

Class syllabus

Course Info.	School Year	2025	School Semester	Fall Semester	Class Code	VEN2028		
	Course Name	From Oldboy to Squid Game: Navigating the Korean Cultural Wave			Course Classification	Core Major		
Faculty Info.	Department	Major in Global CEO Startup			Name	Jason R. Bechervaise		
	Contact				E-MAIL	drjason@hanyang.ac.kr		
Course Outline	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. It will begin looking at the origins of the Korean Cultural Wave before focusing on key moments; the "Asia Extreme" branding of Oldboy, the success of Train to Busan and the global phenomenon of Squid Game. 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 the release of Squid Game Season 2 and Netflix’s continued investment of Korean content, while also examining the challenges facing Korea’s theatrical market.							
Objectives	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. Since this is an online course, students will be required to watch the content at home. Links will be provided where possible, but those taking the course will need to have a Netflix & Disney Plus subscription to access some of the content.							
Notice	1. Students need to attend more than two thirds (2/3) of each class in order to take the exam for that particular course. 2. If the act of cheating is discovered, received credit will be cancelled in accordance with internal regulations.							
Textbook	No	Textbook name			Author	Publishing Company	ISBN	Price(₩)
	1							
Evaluation Item (STC)	Evaluation Item		Ratio		Evaluation Item		Ratio	
	Attendance		10		Quiz		-	
	Report		-		MidTerm Exam		45	
	Debate		-		Final Exam		45	
	Team Project		-		Study Participation		-	
	Total 100%							
Weekly Course Schedule	1	Week	Introduction & What is the Korean Cultural Wave? Defining Hallyu and its different phases					
	2	Week	The importance of Korean Melodrama – from the Japanese colonial period to Christmas in August (1998), My Sassy Girl (2001) and Winter Sonata (2002)					
	3	Week	Korea’s Auteurs (Kim Jee-woon) & the 386 Generation Examining The Quiet Family (2000)					
	4	Week	Korea’s Auteurs (Bong Joon Ho) & the 386 Generation A Close Look at Barking Dogs Never Bite (2000)					
	5	Week	Korea’s Auteurs (Park Chan-wook) & the 386 Generation Delving into Oldboy (2003) and Asia Extreme Branding – is it problematic? Students are required to watch Oldboy – link will be provided					
	6	Week	A Tale of Two Sisters (2003) & Korean Horror Students are required to watch A Tale of Two Sisters – link will be provided					
	7	Week	Midterm Exam					
	8	Week	The Host (2006) and the Korean Blockbuster – Localised Backdrops and Subverting Expectations Students are required to watch The Host – link will be provided					
	9	Week	Cable TV – The Ushering of a New Era for Korean Content Prior to Netflix Students are required to watch an episode from Reply 1988 (2015–2016) and Crash Landing on You (2019). Available with English subtitles on Netflix / Disney Plus					
	10	Week	Understanding Korean Dystopia – From Natural City (2003) to K-Zombies in Train to Busan and All of us are Dead (2022)					

	11	Week	A Close Look at Train to Busan (2016) and the Korean Disaster Film Students will be required to watch Train to Busan – link will be provided.
	12	Week	The Booming Korean Webtoons Industry and the Groundbreaking Disney Series Moving (2023) Students will be required to watch an episode from Moving – it is available on Disney Plus
	13	Week	Understanding the Global Phenomenon of Parasite (2019) and Squid Game (2021) and its Relationship to the World of Neoliberalism
	14	Week	Korea's Studio System
	15	Week	The Rise of Netflix Korea and Where is the Industry Heading?
	16	Week	Final Exam

