



HANYANG UNIVERSITY

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	Home University	Hanyang University				
	Department	Office of International Affairs				
	Homepage	https://oia.hanyang.ac.kr/				
Course Information	Class No.		Course Code		Credits	3
	Course Name	From Oldboy to Squid Game: Navigating the Korean Cultural Wave				
	Lecture Schedule	Online				
	Course Description	<p>The course will delve into the global popularity of Korean content covering both films and dramas with a focus on industry, genres/ themes, the reception of content overseas, and it will examine government cultural policies.</p> <p>It will begin looking at the origins of the Korean Cultural Wave before focusing on key moments; the “Asia Extreme” branding of <i>Oldboy</i>, the success of <i>Train to Busan</i> and the global phenomenon of <i>Squid Game</i>. In so doing, the course will also examine the Korean dystopia on Netflix, while also exploring how streaming services are changing the Korean content ecosystem with studios pivoting their projects to focus on subscribers. The course will conclude by looking at where this wave is heading – what to expect with Netflix’s continued investment of Korean content, while also examining the challenges facing Korea’s theatrical market.</p>				
	Course Objective	Students will gain an understanding of what has made Korea’s cultural content so successful and how the industry has evolved over the last 25 years. Students will also understand the themes and genres that have come to characterize Korean films and shows.				
	Prerequisite	-				
	Materials/Textbooks	<p>Reading List:</p> <p>Jin Dal Yong, <i>The Rise of the Korean Wave in New Korean Wave: Transnational Culture Power in the Age of Social Media</i>, Jin Dal Yong (University of Illinois Press, 2016), 3-19.</p> <p>Darcy Paquet, <i>Christmas in August</i> and <i>Korean Melodrama in Seoul Searching: Culture and Identity in Contemporary Korean Cinema</i>, ed. Frances Gateward (New York: State University of New York Press, 2007), 37-54.</p> <p>Darcy Paquet, ‘New Ambitions’ in <i>New Korean Cinema: Breaking the Waves</i>, Darcy Paquet</p>				

		<p>(London: Wallflower Press, 2009), 92 -112.</p> <p>Jason Bechervaise, Rediscovering Kim Ki-young: The Rise of the South Korean on the Film Festival Circuit in <i>Refocus: The Films of Kim Ki-young</i>, ed. Chungkang Kim (Edinburgh: Edinburgh University Press, 2023), 146-161.</p> <p>Daniel Martin, From the Margins to the Mainstream: Asia Extreme in 2004 in <i>Extreme Asia: From the Rise of Cult Cinema from the Far East</i>, Daniel Martin (Cambridge: Cambridge University Press, 2017), 142-162.</p> <p>Daniel Martin, A Tale of Two Sisters (2003): Sadness and Suffering in South Korean Horror in <i>Rediscovering Korean Cinema</i>, ed. Lee Sangjoon (Ann Arbor: University of Michigan, 2019), 395-40.</p> <p>Nikki Lee, Localized Globalisation and a Monster National: <i>The Host</i> (2006) and the South Korean Film Industry, <i>Cinema Journal</i> (University of Texas Press, 2011) 50, (3), 45-61.</p> <p>Keith B. Wagner, 'Train to Busan: Glocalisation, Korean Zombies, and a Man-Made Neoliberal Disaster' in <i>Rediscovering Korean Cinema</i>, ed. Lee Sangjoon (Ann Arbor: University of Michigan, 2019), 515-532.</p> <p>Junhyoung Cho, Film Policy in South Korea: From Segyehwa to Netflix in <i>The Korean Film Industry</i> ed. Sangjoon Lee et al (Ann Arbor: University of Michigan Press, 2024), 47-70.</p> <p>Jason Bechervaise, The South Korean Film Industry's Ambivalent Relationship with the Studio System in <i>The Korean Film Industry</i> ed. Sangjoon Lee et al (Ann Arbor: University of Michigan Press, 2024), 99-111.</p>		
Evaluation	Attendance	10%	Quiz	%
	Assignment	%	Mid-term Exam	45%
	Presentation	%	Final Exam	45%
	Group Project	%	Participation	%
	Etc.	Evaluation Item		Ratio
				%
				%
Course Contents	Lesson 1	Introduction & What is the Korean Cultural Wave? Defining Hallyu and its different phases		
	Lesson 2	The importance of Korean Melodrama		



