

Department of Beauty Industry



Academics

The Beauty Industry Department aims to foster creative professionals in the beauty sector by providing integrated education in specialized knowledge, aesthetic development, and theoretical and practical training. The curriculum covers foundational studies in cosmetics, dermatology, and makeup, while enhancing applied skills in areas such as marketing, trend analysis, and design. Through specialized practical training, the program aims to improve practical techniques and cultivate the ability to explore new genres and expand the concept of creative beauty. Industry-connected educational programs strengthen competitiveness, producing talented individuals capable of succeeding in global markets in China, Vietnam, Hong Kong, Malaysia, Europe, and the Americas.

Educational Goals

- Cultivate versatile professionals with specialized knowledge and competitiveness.
- Train artist experts with planning skills and artistic sensibility for leadership in the beauty industry.
- Develop creative beauty industry experts with a balance of theory and practical skills.
- Foster beauty industry professionals with global competitiveness.

Students Envisioned

- A creative and interdisciplinary global talent equipped with expertise and artistic skills to lead the beauty industry.

Faculty



Prof.	Han, Ji Soo
Field	Make-up, Color Science
Office	Woonjung Campus B Hall #629
Tel.	+82 2-920-7847
Email	jisupretty@sungshin.ac.kr



Prof.	Park, Cho Hi
Field	Dermatology, Cosmetics
Office	Woonjung Campus Pavillion Hall #918
Tel.	+82 2-920-2648
Email	chohi@sungshin.ac.kr



Prof.	Hwang, Sun Hee
Field	Special Effects Make-up
Office	Woonjung Campus Pavillion Hall #911
Tel.	+82 2-920-2647
Email	phdsfx@sungshin.ac.kr



Prof.	Li, Jing
Field	Stage/Special Effects/Beauty Make-up
Office	Woonjung Campus Pavillion Hall #912
Tel.	+82 2-920-2646
Email	jing1213@sungshin.ac.kr





Curriculum Freshman

Area	Course Code	Course Name	Course Description	Semester	Credit
Core Major	PB000300	Analysis of Beauty	This course provides an introduction to the fundamental fields of beauty studies—such as skincare, hair, makeup, nail care, and beauty management—while cultivating the essential knowledge and qualities required for students to begin their path as beauty professionals.	1 st	3
	PB000400	Basic Make-up	By understanding makeup majors and beauty terminology, learning basic conversational expressions, and learning terms such as skin and hair, we aim to improve our ability to communicate with foreign customers in the beauty field.		2
	PB000500	Dermatology	This course explores the structure and functions of the skin, common skin conditions, and diseases of the skin appendages, while discussing effective approaches to maintaining and managing healthy, beautiful skin.		3
	PB001300	Basic Hair Styling	Learning basic styling techniques to create various fashion looks with hair and knowledge of styling techniques using appropriate tools, equipment, and products.		2
	PB000100	Basic Beauty Chinese	Learning and understanding the basics of Chinese, conversational expressions, and basic beauty jargon.	2 nd	2
	PB000600	Cosmetology	Learn the basic and general contents of cosmetology, acquire knowledge related to cosmetic chemistry used in the skin care industry, and learn about health and safety aspects of chemical products. It also introduces basic chemistry and explores its specific applications.		3
	PB000700	Beauty Illustration	In order to study illustrations that can express makeup well, understand the lines and surfaces of the human body and face, learn how to use tools and expression techniques, and systematically learn technical expression methods and application skills of illustration based on detailed descriptions. Learn artistic makeup illustrations using various expression materials.		2
	PB000800	Basic Aesthetic	As a basic step in skin care for facial care, learn the correct knowledge and skills for facial care, including basic product knowledge, appropriate disinfection and hygiene, skin analysis, cleansing, mask, and manual massage.		2



Curriculum Sophomore

Area	Course Code	Course Name	Course Description	Semester	Credit
Core Major	PB000900	Intensive Beauty Chinese	After learning basic Chinese, students will understand beauty terminology and learn basic conversational expressions, as well as terms such as skin and hair, to improve my ability to communicate with Chinese customers in the beauty field.	1 st	2
	PB001000	Intensive Beauty English	By understanding makeup majors and beauty terminology, learning basic conversational expressions, and learning terms such as skin and hair, we aim to improve our ability to communicate with foreign customers in the beauty field.		2
	PB001100	Body Care Aesthetic	Learning the skills, you must know as an esthetician, learn the correct knowledge and skills required for full body care as a basic step using manual techniques. And you will learn to prescribe and apply practical full body care according to counseling techniques and physical condition.		2
	PB001400	Advanced Make-up	Developing your skills as a professional makeup artist by learning how to express and direct makeup according to the flow of popular trends and various situations.		2
	PB001500	History of Beauty	Through fashion and culture, we can actually learn about the characteristics of that era, region, and foresee trends that will come back as time goes by. Learning overall beauty industry trends, including makeup and hairstyles, to understand the rapidly changing beauty industry since the 20th century.		3
	PB001600	Public Health & Sanitary	Introducing basic knowledge of public health and hygiene essential for various beauty service fields, businesses, and beauty therapists. It also explores the skills and knowledge required to achieve and maintain high safety when performing tasks at work.		3
	PB004500	Beauty Nail	The course consists of educational content that allows you to maintain healthy and beautiful nails by learning the necessary techniques and theories. After learning the beauty nail curriculum, we can apply designs that fit the TPO and concept.		3