Class syllabus

Course Info.	School Year	2025	School Semester	Fall semester	Class Code	VEN2022		
	Course Name	Revolutions in Science and Technology			Course Classification	Core Major		
Faculty Info.	Department	COLLEGE OF HUMANITIES			Name	Dr. Mina Park		
	Contact				E-MAIL	bamiya@hanyang.ac.kr		
Course Outline	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. Moral and ethical aspects of science and technology will be discussed, along with gender-related questions.							
	The course covers a single scientific and technological revolution over the span of 2-3 weeks. In the first week, the focus is on the "origin" of the scientific and technological revolution, delving into the intellectual background and evolution of revolution. The second week concentrates on the reception of the scientific and technological revolution, examining how the scientific community and intellectual society embraced this revolution. In the third week, the focus shifts to the socio-cultural impacts brought about by this revolution.							
	In the 14th week, ethical issues are addressed, particularly ethical problems arising from societal and economic impacts of atomic bombs and DNA.							
	In the 15th week, we will take time to examine the current and future prospects and impacts of the scientific and							
Notice	1. Students need to attend more than two thirds (2/3) of each class in order to take the exam for that particular course. 2. If the act of cheating is discovered, received credit will be cancelled in accordance with internal regulations.							
Textbook	No	Textbook name			Author	Publishing Company	ISBN	Price(₩)
	1	Evolution: The History of an Idea			Peter Bowler			
	2	Einstein for the 21st Century			Peter Galison			
Evaluation Item (STC)	Evaluation Item		Ratio		Evaluation Item		Ratio	
	Attendance		10		Quiz		-	
	Report		30		MidTerm Exam		30	
	Debate		-		Final Exam		30	
	Team Project		-		Study Participation		-	
	Total 100%							
Weekly Course Schedule	1	Week	Introduction: Course Preview					
	2	Week	Darwinian Revolutions – The Origins of the Origin					
	3	Week	Darwinian Revolutions – Reception of the Origin					
	4	Week	Darwinian Revolutions – Debates on Evolutionism vs. Creationism					
	5	Week	Einstein Revolutions – The Origin of Relativity					
	6	Week	Einstein Revolutions – Reception of Relativity					
	7	Week	Einstein Revolution – The Assassin of Relativity					
	8	Week	Mid-term Exam					
	9	Week	Atomic Bomb Revolutions – The Manhattan Project and the Nazi Bomb Project					
	10	Week	Atomic Bomb Revolutions – Who can control atomic bomb?					
	11	Week	Atomic Bomb Revolutions – Big Science and Big Politics					
	12	Week	DNA Revolution – The Origin of Double Helix					
	13	Week	DNA Revolution – Dawn of Bio-engineering					
	14	Week	Ethical Issues in Revolutions					
	15	Week	Outlook on the Future Revolution					
	16	Week	Final Exam					

Class syllabus

Course Info.	School Year	2025	School Semester	Fall Semester	Class Code	VEN2029		
	Course Name	Korean for Beginners			Course Classification	Core Major		
Faculty Info.	Department	Major in Global CEO Startup			Name	Sanghwan Kim		
	Contact				E-MAIL	kyoyona@hanyang.ac.kr		
Course Outline	<p>This class aims to inform foreigners who are new to Korean for vocabulary, grammar, expression, and conversation. In addition, we will present various necessary situations in real life for international students. The goal is to learn vocabulary and appropriate expressions for various situations and to learn practical and effective communication.</p> <p>The class will first learn the alphabet and greetings and Korean Sentence Structure. And the goal is to learn vocabulary and expressions related to transportation, accommodation, meals, and shopping.</p> <p>Next, from the 10th week, we will study Korean culture and focus on topics that can be directly experienced when they come to Korea. In weeks 10 and 11, we will learn Korean with a focus on Korean pop culture. And in weeks 12 and 13, we will introduce places and experiences that foreigners can experience when they come to Korea. Lastly, in weeks 14 and 15, we will introduce famous tour destinations and attractions in Korea. The goal of this class is to study expressions that short-term international students can use when they actually come to Korea before coming to Korea.</p>							
Objectives	<p>This class is designed for foreigners who are beginning to learn Korean. The goal is to cover a range of essential vocabulary, grammar, and expressions for beginner learners, starting from the basic Korean alphabet (Hangul). The specific objectives are as follows:</p> <ul style="list-style-type: none">- To distinguish and write the letters of the Korean alphabet.- To read Korean at a beginner level and apply it in real-life situations.- To communicate in Korean according to various conversational contexts.- To learn and use vocabulary and dialogues necessary for various travel situations.- To explore aspects related to Korean culture.							
Class Operation Method	<ul style="list-style-type: none">- This class is conducted in Korean.- It is primarily lecture-based, led by the instructor.- the class uses PowerPoint presentations.- It is provided to learners in VOD (Video On Demand) format.- Additional materials are provided to aid understanding of the class.							
Notice	<p>1. Students need to attend more than two thirds (2/3) of each class in order to take the exam for that particular course.</p> <p>2. If the act of cheating is discovered, received credit will be cancelled in accordance with internal regulations.</p>							
Textbook (Recommendation)	No	Textbook name			Author	Publishing Company	ISBN	Price(₩)
	1	여행한국어 (Travel Korean)			장소원 외 3	세종학당		
	2	한양한국어1 (Hanyang Korean 1)			이영숙 외 3인	한양대학교 국제교과목원		
	3	빨리 배우는 한국어 1,2 (Quick Learning Korean 1,2)			김정훈 외 3인	한양대학교 국제교과목원		
Evaluation Item (STC)	Evaluation Item		Ratio		Evaluation Item		Ratio	
	Attendance		10		Quiz		-	
	Report		-		MidTerm Exam		45	
	Debate		-		Final Exam		45	
	Team Project		-		Study Participation		-	
	Total 100%							
	1	Week	Introduction 1: Korean Alphabet, Greeting, Introduction					
	2	Week	Introduction 2: Structure, Conjugation, Sentence Types					
	3	Week	Transportation					
	4	Week	Accommodations					
	5	Week	Meals 1					
	6	Week	Meals 2					

