
전공능력기반 전공교육과정 개선보고서(요약본)

International Business학과
Dept. of International Business

2023. 12.

계명대학교

International Business학과 전공교육과정

1. International Business학과 사회수요연계 전공교육과정위원회 구성 및 운영

International Business학과 사회수요연계 교육과정위원회 구성

성명	소속 및 직위	구분
Miranda, Juneth Lourdes F	KAC, IB	교수
Banchongsan, Charoensook	KAC, IB	교수
Tait, Andrew Philip	KAC, IB	교수
Islam, Maidul	KAC, IB	교수
Phillip Molter	US Army Carrison, Daege	현장전문가(SME)

2. 인재양성유형

International Business학과의 인재양성유형

인재양성유형	정의
Accounting technician	An accounting technician is task in preparing financial information procedures from documentation of business transaction until preparation and presentation of financial reports. Responsible in providing support to accounting and taxation tasks. Accounting technicians manage the payroll, receivable, cash processes, generate invoices, perform account reconciliations, analyze account receivables, prepare budget reports, and monitor the company's financial transactions. The IB program are designed to develop their excellent communication and analytical skills in preparing financial reports.
Management	Plan, and control systems and procedures to attain operational efficiency of the business. The function includes planning, directing, controlling and monitoring the operations of the business. In addition, manage employees' performance. The basic concepts, principles, theories and activities were designed to develop would be business managers in the future.
Marketing specialist	Helps develop, execute, and monitor marketing programs across of the business. The job includes the market analysis, implement marketing strategy and coordinate events in relation to sales. He must be good in communication and analytical skills trends. With the different marketing courses integrated in the program, it would develop the knowledge and expertise in marketing of the students..
Finance analyst	Knowledgeable and skills in cost analyses, budget preparation, cost management and evaluate business trends. The curriculum includes engaging students in doing case analysis of real companies' financial performance and formulate financial projections by the application of the different concepts and principles, thus, developing their analytical skills as financial analysts.
Business information technician	Help business entrepreneur data through the use of data analytic and information analysis for business decision making

3. 전공능력 설정 및 정의

□ International Business학과의 전공능력 및 정의

전공능력	정의
Foreign language	Language skills such as listening to English, speaking, and writing documents and communicate with foreigners, and other second languages (Vietnamese, Spanish, German, Chinese, Japanese, etc.) can be heard, spoken and written at the very least intermediate levels. The language which can be helpful in the student career and useful in jobs and business.
Analytical skills	Understand and analyze given data, use of formulas and financial tools and perform qualitative and quantitative analysis
Communication	The ability to effectively listen and communicate opinions, and facilitate communication with the other party along with reading, writing presentation materials, listening and verbal reasoning.
Problem-solving	Analyses problems by gathering and organizing trends, information and solve problems while respecting rules and directives.
Personality	The ability to understand individual differences, open to new experiences, perform other valuable personalities and actions that they should have socially.
Cooperation	The ability to work with and through others, act cooperatively according to their respective roles to achieve common goals, perform the team's tasks, and effectively resolve differences to maintain good relationships with their team members.
Digital Literacy	Access to data through internet and application of online and computer applications useful in writing, discussions and analysis.
Professionalism	Develop values and work ethics such as accepting responsibilities, with integrity and accountability. Excellence in proving output with appropriate behavior. Provide opportunities to improve professionalism.

