

Global MBA Concentration Course List

1) Marketing

Course Code	Credit	Course Title	Eligible	Course Type	Track
MBG6114	1.5	GLOBAL BUSINESS STRATEGY	GMBA	Elective	Marketing
MBG7120	1.5	GLOBAL MARKETING	GMBA	Elective	Marketing
MBG7128	1.5	BRAND MANAGEMENT	GMBA	Elective	Marketing
MBG7170	1.5	ADVERTISING MANAGEMENT	GMBA	Elective	Marketing
MBG7218	1.5	MANAGING IN EMERGING MARKETS	GMBA	Elective	Marketing
MBG7219	1.5	MARKETING IN CHINA	GMBA	Elective	Marketing
MBG7279	1.5	UNDERSTANDING KOREAN BUSINESS & CULTURE II	GMBA	Elective	Marketing
MBG7288	1.5	MANAGING IN CHINA	GMBA	Elective	Marketing
MBG7363	1.5	MARKETING RESEARCH	GMBA	Elective	Marketing
MBG7464	1.5	ESG SUSTAINABLE MARKETING I	GMBA	Elective	Marketing
MBG7465	1.5	ESG SUSTAINABLE MARKETING II	GMBA	Elective	Marketing
MBG7466	1.5	SIMULATION OF PRODUCT LOCALIZATION	GMBA	Elective	Marketing
MBG7509	3	CONSULTING ACTION PROJECT	GMBA	Elective	Marketing
MBG7618	1.5	MARKETING KEY FRAMEWORKS AND TOOLS	GMBA	Elective	Marketing
MBG7619	1.5	DATA DRIVEN MARKETING DECISIONS I	GMBA	Elective	Marketing
MBG7622	1.5	MARKETING STRATEGY AND ANALYTICS I	GMBA	Elective	Marketing
MBG7623	1.5	PRODUCT PORTFOLIO MANAGEMENT AND MARKETING APPLICATIONS	GMBA	Elective	Marketing
MBG7629	1.5	DATA DRIVEN MARKETING DECISIONS II	GMBA	Elective	Marketing
MBA7265	1.5	SIMULATION OF PRODUCT LOCALIZATION	C/F/GMBA	Elective	Marketing

2) Strategy and Organization Management (SOM)

Course Code	Credit	Course Title	Eligible	Course Type	Track
MBG7101	1.5	ENTREPRENEURSHIP IN ACTION	GMBA	Elective	SOM
MBG7122	1.5	NEGOTIATIONS	GMBA	Elective	SOM
MBG7131	1.5	HRM IN KOREA	GMBA	Elective	SOM
MBG7151	1.5	LEADERSHIP	GMBA	Elective	SOM
MBG7161	1.5	STRATEGY & SUCCESS	GMBA	Elective	SOM
MBG7193	1.5	MANAGING IN ASIA	GMBA	Elective	SOM
MBG7254	1.5	GLOBAL TALENT MANAGEMENT	GMBA	Elective	SOM
MBG7367	1.5	INNOVATION DESIGN & ENTREPRENEURIAL STRATEGY (주) VENTURE CAPITAL & ENTREPRENEURSHIP	GMBA	Elective	SOM
MBG7382	1.5	AI AND STRATEGIC INNOVATION WORKSHOP	GMBA	Elective	SOM

※ Additional courses for each Concentration track may be offered.

※ These courses are temporarily recognized for Corporate MBA Concentration as well.