

## Recruiting New Students in May 2024

Department of Culture Industry and Arts, Graduate School of  
Culture Industry and Arts, Sungshin Women's University

'K Culture/Entertainment Master's Degree Program' Admission Guide

(Beginning of the semester in September 2024)



**K-movie, K-drama, K-music/dance, K-stage, K-styling**

**"The only one in Korea!"**

**A graduate school to learn everything about K-culture"**

The Graduate School of Culture, Industry and Arts at Sungshin Women's University recruits new students to foster domestic and foreign entertainment business management and planning experts who will become game changers in the global cultural market, with full-time faculty members and external experts with extensive theoretical and practical experience as faculty.

### 1. When and where will it be opened?

- Students who will enroll from the second semester of the 2024 school year will be recruited from May 3 to 9, 2024, and an interview will be held on June 1. We will be recruiting graduate students for the first and second semesters each year.

- Sungshin Women's University Graduate School of Culture Industry and Arts, Department of Culture Industry and Arts, Majoring in K Culture and Entertainment

## 2. What is the name of the department, degree, and major?

|            |  |
|------------|--|
| Department | Department of Cultural Industry and Arts |
| Major      | K-Culture and Entertainment Major        |
| Degree     | Master of K-Culture and Entertainment    |

## 3. Why was this major established for the first time in Korea?

- The field of 'K-culture' (K-movie, K-drama, K-music · dance, K-stage, K-styling) is currently the most popular mainstream genre in the world among cultural and artistic fields. Sungshin Women's University's Graduate School of Culture and Arts Industry has been newly rebranded as 'Korea's only graduate school leading integrated K-culture education', reflecting the global acclaim and demand for 'K-culture'. We aim to teach and spread the 'know-how for K-culture success'. We strive to nurture talents who will play the role of 'game changers' in the global cultural market through integrated education that brings together both Koreans and foreigners.
  
- In the industrial domain, the K-culture business field is currently being operated in an integrated manner. However, in the academic realm, its specific genres, such as K-movie, K-drama, K-music · dance, K-stage (theater, musicals, and other stage arts), and K-style, are established as individual departments. Therefore, there were no educational institutions to study the field in its entirety for those who wished to. Sungshin Women's University's Graduate School of Culture and Arts Industry is the first in Korea to offer integrated education in this field, adapting to the changing times and from a demand-centered perspective. This approach ensures convenience in academic pursuits, a multidimensional educational structure, and innovative content, offering a highly attractive learning experience.
  
- \* In Korea, education in the fields of culture, arts, and entertainment is currently divided into departments such as Journalism and Broadcasting/Communication, Theater and Film, Film Studies, Cultural Arts Management, and Cultural Content Studies. This makes it challenging for those interested to receive an integrated education. Sungshin Women's University's Graduate School of Culture and Arts Industry has taken the lead in breaking down these barriers.
  
- The demand for K-culture (K-movie, K-drama, K-music · dance, K-stage) education is trending towards integrated or unified education, not only in Korea but also abroad. In response to this, we offer an innovative curriculum. We boldly elevate K-culture fans to become 'Care Culture Content Planning and Management Experts'. Sungshin Women's University's Graduate School of Culture and Arts Industry, with the introduction of this new major, aims to lead in both academic and practical aspects of K-culture. It will emerge as the hub for integrated K-culture education and the nurturing of entertainment and content specialists.

#### 4. What are the features of the major curriculum?

- We provide integrated education across all areas of K-culture to nurture international-level experts equipped with a comprehensive understanding, insight, and capabilities in planning, execution, and management of the cultural industry and entertainment business. The detailed subjects are divided into mandatory and elective courses to enhance the ability for individuals to specialize in their chosen fields.

| Field                         | Courses Offered  |
|-------------------------------|--|
| K-Culture General             | History and Trends of K-culture, Artist and Art Psychology, K-culture Topic Research, K-culture Work Creation Workshop, K-culture Planning Workshop                            |
| K-Culture Business Management | Fame and Celebrity Marketing, K-contents Investment Theory, K-artist Management, K-webtoon · Booktoon Business, Analysis of K-culture Success Cases, K-culture Startup Seminar |
| K-Movie                       | K-movie Industry and Business, K-movie PR and Marketing, Film · Drama Playwriting Theory, Special Effects Production Theory, Media · Platform Business                         |
| K-Drama                       | Film · Drama Playwriting Theory, Media Content Planning Theory, Media · Platform Business, Special Effects Production Theory   |
| K-Stage                       | Arts Management Theory (focused on theater · performance venue management), K-stage Performance Planning Theory (musicals, plays)  |
| K-Music · Dance               | K-music Business Theory, K-music Concert Planning Theory, K-pop Dance Art Research   |
| K-Styling                     | Artist Styling Research, Special Effects Production Theory   |
| Research Skills               | Research Methodology, Thesis Writing I, Thesis Writing II  |

