Chair’s Message

The School of Business and Technology Management (BTM) at KAIST aims to be the Korean leader in both research and teaching of a wide array of business fields including management, economics, and entrepreneurship. Professors in the school have the dual responsibilities of publishing frontier research in top journals while providing top quality instruction in research methods and practical business skills to help students become global leaders during their future careers.

BTM was established at KAIST in 2013, integrating various entities in economics, management science, and entrepreneurship that had previously existed at the school. The establishment of BTM was accompanied by an overhaul of the curriculum to incorporate the most advanced knowledge in management and technological innovation. This effort has helped to successfully prepare our students for the complex problems they will face as researchers and business leaders today and in the future.

The BTM curriculum is developed as a joint effort between our outstanding faculty members and top external industry specialists. Consequently, BTM courses offer students a unique opportunity to learn about the problems that are currently facing business leaders today and to acquire the practical skills necessary to solve them.

At KAIST, we believe that the future of Korea hinges on our effort to produce groundbreaking research. For BTM, pushing the boundaries of our knowledge of management and economics helps our society better understand how to create an environment where businesses and our economy as a whole can flourish. Thus it reflects the development of our innovative curriculum for our students. As a result, BTM is continually expanding our research areas to include the effective management of new technologies and the development of new mechanisms for economic value creation. BTM encourages students of all levels to participate in this research process. To enhance our research performance and to benefit student development, in general, BTM also strives to further strengthen our industry and academic networks both globally and here in Korea. Through these partnerships, along with our innovative curriculum, and cutting edge research we hope to provide students with a complete management education that will give them the platforms to excel as leaders in their fields.

Youngrsun Kwon
Chair, School of Business and Technology Management
**Vision**

“We aim to educate human talent to solve problems facing humanity and nation.”

**Mission**

“We foster creative and convergence-oriented global business leaders to satiate the needs of society as the rapid improvement of science, industry convergence, and the emergence and successful commercialization of new technology determine the welfare of the country.”

**Four Major Objectives of BTM**

- Promoting Core Competence
- Innovative Leaders
- Breakthrough Research
- Global Reputation
- KAIST MGT
- MIT/Stanford
- Georgia Tech
- HKUST
- Global Reach
- Strategy
- Marketing
- Accounting
- Finance
- HR/OT
- MIS/OM
- Economics
- Students
- Faculty
- Resources

**BTM strives to help our students become top business managers who pursue the following three objectives:**

- **Global Agenda Setter:** Determine the problems that society needs to tackle using a combination of engineering, science, and management knowledge and lead a team of experts to solve them.

- **Strategic Entrepreneur:** Identify and shape market opportunities to promote economic and social development of society.

- **Market Innovator:** Lead the creation of new jobs and markets through the development of creative ideas and new businesses.
Organization

“Our degree programs combine theoretical academic foundation, practical real world implication, global collaboration, and convergence with science and technology.”

Portfolio of Education Programs

SCHOOL OF BUSINESS AND TECHNOLOGY MANAGEMENT
Lead the way in fast-changing technology
Students complete a core curriculum in business and technology management choose diverse electives applied to various business and technology fields, and delve into real world cases and academic research topics.

GRADUATE SCHOOL OF INNOVATION AND TECHNOLOGY MANAGEMENT
Become an innovator
Uniquely positioned to provide world-class education to both technical and non-technical students who want to become market and innovation leaders. Provide practical knowledge and skills you need to succeed in entrepreneurship and management.

Global Information Telecommunication Technology Program
Educate Future Global IT Leaders
Students aid in the transfer of advanced technologies and business strategies of Korea to emerging countries participate in global collaborations with industry and promote research projects focusing on ICT for development, and pursue degrees of either Engineering or Management depending on their interest.

UNDERGRADUATE ECONOMICS MINOR PROGRAM
Window to economic rationality
Students study the basic economic theories and practices. Offer an opportunity to explore economics converging various fields of majors encompassing mathematics, natural science, engineering, and so on.