□ International Business학과 교육목표와 전공능력 간의 상관관계

전공능력 교육목표	Foreign language	Analytical skills	Communication	Problem-solving	Personality	Cooperation	Digital Literacy	Professionalism
Training in management skill in business competitive advantage	○	○	○	○	○	○	○	○
Training marketing experts who communicate through creative thinking	○	○	○	○	○	○	○	○
Fostering ethical international accountants	○	○	○	○	○	○	○	○
Training analysts in finance and investments	○	○	○	○	○	○	○	○

4. 교과목과 전공능력 간 연계성

□ 전공 교과목과 전공능력, 관련 직무 간 연계성

교과목	학년 학기	학점	전공능력								관련 직무							
			외국 어사능력	분석 능력	의사 소통	문제 해결	인성	협동 능력	디 지털 리 터 시	전 문 직 업 의 식	Accounting Technician	Management	Marketing Specialist	Finance Analyst	Business Information Technician			
FUNDAMENTALS OF FINANCE	5	3	○	○	○	●	○	○	○	○	○	○	○	○	○	○	○	○
ACCOUNTING AND FINANCIAL ETHICS	5	3	○	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○
CONTEMPORARY ISSUES IN INTERNATIONAL BUSINESS	5	3	○	○	○	○	○	●	○	○	○	○	○	○	○	○	○	○
SERVICE MARKETING(KAC)	5	3	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
BASIC ACCOUNTING(영어강의)	5	3	○	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○
PROBABILITY & STATISTICS	2	3	○	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○
MACROECONOMICS	5	3	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
MICROECONOMICS	5	3	○	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○
PRINCIPLES OF INTERNATIONAL BUSINESS	5	3	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
PRINCIPLES OF MANAGEMENT	5	3	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
CROSS CULTURAL MANAGEMENT	5	3	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
FINANCIAL MANAGEMENT	5	3	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
INFORMATION SYSTEMS TODAY	2	3	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
INTERNATIONAL INVESTMENT THEORY AND APPLICATION	2	3	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
MANAGERIAL ACCOUNTING	5	3	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
OPERATIONS MANAGEMENT(영어강의)	5	3	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
PRINCIPLES OF INTERNATIONAL ECONOMICS	5	3	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
PRINCIPLES OF MARKETING	5	3	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
PROJECT FEASIBILITY STUDY FOR BUSINESS	1	3	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
SUPPLY CHAIN ANALYTICS WITH INTRODUCTION TO R(영어강의)	5	3	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
ACCOUNTING INFORMATION SYSTEM	5	3	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
BUSINESS RESEARCH METHODS	1	3	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
BUSINESS TAXATION(영어강의)	5	3	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
CONSUMER BEHAVIOR	5	3	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
FINANCIAL ECONOMETRICS	5	3	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
GLOBAL FINANCE AND INVESTMENT	5	3	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
HUMAN RESOURCE MANAGEMENT	5	3	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
INTERMEDIATE ACCOUNTING I	5	3	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
INTERNATIONAL FINANCE AND INVESTMENT	2	3	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○

교과목	학년 학기	학점	전공능력								관련 직무				
			외 어 구 사 능 력	분 석 능 력	의 사 소 통	문 제 해 결	인 성	협 동 능 력	디 지 터 리 셔	전 문 직 업 의 식	Accounting Technician	Management	Marketing Specialist	Finance Analyst	Business Information Technician
INTERNATIONAL MARKETING	5	3	○	○	○	○	○	●	○	○	○	○	○	○	○
INTERNATIONAL STRATEGIC MANAGEMENT	5	3	○	○	○	○	○	○	○	○	○	○	○	○	○
ORGANIZATIONAL BEHAVIOR	5	3	○	○	○	○	○	○	○	○	○	○	○	○	○
PROMOTION	5	3	○	○	○	○	○	○	○	○	○	○	○	○	○
SOCIAL MEDIA AND DIGITAL MARKETING	5	3	○	○	○	○	○	○	○	○	○	○	○	○	○
THESIS(IB)	5	0	○	○	○	○	○	○	○	○	○	○	○	○	○
CURRENT TOPICS IN ACCOUNTING AND FINANCE	5	3	○	○	○	○	○	○	○	○	○	○	○	○	○
CURRENT TOPICS IN MANAGEMENT	5	3	○	○	○	○	○	○	○	○	○	○	○	○	○
CURRENT TOPICS IN MARKETING	5	3	○	○	○	○	○	○	○	○	○	○	○	○	○
ENTERPRENEURSHIP	5	3	○	○	○	○	○	○	○	○	○	○	○	○	○
INTERNATIONAL BUSINESS LAW	5	3	○	○	○	○	○	○	○	○	○	○	○	○	○
TECHNICAL WRITING	5	3	○	○	○	○	○	○	○	○	○	○	○	○	○
합계			1	7	6	7	5	4	4	5	23	24	22	23	18

