

Curriculum

► BUSINESS ADMINISTRATION MAJOR

I. General Rules

1. Purpose

The School of Management aims to foster future management talent with competency and leadership through practical management education, and establishes the Management major to provide its students with necessary knowledge and experience. The general rules expressed hereafter specify the details and procedures of curriculum and operations of the Management major installed within the Department of Management.

2. General Principle

Students majoring in a single major or multiple majors including Management must complete coursework specified by this 'Rules for Operation'. The students are recommended to systematically select and complete coursework in accordance with the level of difficulty and intensification.

II. Liberal Arts Curriculum

3. Completion of Liberal Arts

Students must complete liberal arts courses set forth by Kyung Hee University liberal arts requirements and earn credit.

4. Completion of Major-related Liberal Arts

Students must complete the following 4 major-related liberal arts courses worth 12 credits. Principles of Management (3 credits), Principles of Accounting (3 credits), Principles of Economics (3 credits), Management Statistics (3 credits)

III. Major Curriculum

5. Coursework for Single Majors

Completion requirements for a single or multiple major(s) are as follows.

Type of major	Completion requirements Credit	Liberal arts				Major		
		Core	Elective	Major-related	Subtotal	Mandatory	Elective	Subtotal
Single major	130	13	13	12	38	18	39	57
Multiple majors	130	N/A	N/A	12	12	18	27	45

1) Mandatory major courses are 6 courses (18 credits) as follows. Students with a single or multiple major(s) must complete all of the following.

Financial Management, Principles of Marketing, Organizational Behavior, Production & Operations Management, Management Information Systems, Managerial Accounting 1

- 2) Students with a single major must complete over 13 elective major courses (39 credits) while those with multiple majors must complete over 9 elective major courses (27 credits). In case of the students with a single major, the courses may be replaced by other-major-related elective courses not exceeding 9 credits within the School of Management. In case of the students with multiple majors, courses not offered through the School cannot be acknowledged as elective major courses.
- 3) In case where students may wish to multiple major in Management, Health Services Management or Accounting & Taxation, they must complete over 39 credits of major courses in each major area including the mandatory major courses. However, the mandatory major courses overlapping among the aforementioned majors will not be acknowledged as separate. In this case, the students must acquire additional credits by completing additional elective major courses.
- 4) Apart from the Provision 3 above, students participating in the Global Management Program must earn over 24 credits including Domain 1 of the Program regardless of a single or multiple major(s). However, the mandatory major courses overlapping among Management, Health Services Management or Accounting & Taxation will not be acknowledged as separate. In this case, the students must acquire additional credits by completing additional elective major courses.
- 5) Students may apply to earn 3 credits for management internship per semester. These credits cannot exceed 3 credits over the period of attendance at the School. Only the students of the School of Management are eligible for application, and the acknowledgement criteria conform to the Rules of the School. The application may take place 3 weeks prior to the commencement of each semester.
- 6) Mandatory and elective courses for the Management major are as follows.

Classification	Discipline	Course (Credit)
Mandatory	-	Financial Management (3); Principles of Marketing (3); Organizational Behavior (3); Production & Operations Management (3); Management Information Systems (3); Managerial Accounting 1 (3)
	Finance	Investment Theories (3); Financial Derivatives (3); Investment Theories (3); Financial Derivatives (3); International Financial Management (3); Principles of Insurance(3); Risk Management (3); Quantitative Insurance (3); Finance Case Studies (3); Corporate Finance (3); Financial Institution Management (3); Insurance Management (3); Understanding Monetary Finance (3); Understanding Stock Market (3)
	Marketing	Consumer Behavior (3); Distribution Management (3); International Marketing (3); Marketing Survey Analysis (3); Internet Marketing (3); Marketing Strategy (3); Advertisement Theories (3); Customer Relationship Management (3); Brand Management (3); Service Marketing (3); New Product Marketing (3)
	Human Resources & Organization	Human Resources Management (3); Industrial Relations (3); Strategic Management (3); Organizational Structure (3); Leadership Development (3); Human Relations (3); International Human Resources Management (3); Organizational Development (3); Management Skills Development (3)

	Production & Operations Management	Management Science (3); Quality Management (3); Logistics Management (3); Service & Operations Management (3); Supply Chain Management (3); Managerial Economics (3); Management & Decision Making (3); Business Games & Simulations (3)
	MIS	Management Information Systems (3); Management & Computer (3); Internet & e-Commerce (3); e-Business Systems (3); Decision Making Models & Analysis (3); Management Information Communication (3); Business Model Development & Evaluation (3); Building e-Commerce & Case Studies (3); Information Systems Development (3); Digital Media Management (3); e-CRM (3); Strategic Information Systems (3); Network Management (3); Knowledge Management (3); MIS Seminar (3)
	General Management	Special Lectures for Management (3); Survey Methodology (3); Management English (3); Management Mathematics (3); Understanding Global Economic Environment (3); Global Economic Theories & Policies (3); International Management (3); Small & Medium Business Management (3); Corporate Strategy Economics (3); Trade & Management (3); Multinational Corporations (3); International Management Strategy (3); Ethical Management (3); Management Internship (3); U-Seminar (1)

6. Coursework in Other Majors

Exceeding the Minimum Requirements of elective major courses set forth by each major and Domain 2 of the Global Management Program within the School of Management, credits earned for elective major courses in other majors within the School will be mutually acknowledged.