GRADUATE PCM MINOR PROGRAM
Lead Innovative Creation
Students improve creative thinking for business and managerial views on technology, acquire a new perspective on end-users of technology, customers, and society, and learn to become creative leaders.
BTM research area and the direction of future research are shifting from the topic of ‘IT Management’ to the topic of ‘Creative and Convergence Management’ to cope with the changes over the next 100 years. Focusing on the acquisition of strategic advantage in the ‘Post Catch-up’ paradigm, we are now conducting research on the following topics:

- Interdisciplinary Integration of Knowledge on Innovation Systems
- Global-Oriented Korean Enterprises
- Industry Convergence

Credited with the research performance, BTM won four national projects: BK21 Plus Project (Ministry of Education), Communications Policy Research Center Project (Ministry of Science, ICT, and Future Planning), Innovation Research Project for Promotion of Quality of Life Technology – Research Institute for Social Technology and Innovation (Ministry of Trade, Industry, and Energy) and SSK Social Science Korea (National Research Foundation of Korea) in 2013.

As part of the Social Technology Innovation project granted by the Ministry of Trade, Industry, and Energy, BTM KAIST opened in 2013 the Idea Factory, an experimental lab where students can use their creativity to design their own products and develop them into prototypes using 3D printers.

BTM KAIST Convergence Research Area and Cooperative Partners

- Social Media
- Multi-Cultural Environments
- Digital Contents
- Knowledge Economy
- KAIST Culture Technology
- KAIST Dept. of Industrial Design

- Entrepreneurship
- Commercialization
- Innovation Ecosystem
- Center for Technology Commercialization
- Daedeok Innopolis, Sejong City

- Environment
- Sustainability
- Aging
- Social Enterprise
- Social Networking Service
- KAIST EWS
- KIER
- KEPCO
- K-WATER

- New Business Models for Smart IT
- Smart Government
- Smart IT Infrastructure
- Convergence Technology
- KAIST Information Science & Technology, ETRI, KISDI

- Culture & Digital Media
- Sustainable & Social Management
- Innovation Management
- Smart IT & Convergence
“BTM actively encourages students to participate in research activities on campus. Included in these activities are a number of ongoing research projects here at KAIST.”

<table>
<thead>
<tr>
<th>Research Center</th>
<th>Research Area</th>
<th>Participating Professors</th>
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<tbody>
<tr>
<td>1 Spectrum and Future Research Center</td>
<td>Mobile Internet Ecosystem based on Spectrum</td>
<td>Youngsun Kwon, Changi Nam, Myeong Cheol Park</td>
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<tr>
<td>2 Research Institute for Social Technology Innovation</td>
<td>Social Technology and Business Models for Social Technology Commercialization (Operating Idea Factory)</td>
<td>Hong Kyu Lee, Hangju Zo</td>
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<tr>
<td>3 Post Catch-up Research Center</td>
<td>Proposition of New Innovation-Based Growth Model with the Analysis of Catch-Up and Post Catch-Up Technology and Social System</td>
<td>Jae Yong Cheung</td>
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<td>4 Social Science Korea</td>
<td>Systemic Risk Management and Sustainability in Global Socio-Economy</td>
<td>Duk Hee Lee, Seung Hun Han</td>
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<tr>
<td>5 Global Commercialization Center</td>
<td>Global Commercialization Program for Developing Countries</td>
<td>Mun Kee Chei</td>
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<tr>
<td>7 KAIST Center for Regional Innovation</td>
<td>Strategies for Global Market Entry for Technologies Developed by Korean Regional Firms</td>
<td>Suchan Chae, Sean Flynn</td>
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<tr>
<td>8 BK 21+</td>
<td>Big Data for Social Science</td>
<td>Wonjoon Kim, Hye-jin Kim, Duk Hee Lee</td>
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</tbody>
</table>
Research Accomplishments