※ 연계성: 매우연관(●)-1개만, 연관(○)으로 표시

5. 교육과정 개선 사항

가. 교과목 운영

	2021		2022		2023		계
	1	2	1	2	1	2	
개설 강좌 수	13	10	13	13	13	13	75
신설 과목 수	0	1	2	2	1	1	7
폐지 과목 수	0	7	0	0	0	2	9
융합과목 개설 수	0	0	0	0	1	0	1
개설 교과목 교체 수	5	5	7	4	6	9	36

나. 신규 교과목 운영

교과목 명	교과목 번호	운영 시기	내용(개발·개편의 근거)
International Investment Theory and Application	42985	2023학년도 2학기	This becomes the course that precedes the above. It also introduces important coding language in Finance, which his Python
Project Feasibility	43319	2023학년도 1학기	This course is useful if students want to become entrepreneurs
Information System Today	43908	2023학년도 1학기	To introduce students to this highly contemporary issue

다. 융복합 교과목 운영

교과목 명	교과목 번호	운영 시기	내용
Information System Today	43908	2023학년도 1학기	To introduce students to this highly contemporary issue. The course encompasses two fields - International Business and Management Information System

라. 교과목 폐지

교과목 명	교과목 번호	시기	사유
Marketing Research	36743	~2023년	Overlapping contents with existing course(s): Business Research Methods
East Asian Business Management	27267	~2023년	Overlapping contents with existing course(s): Cross Cultural Management, International Strategic Management

마. 강의개선 정도

년도	비율	개선 내용
2021	75.00 (Grade B)	Course addition and course deletion
2022	59.09 (Grade D)	Course addition and course deletion
2023	54.55 (Grade D)	Course addition and course deletion, convergence course