7. Coursework for Major Change & Transfer Students

Credits for liberal arts courses and major coursework earned by students who changed their major(s) and transfer students will be acknowledged at the time of School register, and further details will conform to the Rules of the School.

8. Credit Acknowledgement of Graduate Courses

Juniors and above may complete graduate courses up to 12 credits under the approval of relevant head professors of the Graduate School, and the credits earned will be acknowledged as credits earned for elective major courses.

9. Completion of Other Courses

Credits earned for overseas studies, employment school, and teaching may be acknowledged as credits earned for elective major or liberal arts courses in accordance with the relevant Rules.

10. Installation & Provision of Major Coursework

Installation and provision of major coursework conform to the following principles.

- 1) Multiple classes will be installed for mandatory major courses every semester.
- 2) 1 class will be installed for elective major courses each semester; however, the number may be changed depending on the number of prospective students or faculty manpower.
- 3) Major courses may be open or closed in accordance with the approval/disapproval of Curriculum Steering Committee and related authorities.

11. Evaluation of Curriculum

Faculty and student curriculum satisfaction will be surveyed at least once every school year, and the results will be constantly reflected in the curriculum.

IV. Requirements for Graduation

12. Requirements for Graduation

Students wishing to graduate must fulfill all of the requirements set forth by Kyung Hee University, coursework requirements set forth by the School of Management, and graduation certificate requirements set forth by the School.

- 1) The minimum credit requirement for graduation is 130 credits for the Management major.
- 2) Qualification for graduation will be evaluated based on the major(s) that students entered into the database in the corresponding semester.

13. Credit Requirements for Completion of Major Coursework

Management students will be qualified for graduation by completing the following major coursework.

- 1) The minimum credit requirements and criteria for graduation for students with a single Management major are as follows. Credits earned that exceed the requirements will be acknowledged as credits earned for elective major courses or other elective courses.
- 2) The minimum requirements for elective major courses stated in the Provision 1 above denote the minimum criteria necessary for the elective major courses offered through the School of Management. Exceeding the Minimum Requirements of elective major courses, credits earned for elective major courses in other majors within the School will be mutually acknowledged
- 3) In case where a student of the School of Management declares multiple majors in other majors or the Global Management Program within the School, or a student of other schools or departments wish to declare multiple majors in Management, the minimum requirements for graduation are as follows.

Classification	Major-related liberal arts (Credit)	Major			Minimum requirement for elective major courses for declaration of major (excluding mandatory courses)
		Mandatory	Elective	Total	
Single major	12 credits	18 credits	39 credits	57 credits	30/39 credits (Refer to Article 5, Provision 2)
Multiple majors	12 credits	18 credits	27 credits	45 credits	27/27 credits (Refer to Article 5, Provision 2)

V. Other

14. Multiple Majors in Other Departments

In case where a Management student declares multiple majors in other majors or departments, the student must conform to the Rules of the relevant majors or departments.

15. Similar Courses

Courses that are similar to the courses in Management are shown in a separate table. Courses not listed in the table are reviewed by academic advisors in Management and approved through the Management Steering Committee meetings.

16. Declaration and Approval of Major

- 1) Students wishing to declare Management major must submit a state of purpose to declare the primary major. In addition, they must go through a set of procedures and receive approval from the head professor of the major.
- 2) Only the students that satisfy the Provision 1 above are officially qualified to be the subject of academic affairs of the Management major.
- 3) Time and process of declaration and approval of the Management major are as follows.

Classification		Single major	Multiple majors
Time of declaration of the major	Initial	Until the end of 2nd semester of freshmen year	Until the end of relevant semester upon completion of the qualification below.
	change	Until the end of 2nd semester of sophomore year	
Qualification for declaration of the major		A student of the School of Management who received approval from the head professor of the Management major	A student of other departments or majors other than the Department of Accounting & Taxation who completed all of the major-related liberal arts courses required by the Management major, submitted a multiple major application form, and received approval from the head professor of the Management major.
Document to be submitted		1 copy of the state of purpose; 1 copy of the transcript	
Student rights & responsibilities		-Students approved to major in Management have the rights and responsibilities to receive guidance from designated academic advisors. -Once the major is approved through the initial or change processes above, students cannot change the major unless with legitimate reasons.	

- 4) Operations regarding the major will be either in the form of 'single major system' or 'multiple majors system' only.
- 5) Even in case when declaring multiple majors within the School of Management, students must pre-declare the primary major and/or secondary major. If a student of the School of Management wishes to multiple-major in other departments, the major within the School must be declared the primary major with the major(s) in other schools and departments declared as secondary.
- 6) Academic supervision and affairs for Management students will be based on the primary major in principle.