- Korea Association for Telecommunications Policies, 2015 Best Paper Award (Ph.D.)
- 2015 Korea Society of Management Information Systems Conference, Best Paper Award (Ph.D.)
- 2014 Korea Academy of Complexity Studies Conference, Outstanding Paper Award (Ph.D.)
- The 12th HanKyung Undergraduate (Graduate) Students Economics Paper Contest, Excellence Award (MS)
- 2014 Industrial Security International Seminar, Best Paper Award (Ph.D.)
- Academy of HR Management, Best Paper Award (Ph.D.)
- 13th Business Idea Presentation, Idea Award (MS)
- 2014 S-OIL Brand Awards (MS)
- Convergence Research Contest, Creativity Award (Ph.D.)
- Innovative Activity Award (Undergraduate)
- URP Outstanding Performance Award (Undergraduate)
- Dongbu Finance Proposals Contest, Best Proposal Award (Undergraduate)
- SinHAN Investment Research Proposal Contest, Best Proposal Award (MS)
- Complexity Research and Education Network Conference, Best Paper Award (MS)
- Asan Start-up Korea Award (MS)
- Female Venture Start-up Contest Award (MS)
- 2013 Korea IT Innovation, Received Minister Commendation (Ph.D.)
- Complexity System Conference, Best Paper Award (MS)
- Intellectual Property Thesis Contest, Minister Commendation (Ph.D.)
- Steel Tower Industry Medal of National Invention Day (Ph.D.)
- Global Ph.D. Fellowship by National Research Foundation of Korea (Ph.D.)
- Emerald Literati Network 2013, Best Paper Award (Prof. Lee Sujin)
- 2011 EMR The Citations Of Excellence Top 50 Paper (Ph.D.)
Global Network

1. Dual Degree Program
   - BTM KAIST – Telecom Ecole De Management (TEM), France

2. Foreign Mutual Research Cooperation Agreement
   - Spectrum and Future Research Center, KAIST – Curtin University of Technology, Australia / Research Cooperation Agreement
   - KAIST – Tashkent University of Information Technologies – SNU / Exchange Cooperation Agreement
   - ITTP, KAIST – Taiwan Administrative Court / MDU Signed

3. Foreign Joint Research Institutions (As it is)
   **America**
   - Cornell University, USA
   - East-West Center, Honolulu, USA
   - Harvard University, USA
   - Massachusetts Institute of Technology
   - Michigan State University, USA
   - Pennsylvania State University, USA
   - Stanford University, USA
   - SUNY, Binghamton, USA
   - UC Berkeley, USA
   - University of Pennsylvania, USA
   - Brazilian School of Public and Business Administration (EBAPE), Brazil

   **Asia**
   - Central University of Finance and Economics, China
   - Chung-Hua Institution for Economic Research, Taiwan
   - Fudan University, China
   - National University of Singapore, Singapore
   - National Tsing Hua University, Taiwan
   - Kobe University, JAPAN

   **Europe**
   - Aalborg University, Denmark
   - Leiden University, Netherlands
   - Lund University, Sweden
   - University of Sussex, UK
   - University of London, UK

   **Oceania**
   - Curtin University of Technology, Australia
   - Macquarie University, Australia
Faculty

Kwon, Youngsun  Professor

Kim, Jihee  Assistant Professor
Income and Wealth Inequality
Macroeconomics and Economic Growth
Open Government and Government Innovation

Nam, Changi  Professor
Application of Financial Theories to ICT Industry

Min, Hong Ghi  Professor
Financial Economics & Engineering
Recent Issues in Global Financial Markets
Time Series Econometrics

Song, Chanhoo  Associate Professor
Interdependence and Cooperative/Competitive Behaviors
Group Dynamics & Conflict Management
Newcomer Socialization and Turnover
Work Attitudes and Intra/Inter-role Behaviors
Evaluation and Compensation
Corporate Social Responsibility and Wrongdoings

Lee, Duk Hee  Professor
Network & Complexity Economics
System Risk & Economic/Financial Crisis
ICT Economics & Policy
Innovation System & Clusters

Rho, Jae Jeung  Professor
ICT for Development
Supply Chain Management
Project Management
Knowledge Management System

Park, Myeong Cheol  Professor
Telecommunications Management Strategy and Economics
ICT Market Analysis & Interconnection
Information Technology Management
e-Business Management

Yang, Taeyong  Professor
Technology Venture Creation and Management
SCM
Project Scheduling and Management