Weekly Course Schedule	7	Week	Shopping 1
	8	Week	Midterm Exam
	9	Week	Shopping 2
	10	Week	Pop Culture 1
	11	Week	Pop Culture 2
	12	Week	Experience 1
	13	Week	Experience 2
	14	Week	Sightseeing 1
	15	Week	Sightseeing 2
	16	Week	Final Exam

Class syllabus

Course Info.	School Year	2025	School Semester	Fall Semester	Class Code	ECO1006		
	Course Name	Principles of Microeconomics			Course Classification	Core Major		
Faculty Info.	Department	Major in Global CEO Startup			Name	Dr. Sunyoung Lee		
	Contact				E-MAIL	skylarlee@hanyang.ac.kr		
Course Outline	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. Objectives 1) Understand the method of economic reasoning as a powerful tool for analyzing various economic issues. Explore the foundations of microeconomic principles and their applications in real-world scenarios. 2) Comprehend the fundamental concepts of supply and demand, elasticity, consumer behavior, production, and cost analysis. Analyze different market structures and understand the implications of market interactions. 3) Apply Economic Principles to Contemporary Issues:Evaluate the role of government intervention in markets and analyze its impact on market outcomes.							
Notice	1. Students need to attend more than two thirds (2/3) of each class in order to take the exam for that particular course. 2. If the act of cheating is discovered, received credit will be cancelled in accordance with internal regulations.							
Textbook	No	Textbook name			Author	Publishing Company	ISBN	Price(₩)
	1	Principles of Microeconomics			Gregory Mankiw	Cengage	357722868	
Evaluation Item (STC)	Evaluation Item		Ratio		Evaluation Item		Ratio	
	Attendance		20		Quiz		20	
	Report		-		MidTerm Exam		30	
	Debate		-		Final Exam		30	
	Team Project		-		Study Participation		-	
	Total 100%							
Weekly Course Schedule	1	Week	Ten Principles of Economics					
	2	Week	The Economist as Scientist					
	3	Week	Interdependence and the Gains from Trade					
	4	Week	The Market Forces of Supply and Demand					
	5	Week	How Markets Work and Government Policies					
	6	Week	Consumers, Producers, and the Efficiency of Markets					
	7	Week	Markets and Welfare: Application					
	8	Week	Midterm Exam					
	9	Week	Externalities, Public Goods and Common Resources					
	10	Week	The Economics of Public Sector: Healthcare Market and Tax System					
	11	Week	The Costs of Production					
	12	Week	Firms in Competitive Markets					
	13	Week	Monopoly					
	14	Week	The Markets for the Factors of Production					
	15	Week	The Theory of Consumer Choice					

