

### GSM Curriculum Alignment Matrix (Marketing & Management)

Learning Goal		① Business Ethics		② Advanced Knowledge of Discipline				③ Sense of Innovation		④ Global Perspectives	
AY2014 Subject	Learning Objective	a. To formulate practical resolutions of an ethical dilemma using an ethics model or framework.	b. To evaluate ethical implications of contemporary business issues.	a. To demonstrate understanding of advanced business concepts in a specialized field.	b. To apply advanced analytical tools (qualitative and/or quantitative) to examine business problems.	c. To integrate functional knowledge for developing business solutions.	d. To demonstrate an advanced level of writing and presentation skills.	a. To identify the opportunities and challenges of innovation in a business setting.	b. To design innovative business and/or research projects.	a. To reconcile between academic theories and practices in international business.	b. To evaluate the managerial impact of global issues
	AY2005 Subject										
Hospitality Management	NA			○	○	○					
Management of Japanese Family Business	NA				○	○					
Management in Asia and Japan										○	○
Human Resource Management		○	○	○	○	○	○	○		○	○
Marketing Research				○		○				○	
Marketing Strategy						○	○		○		
Product Development Strategy				○	○			○	○		