	Lesson 3	Korea's Auteurs (Kim Jee-woon) & the 386 Generation, examining <i>The Quiet Family</i> (1998)
	Lesson 4	Korea's Auteurs (Bong Joon Ho) & the 386 Generation, a close look at <i>Barking Dogs Never Bite</i> (2000)
	Lesson 5	Korea's Auteurs (Park Chan-wook) & the 386 Generation, delving into <i>Oldboy</i> (2003) and Asia Extreme Branding, is it problematic?
	Lesson 6	<i>A Tale of Two Sisters</i> (2003) & Korean Horror
	Lesson 7	Midterm
	Lesson 8	<i>The Host</i> (2006) and the Korean Blockbuster Localised – Backdrops and Subverting Expectations
	Lesson 9	Cable TV - The Ushering of a New Era for Korean Content Prior to Netflix
	Lesson 10	Understanding Korean Dystopia: From <i>Natural City</i> (2003) to K-Zombies in <i>Train to Busan</i> and <i>All of us are Dead</i> (2022).
	Lesson 11	A Close Look at <i>Train to Busan</i> (2016) and the Korean Disaster Film
	Lesson 12	The Booming Korean Webtoons Industry and the Ground-breaking Disney Series <i>Moving</i> (2023)
	Lesson 13	Understanding the Global Phenomenon of <i>Parasite</i> (2019) and <i>Squid Game</i> (2021) and its Relationship to the World of Neoliberalism.
	Lesson 14	Korea's Studio System
	Lesson 15	The Rise of Netflix Korea and Where is the Industry Heading? Discussion with special guest. Final Exam



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Faculty Information	Name	KIM SANG HWAN				
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	Department	Hanyang Institute of International Education				
	Homepage	iie.hanyang.ac.kr				
Course Information	Class No.		Course Code		Credits	3
	Course Name	Korean for Beginners				
	Lecture Schedule	Online				
	Course Description	This course is a travel Korean language course for beginners.				
	Course Objective	The goal is to learn basic vocabulary, grammar, and sentences that can be used when they travel.				
	Prerequisite					
	Materials/Textbooks	Korean for Beginners (Educational materials provided) 여행한국어, 세종학당 빨리 배우는 한국어 1-2 한양대학교 국제교육원				
Evaluation	Attendance	10%	Quiz		%	
	Assignment	%	Mid-term Exam		45%	
	Presentation	%	Final Exam		45%	
	Group Project	%	Participation		%	
	Etc.	Evaluation Item			Ratio	
					%	
					%	
Course Contents	Lesson 1	Introduction 1: 한글 Korean Alphabet, 인사 Greeting, 소개 Introduce				
	Lesson 2	Introduction 2: 구조 Structure, 활용 Conjugation, 유형 Sentence Types				
	Lesson 3	교통 Transportation				
	Lesson 4	숙소 Accommodations				
	Lesson 5	식사 Meals 1				
	Lesson 6	식사 Meals 2				
	Lesson 7	쇼핑 Shopping 1				
	Lesson 8	Mid-term Exam				
	Lesson 9	쇼핑 Shopping 2				
	Lesson 10	대중문화1 Pop Culture 1				
	Lesson 11	대중문화2 Pop Culture 2				
	Lesson 12	체험1 Experience 1				
	Lesson 13	체험2 Experience 2				
	Lesson 14	관광1 Sightseeing 1				
	Lesson 15	관광1 Sightseeing 2				
	Lesson 16	Final Exam				



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	Department	MAJOR IN GLOBAL CEO STARTUP				
	Homepage					
Course Information	Class No.	VEN1001	Course Code		Credits	3
	Course Name	Modern Society and Marketing				
	Lecture Schedule	Online				
	Course Description	This online lecture-based course offers the flexibility to learn at your own pace and according to your schedule. It features sessions with two guest speakers who provide valuable insights into marketing principles and their practical applications in real-world contexts.				
	Course Objective	The main objective of this course is to acquaint students with the fundamental elements involved in developing marketing strategies for products or services. It covers various aspects of marketing, including market research, consumer behavior, product development, pricing strategies, promotion, and distribution. Students need to attend more than two thirds (2/3) of each class in order to take the exam for that particular course.				
	Prerequisite	N/A				
	Materials/Textbooks	N/A				
Evaluation	Attendance	20%	Quiz	20%		
	Assignment	%	Mid-term Exam	30%		
	Presentation	%	Final Exam	30%		
	Group Project	%	Participation	%		
	Etc.	Evaluation Item			Ratio	
					%	
					%	
Course Contents	Lesson 1	Understanding Marketing				
	Lesson 2	Analyzing the Market Environment				
	Lesson 3	Consumer Buying Behavior				
	Lesson 4	Conducting Marketing Research				
	Lesson 5	CRM and Big Data				
	Lesson 6	Guest Speaker: "Product Marketer's Role in the Field"				
	Lesson 7	Product Strategy (1) - New Product Development				
	Lesson 8	Product Strategy (2): Product Strategy, New Product Development, and				