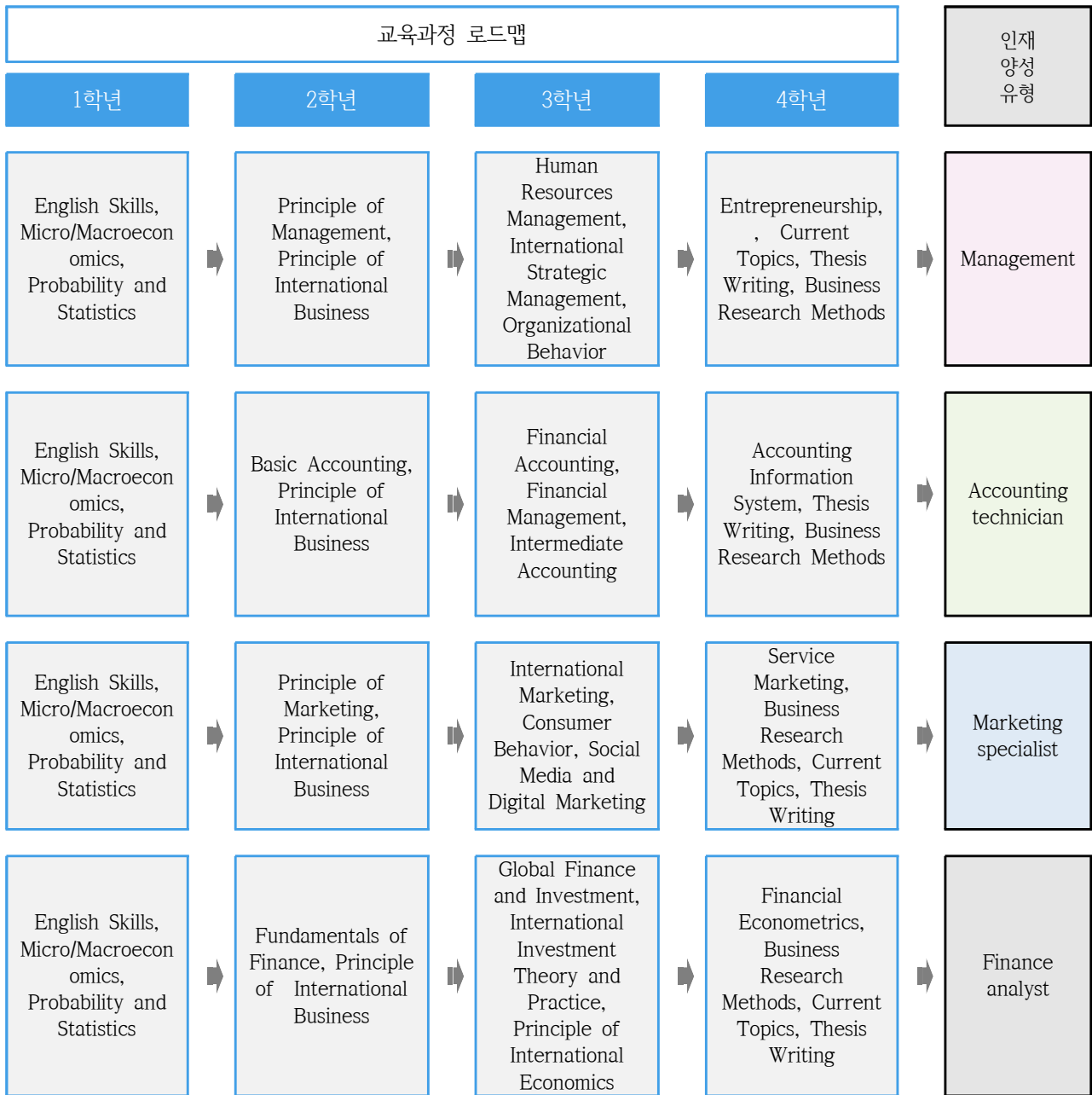
사. 개선사항 요약 및 학과(전공) 노력 정도

Overall Summary: main improvement is on introducing students to issues on Information System, which have become more relevant over the years. Observe that the department now has several courses on Information System.

Courses are deleted based upon two major reasons - contents overlapping with other existing courses and contents being relatively less relevant. For example, Economies of the Middle East is deleted because the era of oil-driven economy has passed. Another example is the course Organizational Communication, which has overlapping contents with organization behavior.

Courses are added based on two major reasons - introducing students to topics that has becoming more relevant over the years (e.g., Information System Today) and providing students with further depth on important contents. For example, Global Finance and Investment course is split into two. This is in order that students first learn the proper basics in Investment Theory before learn contents on International Investment.

6. 교육과정 로드맵



7. 2024학년도 교육과정 개편 계획(참고자료)

가. 제1전공 이수학점 변경

현행	2024학년도	비고
제1전공 54학점 이수	제1전공 69학점 이수	

나. 마이크로디그리 개발

마이크로디그리 명		Fundamentals of Business						
학점 구성		5과목 15학점		이수 학점			9학점	
연번	교과목 번호	교과목명	이수 구분	학점	개설 학년	개설 학기	성적평가	비고
1	26925	PRINCIPLES OF MARKETING	전선	3	3	1	등급	
2	26926	PRINCIPLES OF MANAGEMENT	전필	3	1	2	등급	
3	26927	FINANCIAL ACCOUNTING	전필	3	1	3	등급	
4	34982	FUNDAMENTALS OF FINANCE	전선	3	2	2	등급	
5	42985	Information System Today	전선	3	3	1	등급	