



## Special Topics in Korean Studies (한국학특강) 2025 Summer

### Instructor

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[Note] Please add [ST] in the title. Also, if the question is related to all of your group members, please CC them in the e-mail.

Office Phone: 02-6490-2223

Office Hours: by appointment

### Class Time and Location

TBA

### Course Material

Main Textbook: (Tudor) Tudor, Daniel (2012) *Korea: The Impossible Country*, Tuttle Publishing (ISBN 978-0-8048-4252-5)

Do not purchase textbooks before the first class.

Course website: All the course related announcements will be made via online lecture hall (in the UOS portal). Students are expected to check the online lecture hall regularly. Additional course materials will be provided through the online course site.

### Level

Undergraduate

### Course Description and Scope

The general objective of this course is to help students better understand Korean culture, society, and business.

Upon completion of the course, students will be able to

- 1) discuss the language, religion, philosophical bases, cultural codes, and social values that are central to Korean culture and society.
- 2) identify the cultural norms behind language, social behavior, and Korean media.
- 3) be exposed to diverse topics related to Korea in relation to other countries through active learning and sharing diverse topics.
- 4) describe the modern cultural phenomenon *Hallyu* (the Korean Wave) and analyze what makes it popular.
- 5) develop substantial knowledge, critical thinking skills and logical analysis competence by examining the Korean business landscape.

### Course Evaluation

1. Class participation (20%): Attendance will be taken.
2. Two exams (50%): No make-up exam will be given without a university-approved

excuse.

3. Individual presentation (10%): All students are expected to make a presentation based on your own interest on South Korea. Comparison with your own country is highly recommended (TBA).
4. Group project (20%)  
We will briefly discuss ways to enter the foreign market, things to consider, and the factors that determine the global success or failure of expansion to Korea. Select any company located in your home country. The company selected would be entering Korea for the first time, or launching a new line of business in Korea. Consider an expansion plan/joint business plan in Korea. Alternatively, your group may select a company/brand that is already operating in the Korea market (or that has failed to operate in Korea) and assess its strengths for improvement.

There will be time to discuss the chosen topic. The final presentation will be held toward the end of the semester. All group members are expected to participate in the presentation.

- Detailed information will be provided in class

#### Important Notes:

For group presentation, it is mandatory that every member in the group presents one part.

A mandatory peer group evaluation will be performed to evaluate the group member performance across all the group-based assignments. Students failing to meet group requirements will have their grades lowered accordingly.

#### **Course Contents:**

Please refer to the in-class handouts for the detailed schedule (subject to change).

The topics include, but are not limited to, the following:

Topic 1. Seoul, the capital city

Topic 2. Social Customs in Korea: we will touch concepts related to social customs in Korea (e.g., *Jeong*-The invisible Hug, Competition)

Topic 3. The Korean wave (Hallyu)

Topic 4. The strategic role of culture, Korea business landscape

Topic 5. Localization and Global Brand strategy in Korea

#### **Course Policies and Student Responsibilities**

(1) General

You are expected to complete all assigned pre-class readings and activities (if any), attend all seminar classes punctually and take all scheduled assignments and tests by due dates. You are expected to take responsibility to follow up with course notes, assignments, and course related announcements for seminar sessions they have missed. You are expected to participate in all seminar discussions and activities.

## (2) Absenteeism

Absence from class without a valid reason will affect your overall course grade. Valid reasons include falling sick supported by a medical certificate and participation in UOS's approved activities supported by an excuse letter from the relevant bodies.

If you miss a lecture, you must inform the course instructor via email *prior* to the start of the class. It is your responsibility to make-up the materials that are missed.

## **Academic Integrity**

Neither plagiarism nor cheating of any kind will be tolerated. Students are responsible for doing all written work independently.