Microeconomic Theory
Macroeconomic Theory
National and Regional Planning
Seminar in City and Regional Development
Overseas Regional Development
Resource and Environmental Economic
Overseas Regional Development
Urban History
Urban Analytical Techniques
City and Regional Logistics Management
Urban Management
Land Economics
Real Estate Market Analysis
Fundamentals of Real Estate Appraisal
Urban and Regional Regeneration
Public Economics
National Logistics Policies
International Development and Cooperation
Regional Economic Analysis