Lee, Su-jin  Associate Professor
Negotiation
Diversity and Intergroup Relations
Creativity
Prosocial and ethical behavior

Kim, Wonjoon  Associate Professor
Innovation Strategy and Policy for High-Tech Industry
Economics of Technological Innovation and New Product Applied Microeconomics and Quantitative Marketing Strategy

Kim, Hye-jin  Assistant Professor
Human voice (speech) analysis and applications in marketing
Machine Learning and applications in marketing
Bayesian Methods

Kim, Wonjoon  Associate Professor
Innovation Strategy and Policy for High-Tech Industry
Economics of Technological Innovation and New Product
Applied Microeconomics and Quantitative Marketing Strategy
BTM Faculty

**Lee, Euehun**
Professor
- Consumer Studies
- Marketing
- Professional Marketing Research
- B to B marketing
- New Media Marketing

**Lee, Hong Kyu**
Associate Professor
- Business Strategy
- Business Model
- Corporate Governance
- Business Ecosystem

**Chung, Yang Hon**
Associate Professor
- Performance Management
- Cost and Value Analysis on Process, Project, and Policy
- Performance Analysis on Inter-organizational Relations (IOR)

**Choung, Jae Yong**
Professor
- Technology Management
- Science and Technology Policy

**Zo, Hangjoong**
Associate Professor
- IT Strategy
- Web-based Systems and Web Services
- Big Data Analytics
- Management Information Systems
- E-Business and E-Government

**Choi, Mun Kee**
Professor
- Business on Networks
- Consumer Behavior in Information Technology
- Economic Perspectives on Communication Service
- R & D Management in ICT Industry
- Technology Commercialization

**Choi, Kwangchul**
Visiting Professor
- IT Management
- Technology Management
- Strategic Planning & Innovation
- Concurrent Engineering

**Chang, Hyun Joon**
Visiting Professor
- EEWS / Commercialization
- Open Innovation
- Technology Transfer and Evaluation
- Major Career: President, Korea Energy Economics Institute

**Chae, Suchan**
Professor
- Game Theory (Bargaining Theory)
- Financial Economics and Industrial Organization
- Regulatory Economics and Policy
- Korean Economy and Policy
- General Equilibrium Theory

**Lee, Euehun**
Emeritus Professor
- Consumer Studies
- Marketing
- Professional Marketing Research
- B to B marketing
- New Media Marketing

**Lee, Kark Bum**
Emeritus Professor
- Paradox shift in Growth Dynamics for Smart Society
- Science and Technology Convergence Policy

**Chung, Yang Hon**
Emeritus Professor
- Performance Management
- Cost and Value Analysis on Process, Project, and Policy
- Performance Analysis on Inter-organizational Relations (IOR)

**Koo, Bon Jae**
Visiting Professor
- Innovation Ecosystem, National Innovation System
- Regional Innovation and Clusters
- Major Career: Director General of Basic Research, Ministry of Science and Technology, Vice Administrator, Korea Meteorological Administration

**Kim, Karp Soo**
Emeritus Professor
- R & D Planning, Architecture Innovation
- SME Technology Policy
- Major Career: Head of Research Bureau for Research Development Policy, Science and Technology Policy Institute, Head, Division of Policy Planning, Korea Industrial Technology Foundation, Head, Division of Materials and Components, Korea Institute for Advanced of Technology

**Sung, Kwang Jae**
Visiting Professor
- Entrepreneurship
- Co-Founder, Muli Ecommerce Santa Clara, CA, USA

**Song, Lakkyung**
Visiting Professor
- Technology Commercialization, Venture Capital
- Startup Incubating
- Major Career: Director, Center for Creative Economy & Innovation in Daegu, KBIT Incubation

**Ohm, Jay Young**
Visiting Professor
- Business Strategy
- ICT, Commercialization
- Major Career: AT&T, Bell Lab., Lucent Consulting Senior Researcher, USA

**Yoon, Taesung**
Visiting Professor
- Knowledge Business, Knowledge System
- Service Innovation, Service Engineering
- Production Information Engineering, Information Search
- Major Career: CEO, Open Knowledge Corp., Japan

**Lee, Minhwa**
Visiting Professor
- Venture Policy, Venture Management
- Technology Commercialization, Open Innovation
- Major Career: SME identifier, Chairman, Korea Technology Transfer Center
- President, Korea Venture Business Association
- Chairman, Mektrak Co., Ltd.

