전공능력기반 전공교육과정 개선보고서 (요약본)

International Business학과

Dept. of International Business

2023. 12.

계명대학교
1. International Business학과 사회수요연계 전공교육과정위원 회 구성 및 운영

<table>
<thead>
<tr>
<th>성명</th>
<th>소속 및 직위</th>
<th>구분</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miranda, Juneth Lourdes F</td>
<td>KAC, IB</td>
<td>교수</td>
</tr>
<tr>
<td>Banchongsan, Charoensook</td>
<td>KAC, IB</td>
<td>교수</td>
</tr>
<tr>
<td>Tait, Andrew Philip</td>
<td>KAC, IB</td>
<td>교수</td>
</tr>
<tr>
<td>Islam, Maidul</td>
<td>KAC, IB</td>
<td>교수</td>
</tr>
<tr>
<td>Phillip Molter</td>
<td>US Army Garrison, Daeje</td>
<td>현장전문가(SME)</td>
</tr>
</tbody>
</table>

2. 인재양성유행

<table>
<thead>
<tr>
<th>인재양성유행</th>
<th>정의</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting technician</td>
<td>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.</td>
</tr>
<tr>
<td>Management</td>
<td>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.</td>
</tr>
<tr>
<td>Marketing specialist</td>
<td>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.</td>
</tr>
<tr>
<td>Finance analyst</td>
<td>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.</td>
</tr>
<tr>
<td>Business information technician</td>
<td>Help business entrepreneur data through the use of data analytic and information analysis for business decision making</td>
</tr>
</tbody>
</table>
3. 전공능력 설정 및 정의

☐ International Business학과의 전공능력 및 정의

<table>
<thead>
<tr>
<th>전공능력</th>
<th>정의</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foreign language</td>
<td>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.</td>
</tr>
<tr>
<td>Analytical skills</td>
<td>Understand and analyze given data, use of formulas and financial tools and perform qualitative and quantitative analysis</td>
</tr>
<tr>
<td>Communication</td>
<td>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.</td>
</tr>
<tr>
<td>Problem-solving</td>
<td>Analyses problems by gathering and organizing trends, information and solve problems while respecting rules and directives.</td>
</tr>
<tr>
<td>Personality</td>
<td>The ability to understand individual differences, open to new experiences, perform other valuable personalities and actions that they should have socially.</td>
</tr>
<tr>
<td>Cooperation</td>
<td>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.</td>
</tr>
<tr>
<td>Digital Literacy</td>
<td>Access to data through internet and application of online and computer applications useful in writing, discussions and analysis.</td>
</tr>
<tr>
<td>Professionalism</td>
<td>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.</td>
</tr>
</tbody>
</table>

☐ International Business학과 교육목표와 전공능력 간의 상관관계

<table>
<thead>
<tr>
<th>교육목표</th>
<th>전공능력</th>
<th>Foreign language</th>
<th>Analytical skills</th>
<th>Communication</th>
<th>Problem-solving</th>
<th>Personality</th>
<th>Cooperation</th>
<th>Digital Literacy</th>
<th>Professionalism</th>
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<tbody>
<tr>
<td>Training in management skill in business competitive advantage</td>
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<tr>
<td>Training marketing experts who communicate through creative thinking</td>
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<tr>
<td>Fostering ethical international accountants</td>
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<tr>
<td>Training analysts in finance and investments</td>
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4. 교과목과 전공능력 간 연계성

전공 교과목과 전공능력, 관련 직무 간 연계성

<table>
<thead>
<tr>
<th>교과목</th>
<th>전공능력</th>
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<tr>
<td>FUNDAMENTALS OF FINANCE</td>
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<tr>
<td>ACCOUNTING AND FINANCIAL ETHICS</td>
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<tr>
<td>CONTEMPORARY ISSUES IN INTERNATIONAL BUSINESS</td>
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<td>SERVICE MARKETING (KAC)</td>
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<td>PROBABILITY &amp; STATISTICS</td>
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<td>FINANCIAL MANAGEMENT</td>
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<td>INFORMATION SYSTEMS TODAY</td>
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<tr>
<td>INTERNATIONAL INVESTMENT THEORY AND APPLICATION</td>
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<td>MANAGERIAL ACCOUNTING</td>
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<td>OPERATIONS MANAGEMENT (영어강의)</td>
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<tr>
<td>PRINCIPLES OF INTERNATIONAL ECONOMICS</td>
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<td>PRINCIPLES OF MARKETING</td>
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<td>SUPPLY CHAIN ANALYTICS WITH INTRODUCTION TO R(영어강의)</td>
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<td>FINANCIAL ECONOMETRICS</td>
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<td>GLOBAL FINANCE AND INVESTMENT</td>
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<td>INTERNATIONAL FINANCE AND INVESTMENT</td>
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<tr>
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<th>학점</th>
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<td>◎ ◎ ◎ ◎ ◎</td>
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<td>CURRENT TOPICS IN MARKETING</td>
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<td>◎ □ ◎ ◎ ◎</td>
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<td>ENTREPRENEURSHIP</td>
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<td>◎ ◎ ◎ ◎ ◎</td>
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<td>◎ □ ◎ ◎ ◎</td>
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※ 연계성: 매우연관(□)-1개만, 연관(○)으로 표시
5. 교육과정 개선 사항

