

Course Syllabus

Subject Number		Professor	Sangbum HEO
Major	International Studies	Phone Number	010-5678-3132
Subject Name	Korean Entertainment	E-mail	bumy550@gmail.com
Credit / Hours	3 Credits / 3 Hours	Classroom	

1. Course Description

The class explores the various spectrum of Korean Entertainment business of today such as K-Pop, Korean Film , Broadcast and Game industry. Each class will include academic analysis based on Korean Entertainment industry. The class will also show social aspect of exntertainment contents and what is cultural theme of Korea against global market that facing Korean Entertainment today.

2. Course Objective

Upon satisfactory completion of this course, students will:

1. have general understanding of Korean Entertainment Business and its basic strategic toward the global market as well as the domestic
2. become knowledgeable about Korean Entertainment business from its traditional medium to its new venture: K-pop, Korean cinema, TV Drama, Game and New Media
3. gain basic knowledge that will help you understand about Korean culture.

3. Course Purpose

The Purpose of the class is to give basic understanding of Korean Entertainment industry which is deeply rooted on the nation's history and culture of today.

4. Course Features

5. Course Type

Theory (), Theory, Practice (o), Practice ()

6. Assignments

In addition to your mid-term and final presentation work, you will be asked to write two papers:

1. About the previous strategic approach against the global market and domestic before current days.
2. What will be needed in order to obtain the success in overseas markets such as North American region as well as Europe market.

7. Grades

Attendance	30%	Group work	%
Quiz	%	class participation	10%
Report	20%	mid-term exam	20%
Discussion	%	final-term exam	20%

8. Note

For each letter grade, a "+" may be attached with associated increase or decrease in points as follows:

A	80-89	B	70-79	C	60-69	D	<60	F	90-100
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9. Expectation

Students are expected to demonstrate that they understand the class material: that they are thinking clearly and logically; and that they can apply what they learn. This will be demonstrated through class participation, oral presentation, exams and the paper. Students are expected to be responsible for their own educational rights that they actively participate in class activities, submit and present their assignments on time, work hard on exams and ask for help whenever they need assistance.

10. Required Text (Recommended Texts)

week	Title	Content	multi-media	class room
1	Introduction	Introduction of the instructor and participants of the class		
2	Korean Show Biz	Korean Reality Shows and Variety show on TV		
3	Korean TV Drama	The success of Korean TV drama in ASIA and factor analysis		
4	K-Pop	What's now on K-POP?, Challenges toward global market in history		
5	Korean celebrities in the historyPerformance	Analysis of Entertainment culture through historical Korean celebrities in the past		
6	PerformanceKorean Film	Traditoinal Music Play, Performances		
7	Korean Film	Hybridized Genre of Korean Films, Kim Ki duk: Films on Orientalism and Brutality		
8	mid-term exam	written Test		
9	Fashion	Introduction of Fashion industry and sub-culture of fashion		
10	Korean Game 1	Korean Arcade Game and history of game industry		
11	Korean Game 2	Mobile games and On-line Game		

12	Korean Animation	Korean Animations for children, The venture of Korean Animation of today		
13	One Source Multi-Use	Introduction of cases of one source multi-use contents and its strategies		
14	The Integral of Korean Entertainment and Star Marketing	cases of starmarketing and strategies		
15	New Media Flatforn in Entertainment business	Ventures of Entertainment business through New media flatforn: Hologram, S3D, Virtual concert		
16	Final Presentation			