		High-Tech Product Strategy.
	Lesson 9	Pricing Strategy: Capturing Value
	Lesson 10	Place Strategy: Retailing and Managing Marketing Channels
	Lesson 11	Firms in Competitive Markets
	Lesson 12	Promotion Strategy (1): IMC (Integrated Marketing Communications) & Advertising
	Lesson 13	Promotion Strategy (2): Personal Selling, Sales promotion, PR, and Direct/Digital Marketing
	Lesson 14	Guest Speaker: "Practical Application of ChatGPT in Marketing"
	Lesson 15	Final Exam



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Course Information	Class No.	ECO1006	Course Code		Credits	3
	Course Name	Principles of Microeconomics				
	Lecture Schedule	Online				
	Course Description	These course aims to equip students with a solid foundation in microeconomic principles, foster critical thinking skills, and demonstrate the practical applications of economic reasoning to various aspects of the economy. This online lecture-based course provides the flexibility to learn at your own pace and on your own schedule. Students need to attend more than two thirds (2/3) of each class in order to take the exam for that particular course.				
	Course Objective	<ul style="list-style-type: none">● Gain a strong understanding of economic reasoning as a powerful tool for analyzing diverse economic issues.● Explore the core principles of microeconomics and their practical applications in real-world situations.● Develop a thorough comprehension of fundamental concepts such as supply and demand, elasticity, consumer behavior, production, and cost analysis.● Apply economic principles to contemporary issues by evaluating the role of government intervention in markets and its impact on market outcomes.				
	Prerequisite	N/A				
	Materials/Textbooks	Principles of Microeconomics (ISBN: 9789814915359)				
Evaluation	Attendance	20%	Quiz	20%		
	Assignment	%	Mid-term Exam	30%		
	Presentation	%	Final Exam	30%		
	Group Project	%	Participation	%		
	Etc.	Evaluation Item			Ratio	
					%	
			%			
Course Contents	Lesson 1	Ten Principles of Economics				
	Lesson 2	The Economist as Scientist				



	Lesson 3	Interdependence and the Gains from Trade
	Lesson 4	The Market Forces of Supply and Demand
	Lesson 5	How Markets Work and Government Policies
	Lesson 6	Consumers, Producers, and the Efficiency of Markets
	Lesson 7	Markets and Welfare: Application
	Lesson 8	Externalities, Public Goods and Common Resources
	Lesson 9	The Economics of Public Sector: Healthcare Market and Tax System
	Lesson 10	The Costs of Production
	Lesson 11	Firms in Competitive Markets
	Lesson 12	Monopoly
	Lesson 13	The Markets for the Factors of Production
	Lesson 14	The Theory of Consumer Choice
	Lesson 15	Final Exam