**Yoon, Taesung**
Visiting Professor
- Knowledge Business, Knowledge System
- Service Innovation, Service Engineering
- Production Information Engineering, Information Search
- Major Career: CEO, Open Knowledge Corp., Japan

**Kim, Karp Soo**
Emeritus Professor
- R & D Planning, Architecture Innovation
- SME Technology Policy
- Major Career: Head of Research Bureau for Research Development Policy, Science and Technology Policy Institute, Head, Division of Policy Planning, Korea Industrial Technology Foundation, Head, Division of Materials and Components, Korea Institute for Advanced of Technology

**Shin, Karp Soo**
Emeritus Professor
- R&D Planning, Architecture Innovation
- SME Technology Policy
- Major Career: Head of Research Bureau for Research Development Policy, Science and Technology Policy Institute, Head, Division of Policy Planning, Korea Industrial Technology Foundation, Head, Division of Materials and Components, Korea Institute for Advanced of Technology

**Seo, Sang Duk**
Emeritus Professor
- IT Management
- Technology Management
- Strategic Planning & Innovation
- Concurrent Engineering
- Major Career: President, Korea Information Society
- Chairman, Mektrak Co., Ltd.

**Ham, Chang Yong**
Visiting Professor
- Regulatory Accounting, Cost Accounting
- Network Cost Modeling
- Telecommunication policy
- Major Career: Vice President, Korea Information Society
- Development Institute
Curriculum

Undergraduate

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<th>Course Code</th>
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<td>MSB200</td>
<td>Introduction to Business Management</td>
<td>MSB413</td>
<td>Industrial Organization</td>
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<td>MSB201</td>
<td>Statistical Analysis for Business</td>
<td>MSB415</td>
<td>Game Theory</td>
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<td>MSB441</td>
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<td>MSB495</td>
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Graduate (Master’s / PhD)

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<td>MSB500</td>
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<td>MSB835</td>
<td>Advanced Corporate Finance</td>
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<td>MSB554</td>
<td>Smart Business Application and Development</td>
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<td>Advanced Market Researching</td>
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<td>MIS Doctoral Seminar</td>
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<td>MSB615</td>
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<td>Supply Chain Management</td>
<td>MSB986</td>
<td>Seminar in Ph.D</td>
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</table>

“Offers a well-balanced curriculum delivering a comprehensive instruction in management, economics, and entrepreneurship. The acquisition of these diverse skills is necessary for students to become global leaders in the field of Business and Technology Management.”
Career After Graduation

“Students have obtained positions in organizations such as research and public institutions, finance and accounting firms, and management consulting companies, where they are well prepared to become the future leaders of Korea”

BTM Career Paths 2009-2015
(Total 348 Alumni)

Departments & Majors
- 29% IT Management
- 7% Graduate School of Innovation & Technology Management
- 22% Department of Business and Technology Management

Programs
- 57% Ph.D.
- 29% MS
- 14% Bachelor’s Degree

Career Paths
- 71% Employed
- 8% Further Education
- 21% Others

Research Institute & Public Institute
- Korea Creative Economy Research Network, Korea Telecom, NICT, Institute for Basic Science, Korea Insurance Development Institute, Korea Institute of Industrial Economics and Trade, Samsung Economic Research Institute, Security Management Institute, Korea Institute of Toxicology, INNOPOLIS, KIGE, POSCO Management Research Institute, Korea Institute of Science & Technology Evaluation and Planning, Korea Institute for Advancement of Technology, Korea Institute of Energy Research, National Research Foundation of Korea, Korea Asset Management Corporation, ETRI, NIA, Korea Research Institute of Standards and Science, Korea Research Institute of Chemical Technology, Korea Foundation for the Advancement of Science and Creativity, KEPCO Economy & Management Research Institute, Korea Environmental Industry & Technology Institute, Science and Technology Policy Institute