가. 교과목 운영

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
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<th>2023</th>
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<tr>
<td>개설 강좌 수</td>
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<tr>
<td>융합과목 개설 수</td>
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<td>개설 교과목 교체 수</td>
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나. 신규 교과목 운영

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

다. 융복합 교과목 운영

<table>
<thead>
<tr>
<th>교과목 명</th>
<th>교과목 번호</th>
<th>운영 시기</th>
<th>내용</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information System Today</td>
<td>43908</td>
<td>2023학년도 1학기</td>
<td>To introduce students to this highly contemporary issue. The course encompasses two fields – International Business and Management Information System</td>
</tr>
</tbody>
</table>

라. 교과목 폐지

<table>
<thead>
<tr>
<th>교과목 명</th>
<th>교과목 번호</th>
<th>시기</th>
<th>사유ecret</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Research</td>
<td>36743</td>
<td>-2023년</td>
<td>Overlapping contents with existing course(s): Business Research Methods</td>
</tr>
<tr>
<td>East Asian Business Management</td>
<td>27267</td>
<td>-2023년</td>
<td>Overlapping contents with existing course(s): Cross Cultural Management, International Strategic Management</td>
</tr>
</tbody>
</table>

마. 강의개선 정도

<table>
<thead>
<tr>
<th>년도</th>
<th>비율</th>
<th>개선 내용</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>75.00 (Grade B)</td>
<td>Course addition and course deletion</td>
</tr>
<tr>
<td>2022</td>
<td>59.09 (Grade D)</td>
<td>Course addition and course deletion</td>
</tr>
<tr>
<td>2023</td>
<td>54.55 (Grade D)</td>
<td>Course addition and course deletion, convergence course</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>학년</th>
<th>교육과정 내용</th>
</tr>
</thead>
<tbody>
<tr>
<td>1학년</td>
<td>English Skills, Micro/Macroeconomics, Probability and Statistics</td>
</tr>
<tr>
<td>2학년</td>
<td>Principle of Management, Principle of International Business</td>
</tr>
<tr>
<td>3학년</td>
<td>Human Resources Management, International Strategic Management, Organizational Behavior</td>
</tr>
<tr>
<td>4학년</td>
<td>Entrepreneurship, Current Topics, Thesis Writing, Business Research Methods</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>학년</th>
<th>교육과정 내용</th>
</tr>
</thead>
<tbody>
<tr>
<td>1학년</td>
<td>English Skills, Micro/Macroeconomics, Probability and Statistics</td>
</tr>
<tr>
<td>2학년</td>
<td>Basic Accounting, Principle of International Business</td>
</tr>
<tr>
<td>3학년</td>
<td>Financial Accounting, Financial Management, Intermediate Accounting</td>
</tr>
<tr>
<td>4학년</td>
<td>Accounting Information System, Thesis Writing, Business Research Methods</td>
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<table>
<thead>
<tr>
<th>학년</th>
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<tbody>
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<td>1학년</td>
<td>English Skills, Micro/Macroeconomics, Probability and Statistics</td>
</tr>
<tr>
<td>2학년</td>
<td>Principle of Marketing, Principle of International Business</td>
</tr>
<tr>
<td>3학년</td>
<td>International Marketing, Consumer Behavior, Social Media and Digital Marketing</td>
</tr>
<tr>
<td>4학년</td>
<td>Service Marketing, Business Research Methods, Current Topics, Thesis Writing</td>
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</tbody>
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<table>
<thead>
<tr>
<th>학년</th>
<th>교육과정 내용</th>
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<tbody>
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<td>English Skills, Micro/Macroeconomics, Probability and Statistics</td>
</tr>
<tr>
<td>2학년</td>
<td>Fundamentals of Finance, Principle of International Business</td>
</tr>
<tr>
<td>4학년</td>
<td>Financial Econometrics, Business Research Methods, Current Topics, Thesis Writing</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>학년</th>
<th>교육과정 내용</th>
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7. 2024학년도 교육과정 개편 계획(참고자료)

가. 제1전공 이수학점 변경

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나. 마이크로디그리 개발

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