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	Department	Center for Creative Convergence Education				
	Homepage					
Course Information	Class No.		Course Code		Credits	3
	Course Name	Revolutions in Science and Technology				
	Lecture Schedule	Online				
	Course Description	<p>This course explores the great revolutions in the history of science and technology in the 19th and 20th centuries: Darwin's theory of evolution, Einstein's theory of relativity, the atomic bomb, and the discovery of DNA. The course examines the cultural and social impacts, as well as the scientific and technological significance, of these events. Social aspects of science and technology will be discussed, along with gender-related questions.</p> <p>The course covers a single scientific and technological revolution over the span of 2-3 lessons. In the first lesson of each revolution, the focus is on the "origin" of the scientific and technological revolution, entering into the intellectual background and evolution of revolution. The second lesson of each revolution concentrates on the reception of the scientific and technological revolution, examining how the scientific community and intellectual society embraced this revolution. In the third lesson, the focus shifts to the socio-cultural impacts brought about by this revolution. In the 14th lesson, social issues are addressed, particularly gender problems and credit sharing in scientific research and prerequisite for future revolutions in science and technology.</p>				
	Course Objective	<ol style="list-style-type: none"> 1. You can learn the development of historical events such as the Darwinian Revolution, the Einstein Revolution, the Atomic Bomb Revolution, and the DNA Revolution. 2. You can understand the intellectual and social conditions under which scientific and technological revolutions occur. 3. You can understand various ways in which scientific and technological revolutions are accepted under different social conditions. 				
	Prerequisite	-				
	Materials/Textbooks	<p>Peter Bowler, <i>Evolution: The History of an Idea</i> (Univ. of California Press, 2009)</p> <p>Peter Bowler and Iwan Morus, <i>Making Modern Science</i> (Univ. of Chicago Press; Second edition, 2020)</p>				
Evaluation	Attendance	20 %	Quiz	%		
	Assignment	%	Mid-term Exam	40 %		
	Presentation	%	Final Exam	40 %		
	Group Project	%	Participation	%		
	Etc.	Evaluation Item			Ratio	



			%
			%
Course Contents	Lesson 1	Course Preview	
	Lesson 2	Darwinian Revolution – The Origins of the Origin	
	Lesson 3	Darwinian Revolution - Darwin's Theory of Evolution in the Making	
	Lesson 4	Darwinian Revolution – Reception of Darwinism	
	Lesson 5	Einstein Revolution – The Origin of Relativity	
	Lesson 6	Einstein Revolution – Reception of Relativity	
	Lesson 7	Einstein Revolution – The Assassin of Relativity	
	Lesson 8	Midterm exam	
	Lesson 9	Atomic Bomb Revolution –The Manhattan Project and the Nazi Bomb Project	
	Lesson 10	Atomic Bomb Revolution - Who could control the atomic bomb?	
	Lesson 11	Atomic Bomb Revolution – Big Science and Big Politics	
	Lesson 12	DNA Revolution – The Origin of Double Helix	
	Lesson 13	DNA Revolution – Bio-engineering and Its Social Impact	
	Lesson 14	Social Issues in Revolutions + Outlook on the Future Revolutions	
	Lesson 15	Final exam	



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Faculty Information	Name	Aaron Kim				
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	Department	Social Innovation Convergence Major/Collective Impact Center				
	Homepage	N/A				
Course Information	Class No.	VEN2023	Course Code		Credits	3
	Course Name	UN SDG's to Social Innovation				
	Lecture Schedule	Online				
	Course Description	This course is designed for you to: 1) have shared understanding regarding SDG's as a global agenda for all of us and sustainable social changes we need;; 2) learn lessons and insights from various social innovation and international development cases including Korea's experiences; and 3) draw your own roadmap to navigate through changing world and to do your part to make your community and our planet more inclusive and sustainable. I hope this course get your foot into the door and help you start engaging in social innovation efforts in your community in more meaningful ways.				
	Course Objective	By the end of the course, you'll be able to: <ul style="list-style-type: none">• Explain of social entrepreneurship and social innovation• Explain of social impact and impact investing• Present impactful cases in South Korea• Propose new ideas for making collective impacts• State major issues and criticism regarding international community's work on SDG'sExplain key successful factors of sustainable, systemic and social change• Map his or her own social innovation journey				
	Prerequisite	-				
	Materials/Textbooks					
Evaluation	Attendance	10 %	Quiz	%		
	Assignment	%	Mid-term Exam	30 %		
	Presentation	%	Final Exam	40 %		
	Group Project	%	Participation	20 %		
	Etc.	Evaluation Item			Ratio	
					%	
					%	
Course Contents	Lesson 1	Introduction, Overview of the Course, Learning Guide				
	Lesson 2	What are SDGs?				
	Lesson 3	Sustainability & Systems Thinking				
	Lesson 4	Project Design and Planning at a Glance				



	Lesson 5	Korea's development experiences
	Lesson 6	Shadow of Economic Growth
	Lesson 7	Emergence of Social Innovation
	Lesson 8	Mid-term exam
	Lesson 9	Solving Social Problems
	Lesson 10	Introduction: Impact
	Lesson 11	Collective Impact
	Lesson 12	Korea's global engagement for giving back to the World
	Lesson 13	SDGs and Impact Investing
	Lesson 14	What's in the Toolbox?
	Lesson 15	Waiting for s Superman? Be a changemaker!