Universities (Proceed to Study & Employed)
- Texas A&M University, University of Texas at Austin, University of Houston, UN Syarif Hidayatullah, Jakarta, Lewis University, UNIST, Sietberge International School of Business, KyungBuk University, KimOh National Institute of Technology, Seoul National University, ChungNam National University, KAIST, Cornell University, Korea University of Technology and Education, HanYang University, SunChen National University, ChungNam State University, Pôle Universitaire Léonard de Vinci, Chu University

Business, Corporation, Financial Institution, Accounting, or Consulting

Alumni Status
- 71% Employed
- 8% Further Education
- 21% Others
- 22% IT Management
- 7% Graduate School of Innovation & Technology Management
- 22% Department of Business and Technology Management
- 57% Ph.D.
- 29% MS
- 14% Bachelor’s Degree
Admission & Graduation

Admission

- Admission: 30 Undergraduates, 30 Graduates (20 MS, 10 Ph.D.) each year
- Application Period: June-August (Spring Admission), April-June (Fall Admission)
- Eligibility
  - MS: An applicant currently holds a Bachelor’s degree or is scheduled to receive one
  - Ph.D.: An applicant currently holds Master’s degree or is scheduled to receive one.
  (Note: applicants for the Doctoral Program must hold a Bachelor’s or Master’s degree in either business or economics. Otherwise, applicants are only eligible to apply to the Master’s Program)
- Students are considered a ‘General Scholarship Student’ only if he or she is recommended from affiliated research institutes, educational institutes, or state agencies that confirm their financial support of the student’s educational expenses.
- English Score Requirements: IBT 83 / PBT 560 / CBT 220 / TOEIC 720 / TEPS 599 / IELTS 6.5 or above
- Admission Process:
  - Document reviews and interviews
  - Applicants for Ph.D. program are required to submit and present a research plan (1500 words) prior to the interview
- Financial Support: Graduate students receive financial support in the form of tuition aid, TA compensation, degree thesis research expenses, among others.
- Student’s Obligation for Financial Support: Teaching Assistant / Research Assistant
- Undergraduate Admission: The undergraduate application process is performed by the KAIST Office of Admissions. Undergraduates declare major at the end of their 2nd semester after entering KAIST, and interested candidates for BTM are selected at that time.

Graduation

- Course Requirements
  - Bachelor’s: Minimum total 136 credits
  - MS: 24 course credits, 9 research credits (Minimum total 33 credits)
  - Ph.D.: 36 course credits, 30 research credits (Minimum total 66 credits)
- Graduation thesis papers are to be written in English
- Requirements (Ph.D.)
  - Qualifying Exam must be taken within 18 months after the admission
  - Required to publish one or more SSCI, SCI, or SCIE level research paper (students should be the 1st author, or the 2nd author given that the 1st author is his or her advisor)
Campus Life

Brown Bag Seminar

The Brown Bag Seminar is a monthly seminar held at BTM, which provides an opportunity for students and professors to share ongoing research at BTM. The presenters can get helpful feedback on their projects from other attendees, which can enhance the outcome of their study. The seminar is conducted in a relaxed, informal setting and is accompanied by lunch, which is provided by BTM.

Membership Training and Workshop

Regular trainings and workshops are held to promote student culture and fellowship at BTM. All members of BTM including professors, students, and other faculty members participate in the events.

BTM End of Year Gathering

At the end of each year, BTM holds an annual party to wrap up the year. The event features ceremonies to honor dedicated professors and students, as well as a talent show hosted by the BTM student council.

Athletics Competition / Barbecue Party

Every spring, an athletics competition is held for students and faculty members to enjoy. The participants compete in a variety of sports, which helps to form strong bonds among the members of BTM. A barbecue party is held after the sports event.

Student Community

The student council at BTM is comprised of a president and a vice president, both of whom take the responsibility of organizing and hosting a variety of student events during the year. At the end of each year, students vote for the president who then recruits the vice president and other council members.