- Sungshin Women's University's full-time professors, who have extensively researched the sub-fields of K-culture (professors from the Graduate School of Culture and Arts Industry, the Department of Cultural Arts Management, Media Communication, Dance Arts, and Makeup Design), collaborate with esteemed external experts from the K-culture industry. This includes renowned film directors, film producers, drama producers, playwrights, K-pop agency managers, music producers, and special effects specialists, who join as adjunct professors. Together, they provide a compelling educational experience.
- In reflection of the global proliferation of K-culture and its rise as a central force in the world cultural market, we plan to enroll a diverse range of talents, regardless of nationality, ethnicity, gender, or age. Through active exchanges, research, and on-site learning, these students will cultivate their abilities. By strengthening regional and personal networking, they are expected to demonstrate top-tier capabilities in the fields of cultural arts and entertainment business.

## 5. How do I apply for admission?

- We are recruiting graduate students to enroll from May 2024 for the September of 2024. From then on, new students will be recruited once every spring and fall. Details on the recruitment period will be provided separately.
- New student admissions will be conducted through the "General Admissions" process. The characteristics and eligibility requirements of the admissions process are as follows.

|                           |                                   |   |
|---------------------------|-----------------------------------|---|
| <b>General Admissions</b> | Features                          | <ul style="list-style-type: none"> <li>• Applicants who have graduated (or are expected to graduate) from colleges or universities in South Korea or abroad, who have a strong interest in the major offered by this graduate school, or who are currently working in related industries and want to grow as experts by integrating theory and practice.</li> <li>• Executives at the level of company director or above in domestic companies, employees with training purposes, government-sponsored trainees, and top-tier artists recognized by the graduate school, both from South Korea and abroad.</li> </ul>   |
|                           | Eligibility and Target Applicants | <ul style="list-style-type: none"> <li>• Individuals who have graduated (or are expected to graduate) from a 4-year university recognized by South Korea or a foreign country, or those with equivalent or higher educational qualifications.               <ul style="list-style-type: none"> <li>- Employees working in entertainment companies, media outlets, cultural and arts-related companies, organizations, and associations that meet the above criteria, as well as artists engaged in arts and entertainment activities who can manage their academic schedules. This also includes employees from companies, institutions, and associations that have signed an MOU with the graduate school for educational cooperation.</li> <li>- Foreign nationals who meet the above criteria, or talented individuals of foreign nationality who are recommended by the government and institutions (such as the International Exchange Foundation, the Hallyu International Cultural Exchange Promotion Agency, and the Overseas Promotion Culture Foundation) for diplomatic cooperation and cultural exchange purposes.</li> </ul> </li> </ul> |

## 6. How do I enroll in courses, earn a degree, and graduate?

- The curriculum is operated with consideration to the wishes and requirements of prospective students. We respect the diversity of incoming students in terms of nationality, region, race, gender, and industry. Keeping in mind the convenience of learning, we offer a variety of core and elective courses. Instead of a five-semester system, we organize the program into a minimum of four semesters for 'offline classes', focusing on intensive education to minimize the duration of study (saving both time and tuition fees).
- To obtain a degree, after admission, students can choose one of three tracks: the Master's Thesis Track, the Project Track, or the Coursework Track. Graduating students will be awarded a master's degree upon successfully passing the final evaluation of their chosen track. This means students have the option to choose one of the three available

tracks. After completing a basic 24 credits, a 'final outcome assessment' is conducted for each track. For the Master's Thesis Track, students are required to write an academic thesis. For the Project Track, students present their art work or creation. For the Course Track, students present a project proposal.

① **Thesis Track:** Complete 24 credits + Write a master's thesis (Passing the thesis review is a requirement for the degree).

(The thesis should be on a topic within the major field of study and is reviewed by a committee of three members, including both internal and external reviewers.)

② **Project Track:** Complete 24 credits + presentation of artwork planning and production (Must achieve at least 80 points in the presentation).

(The criteria for project presentation and evaluation are separately determined by the department. A committee of three members, including both internal and external reviewers, evaluates the project.)

③ **Coursework Track:** Complete 30 credits (24 regular credits + an additional 6 credits + present and submit a content planning proposal with a score of at least 80 points being a requirement for degree attainment).

(The criteria for creating and submitting the content proposal are set by the department, and it is evaluated by a committee of three members, consisting of both internal and external experts from the relevant field.)

## 7. What is the specific curriculum or course structure?

- 26 courses totaling 62 credits offered.
- Depending on the number of students (new, currently enrolled, on leave), courses are flexibly organized around mandatory subjects each semester.
- History and Trends of K-culture, K-music Business Study, K-movie Industry and Business, K-artist Management, Fame and Celebrity Marketing, K-culture Startup Seminar, Artists and Artistic Psychology, etc.

※ For detailed curriculum, please refer to the website (to be launched soon).

## 8. If you have any additional inquiries, where should you contact?

- Please direct your inquiries to the Graduate School Office of the University of Cultural Industry and Arts (Department of Cultural Industry and Arts).

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