

Graduation Exam

International Business Administration 2023-2

Study Guide & List of Topics

General Instructions:

- **Graduation Exam: 2023.11.10 (Friday) 15:30~17:30; 국제관 505 호**
- The Exam consists of 10 questions covering 4 required courses. There will be 2~3 questions from each of the 4 following courses:
 1. Organizational Behavior (조직행동)
 2. Basic Marketing (기초 마케팅)
 3. Financial Accounting (재무회계) or Principles of Accounting (회계원리)¹
 4. International Management (국제경영)
- Of these 10 questions, students are required to answer 4 (and only 4) questions.
- Students have the freedom to choose which questions they decide to answer. Students could potentially answer questions regarding all 4 courses (e.g. 1 question per course). On the other hand, students could concentrate on as few as 2 courses (e.g. 2 questions from two courses, or even 3 questions from one course and 1 question from another course).
- Maximum score is 100 (25 points per question). Minimum passing score is 70 points.
- Students who fail to receive the minimum 70 points on November 10th will have exactly one opportunity to re-take the test on November 24th. The second exam will contain the same topics (but may or may not contain similar questions). Any student who again fails the exam will be unable to graduate this semester.

List of Topics:

- To help students prepare for the exam, the following is a list of topics for each course.
- The Graduation Exam will consist of questions only on these topics. Obviously, this list of topics is longer than the actual number of questions (10). Therefore, some of these topics may not appear on the exam on November 10th.
- Topics that do not appear of the first version of the exam (November 10th) may possibly appear on the second version of the exam (November 24th).

¹ The accounting topics (and questions) are covered in both courses. Students who have taken either course will be familiar with these topics (and questions).

- **Organizational Behavior (조직행동)**
 - **Organizational Culture:** The functional and dysfunctional effects of organizational culture on people and the organization.
 - **Perception and Decision-making in Organizational Behavior:** Its influences on organizational outcomes and individual behaviors.
 - **Personality in Organizational Behavior:** "The Big Five Model" and the relationships between these personality dimensions and behaviors at work.
 - **Leadership:** The perspectives on leadership and management.
 - **Workplace diversity:** Cases of whether diversity helps or hinders a group.

- **Basic Marketing (기초 마케팅)**
 - **Defining Marketing and the 4 Ps:** You should be familiar with what marketing is, and the 4 Ps.
 - **Product Positioning/Perception:** You should be able to explain how a company affects the way its products are perceived and positioned.
 - **Product Adoption:** Be familiar with the stages of product adoption.
 - **Customer Relation Management:** You should know how companies engage with customers and how they manage that relationship.
 - **Branding:** Be familiar with concepts/stages regarding building brand loyalty and commitment.
 - **Culture:** Be familiar with how culture affects marketing, know how norms and values affect marketing.

- **Financial Accounting (재무회계) / Principles of Accounting (회계원리)**
 - **Accounting Cycle:** Accounting cycle, including adjusting entries and closing entries.
 - **Accounting Equation:** Basic and expanded accounting equation / debit and credit.
 - **Financial Statements:** Preparation of an income statement, a retained earnings statement, and a statement of financial position.

- **International Management (국제경영)**
 - **National Culture:** Sociologists (such as G. Hofstede and F. Trompenaars) have identified important cultural dimensions that distinguish national cultures. Be familiar with these concepts/dimensions.
 - **Organizational Culture:** Trompenaars also distinguished between 4 types of organizational culture. Be familiar with these types and how they might apply to specific contexts (e.g., Korean companies).
 - **Negotiation:** What are the general principles for “negotiating for mutual benefit” (as suggested, for example, by *Getting to Yes*)?
 - **Strategy Formulation:** Strategic planning often involves environmental scanning, international resources analysis, and goal setting. Be familiar with each step and how these steps are related.
 - **Political Risk:** What are examples of micro and macro political risk? How can these risks be managed through integrative, protective, and defensive techniques?