

Digital Business & Innovation Major: 6 Concentration Areas

Liberal Arts Courses

DBI Major Courses

BE Major Courses

Entrepreneurship & Business Innovation

AI & Deep Learning

Digital Transformation & Tech Innovation

Digital Marketing & Analytics

Digital Finance & Fintech
*DBI/BE Joint

Digital Business Management
*DBI/BE Joint

100

Required for all students

Fundamentals of Mathematics

Required for all students

Statistics I

Intro to Informatics & Computing

Principles of Management

Principles of Economics

Business and Social Impact, Developing an Entrepreneurial Mindset, Food Value Chain and Sustainability
Labor Laws and Work Life, Introduction to Social Psychology, Introduction to Sociology, Sustainable Society

200

Required for all students

Mathematics for Business and Economics I

Intro to Computer Networking

Intro to Digital Privacy and Data Security

Foundations of Python

Principles of Marketing

Statistics II

Principles of Marketing

Principles of Marketing

Principles of Marketing

Microeconomics

Principles of Marketing

Statistics II

Macroeconomics

Statistics II

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DBI Major Courses

BE Major Courses

Entrepreneurship & Business Innovation

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Digital Finance & Fintech
*DBI/BE Joint

Digital Business Management
*DBI/BE Joint

Database & Big Data

- Creative Thinking for AI & IoT Innovations
- Cybersecurity and Applications
- Digital Business Strategies
- AI & Intelligent Product Development
- Mobile Tech, IoT & Business Apps
- Digital Marketing & E-commerce

- AI & Machine Learning for Decision Making
- Creative Thinking for AI & IoT Innovations
- Mining Unstructured Data
- Text Mining & Deep Learning
- Neuro marketing

- Blockchain & Business Apps.
- Cybersecurity and Applications
- Digital Business Strategies
- Mobile Tech, IoT & Business Apps
- Web & Mobile Technology--Innovation and Value creation for Entrepreneurs
- Neuro marketing

- Digital Business Strategies
- Digital Marketing
- R Programming & Business Analytics
- Social Media & Business
- Web & Mobile Technology-Digital Marketing & E-commerce
- Neuro marketing

- Digital Banking & Fintech
- Blockchain & Business Apps.
- E-Business & Payment Systems--Innovation and Value creation for Entrepreneurs

- Cybersecurity and Applications
- Digital Business Strategies
- Digital Marketing
- Social Media & Business-Digital Marketing & E-commerce--Innovation and Value creation for Entrepreneurs

- Entrepreneurial Strategies

- Econometrics for Business Analytics

- Corporate Strategy

- Consumer Behavior
- Econometrics for Business Analytics

- Corporate Finance
- Financial Accounting
- Econometrics for Business Analytics

- Corporate Finance
- Financial Accounting
- Human Resource Management

- Start-up Funding & VC Strategies
- Strategic Brand Mgt

- Big Data & Analytics
- Research Methods & Data Analysis in Business
- Python for Data Science & AI
- Customer Analytics and AI
- Neuro Marketing Project
- Strategic Brand Mgt

- IT Project Management
- Neuro Marketing Project
- Quantum Information and Computation

- Big Data & Analytics
- Python for Data Science & AI
- Customer Analytics and AI
- Neuro Marketing Project
- Strategic Brand Mgt

- Big Data & Analytics
- Customer Analytics and AI
- Quantum Information and Computation

- IT Project Management

- Entrepreneurial Strategy Practicum
- Hospitality Management and Strategy
- Sustainability Economics and Policy

- Market Modeling
- Digital Marketing Research
- Cross-Culture Management
- Hospitality Management and Strategy

- Money & Banking
- Investments
- International Finance
- Cross-Culture Management

- Global Supply Chain Management
- Cross-Culture Management
- Sustainability Economics and Policy

Undergraduate Thesis (Optional)

Other BE Courses

Development Economics / Health Care Management & Economics / Agricultural Economics & Management / International Finance / International Trade / Managerial Accounting / International Business / Marketing Strategy / Business Planning/ Gender in Business / Organizational Behavior / Organizational Psychology / Social Business in Japan/ Japanese Corporations & the Global Economy / Leadership, Creativity and Organizational Renewal/Service Management and Strategy