	16	Week	Final Exam
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Class syllabus

Course Info.	School Year	2025	School Semester	Fall Semester	Class Code	VEN1001		
	Course Name	Modern Society and Marketing			Course Classification	Core Major		
Faculty Info.	Department	Major in Global CEO Startup			Name	Dr. Sunyoung Lee		
	Contact				E-MAIL	skylarlee@hanyang.ac.kr		
Course Outline	This course aims to explore the marketing strategies employed by international companies across various industries. It addresses the essential concepts and issues required for their successful implementation and operation.							
	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.							
	The course also features two guest speakers. Through these guest lectures, students will build a strong foundation in marketing principles and discover how to apply them in real-world situations.							
Notice	1. Students need to attend more than two thirds (2/3) of each class in order to take the exam for that particular course. 2. If the act of cheating is discovered, received credit will be cancelled in accordance with internal regulations.							
Textbook	No	Textbook name			Author	Publishing Company	ISBN	Price(₩)
	1	Principles of Marketing			Philip Kotler	Pearson		
Evaluation Item (STC)	Evaluation Item		Ratio		Evaluation Item		Ratio	
	Attendance		30		Quiz		-	
	Report		-		MidTerm Exam		35	
	Debate		-		Final Exam		35	
	Team Project		-		Study Participation		-	
	Total 100%							
Weekly Course Schedule	1	Week	Understanding Marketing					
	2	Week	Analyzing the Market Environment					
	3	Week	Consumer Buying Behavior					
	4	Week	Conducting Marketing Research					
	5	Week	CRM and Big Data					
	6	Week	Segmentation, Targeting, and Positioning					
	7	Week	Guest Speaker: "Product Marketer's Role in the Field" (Ms. Mihong Kwon, Hyundai Motor Group)					
	8	Week	Midterm Exam					
	9	Week	Product Strategy (1) - New Product Development					
	10	Week	Product Strategy (2): Product Strategy, New Product Development, and High-Tech Product Strategy.					
	11	Week	Pricing Strategy: Capturing Value					
	12	Week	Place Strategy: Retailing and Managing Marketing Channels					
	13	Week	Promotion Strategy (1): IMC (Integrated Marketing Communications) & Advertising					
	14	Week	Promotion Strategy (2): Personal Selling, Sales promotion, PR, and Direct/Digital Marketing					
	15	Week	Guest Speaker: "Practical Application of ChatGPT in Marketing" (Ms. Seri Sun, ODOC)					
	16	Week	Final Exam					

Class syllabus

Course Info.	School Year	2025	School Semester	Fall Semester	Class Code	TBD	
	Course Name	Global Entrepreneurship_Launch your startup			Course Classification	Core Major	
Faculty Info.	Department	Major in Global CEO Startup			Name	Dr. Taejun Bae	
	Contact				E-MAIL	akim7@hanyang.ac.kr	
Course Outline	This course explores the complex global environment and assesses the global entrepreneurship activities. Practical experiences in actual enterprises are integrated with theoretical concepts in this course. The topics will concentrate on the fundamental concepts of entrepreneurship, including entrepreneurs, new ventures, position in society, ecosystem, and related disciplines. This course will assist students in comprehending the significance of entrepreneurial activities in both their personal and professional lives, equip them with the necessary skills and knowledge, and prepare them to become future entrepreneurs, investors, or supporters (such as policymakers).						
Notice	1. Students need to attend more than two thirds (2/3) of each class in order to take the exam for that particular course. 2. If the act of cheating is discovered, received credit will be cancelled in accordance with internal regulations.						
Textbook	No	Textbook name				Author	Publishing Company
	1	Loose Leaf Entrepreneurial Small Business (Fifth edition)					
Evaluation Item (STC)	Evaluation Item		Ratio		Evaluation Item		Ratio
	Attendance		20		Quiz		-
	Report		-		MidTerm Exam		40
	Debate		-		Final Exam		40
	Team Project		-		Study Participation		-
	Total 100%						
Objectives	Learning Objectives: 1. Understand the true meaning of entrepreneurship. 2. Gain a comprehensive understanding of entrepreneurs. 3. Understand key stakeholders such as investors, large corporations, governments, and universities. 4. Learn about the latest technological and managerial trends in startups. 5. Acquire and understand key terminology related to startups. 6. Understand the full startup process and be able to apply it in practice.						
Details	This course is conducted in English. Lectures will primarily be delivered by the instructor. A variety of secondary sources will be used to provide background knowledge. Diverse types of video materials will be incorporated to enhance real-world relevance and engagement.						
	1	Week	Introduction: Course Overview_Understanding of Entrepreneurship				
	2	Week	Understanding of Entrepreneurs_Who they are				
	3	Week	Understanding of Entrepreneurial ecosystem_Stakeholders				
	4	Week	Idea development stage_Method (SCAMPER, TRIZ, KANO etc)				
	5	Week	Idea development stage_Business Model Canvas				
	6	Week	Feasibility study stage_Market Evaluation				
	7	Week	Feasibility study stage_Technology Evaluation				

Weekly Course Schedule	8	Week	Feasibility study stage_Finance Evaluation
	9	Week	Mid-term Exam
	10	Week	Project development stage: Lean Startup Method
	11	Week	Project development stage: POC (Proof of Concept)
	12	Week	Project development stage: Product_Market Fit
	13	Week	Pre-launch stage: Marketing Plan_part 1
	14	Week	Pre-launch stage: Marketing Plan_part 2
	15	Week	Pre-launch stage: Financial Plan
	16	Week	Final Exam