

# Catholic Kwandong University 2026 Curriculum Business Administration Major

## 1. Educational Goals

The Business Administration Major aims to cultivate future business leaders equipped with the ability to identify new demands and opportunities in the Fourth Industrial Revolution era.

The program provides comprehensive education in:

- Human Resource Management
- Organizational Management
- Finance & Accounting
- Marketing
- Production & Operations
- Management Information Systems
- Strategic Management
- International Business

Students develop:

- Problem recognition and decision-making abilities
  - Organizational management skills
  - Strategic and analytical thinking
  - Leadership and global business competency
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## 2. Department History

- 1954 – University established with the Department of Commerce
  - 1970 – Renamed as the Department of Business Administration
  - 1991 – Master's program established
  - 2000 – Doctoral program established
  - 2023 – Reorganized into Trinity Liberal College
  - 2024 – Reorganized into Trinity Convergence College
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## 3. Curriculum Operation

The curriculum is designed systematically by academic year to help students acquire essential competencies required for business leaders in the era of AI and the Fourth Industrial Revolution.

Students complete:

- Basic Major Courses
- Advanced Major Courses
- Practical Business Education
- AI-integrated Management Courses

- Global Business and Leadership Courses
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## 4. Major Competencies

### MC1 – Understanding Social Environment

Ability to critically understand social issues and structures while collaborating with various stakeholders.

### MC2 – Creative Problem Solving

Ability to plan and execute effective solutions to organizational and social problems.

### MC3 – Organizational Management

Ability to establish strategic goals and efficiently manage organizations.

### MC4 – Financial Resource Management

Ability to manage organizational finances and analyze financial products.

### MC5 – Information Management & Utilization

Ability to analyze, manage, and creatively utilize information systems and user data.

### MC6 – Market Problem Solving

Ability to understand rapidly changing business environments and make appropriate managerial decisions.

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## 5. Basic Curriculum Courses

### Year 1:

- Principles of Business Administration
- Principles of Economics
- Principles of Accounting
- Human Resource Management

### Year 2:

- Operations & Supply Management
- Financial Management
- Strategic Management
- Management Information Systems and Artificial Intelligence
- Intermediate Accounting
- Global Business

### Year 3:

- Organizational Behavior and Artificial Intelligence
  - Innovation and Change Management
  - International Business Strategy
  - Teaching Methodology of Business (Teacher Training)
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## 6. Advanced Curriculum Courses

The advanced curriculum provides deeper specialization beyond the basic major program.

Advanced Courses:

- Marketing
  - Cost Accounting
  - Consumer Behavioral Theory
  - Management Science
  - SME & Venture Business
  - Business Leadership
  - Service Marketing
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## 7. Representative Course Profiles

Principles of Business Administration:

Introduces students to the foundations of business administration, management theory, organizational operations, and strategic planning.

Management Information Systems and Artificial Intelligence:

Students learn business information systems, AI-integrated management environments, and information technology utilization for strategic decision-making.

Global Business:

Focuses on global business environments, international strategies, and multinational management cases.

Business Leadership:

Develops leadership, organizational influence, communication skills, foresight, and strategic decision-making capabilities.

Innovation and Change Management:

Examines innovation processes, ICT-based organizational transformation, and business adaptation strategies in the Fourth Industrial Revolution era.

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## 8. Educational Characteristics

The Business Administration Major emphasizes:

- AI-integrated management education
  - Practical business competencies
  - Global business strategy
  - Organizational leadership
  - Entrepreneurship and venture business
  - Strategic decision-making
  - Accounting and financial expertise
  - Industry-oriented management education
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## 9. Career Opportunities

Graduates may pursue careers as:

- Corporate managers
- Marketing specialists
- Financial analysts
- HR managers
- Business consultants

- Startup and venture entrepreneurs
  - Global business planners
  - Strategic management specialists
  - Accounting professionals
  - AI-based business system managers
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## **10. Educational Vision**

The Business Administration Major at Catholic Kwandong University aims to nurture creative and globally competitive business professionals who can lead organizations and solve complex market challenges in the AI and digital transformation era.

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