Curriculum Sophomore

Area	Course Code	Course Name	Course Description	Semester	Credit
Core Major	PB001200	Applied Hair Science	Learning about the growth and structure of hair. Hair science learns about the structure, function of the skin and the growth, structure of hair, and the chemical action of hair dressing about skin development and the structure. Learning about the significance of hair on the human body by understanding the elements that form the hair root and hair shaft from hair development and their respective functions.	2 nd	3
	PB001700	Beauty Chromatics	Learning the beauty color sense, applying basic color theory to demonstrate your aesthetic sense, and having the opportunity to check your knowledge and practical skills. We learn to plan beauty colors considering trends and functionality, and development of color adaptation skills.		3
	PB001800	Period of Theme Make-up	Learning the popular makeup of each era and developing the skills of a professional makeup artist by creatively expressing the culture and icons of that new trends era.		2
	PB002000	Perfume & Aromatherapy	Fragrances are a mixture of various organic substances, each with a unique odor, that have a mood-boosting effect. All substances with odor have the ability to vaporize, and whether the substance is liquid or solid, it changes into a gaseous state and reaches the nose. In the course, students study cosmetic-related substances such as perfumes, lotions, and soaps, as well as various fragrances used in many industrial products such as detergents, polishes, leather, and rubber.		3
	PB002100	Image Making	It is a course that develops the ability to diagnose the most basic of makeup, hair, and fashion, which colors suit an individual body image. It cultivates basic theory, practical skills, knowledge, and professional manners required of a beautician, and internal personality along with external impression.		2
	PB004300	Beauty Creator	By cultivating more professional beauty creators through systematic learning from differentiated planning skills to execution. The educational content is structured to become a convergence subject linked to various subjects such as makeup, cosmetics, and marketing.		2
	PB004400	Practical Hair Styling	Based on the theory and practice acquired in basic hair styling, upstyle, and hair design subjects. The educational content is structured to enable theoretical application and practical hair styling to enable hair styling suitable for a specific concept.		2



Area	Course Code	Course Name	Course Description	Semester	Credit
Advanced Major	PB002200	Production of Cosmetics	Build the diverse academic knowledge needed to make cosmetics and develop technical skills to keep up with rapidly changing market demands. Thus, we explore technology and knowledge to achieve convergence between various disciplines in cosmetics, which is developing as a discipline.	1 st	2
	PB002300	Aesthetics of Color Coordinate	The meaning of coordinate is 'equal' or 'coordinate, integrate'. When used in fashion terms, it means combining two or more things into one sense, adjusting, or integrating. We will learn aesthetic application skills that consider overall harmonious styling and color combination and harmony.		2
	PB002500	Component of Cosmetics	With professional knowledge to choose mild and safe cosmetics that are right for you, the powders, one of the foundational materials in cosmetics, has evolved under the name of nanotechnology to support cosmetics technology. First of all, cosmetics include basic cosmetics, color cosmetics, body cosmetics, etc. It can be divided into cosmetics for skin, hair, scalp, mouth, and fragrance. Students will learn the ingredients used in cosmetics and why they are needed.		3
	PB002700	Media Makeup	We learn practical techniques from beauty makeup and basic special makeup to implement on-site results through concept planning and analysis of various media such as movies, advertisements, photos, and viral advertisements. Thus, We create a practical makeup plan that matches the production planning intent.		3
	PB002800	Hair Design	Through theory and practice, we create various hair designs and train students in creative hair design abilities that match the overall style.		2
	PB002900	Stage Make-up	General makeup expresses the natural personality and makes the performer look neat and tidy rather than using artificial makeup like a news anchor or show host. Stage makeup involves selecting makeup tools according to the characteristics of the theater and play. Light and dark effects are used putty, glue, wigs, and facial hair.		2
	PB003700	Medical Esthetic	As medicine and beauty converge, the medical aesthetics industry is gradually growing. Systematically and effectively understand areas that require medical skincare knowledge, such as acne and aging management. We aim to gain an understanding of the job duties of those working in the skin care and medical service industries, as well as acquire character and dignity that are important in social life.		2



Area	Course Code	Course Name	Course Description	Semester	Credit
Advanced Major	PB003000	Functional Cosmetology	Functional cosmetics are a field in which consumer interest is growing, including products that help whiten the skin, products that help improve skin wrinkles, products that help improve skin elasticity or help protect the skin from ultraviolet rays, etc. The cosmetics market is growing in popularity and it is an essential study to understand.	2 nd	3
	PB003100	3D Character Design	By using the basic special makeup process to create and transform parts of the face using prosthetic appliances, we learn materials and techniques that cannot be learned in general beauty makeup to design and implement 3D characters. It is based on training that allows you to directly use the created implants, including life casting, sculpting, coloring, and makeup.		3
	PB003200	Human Anatomy & Physiology	Acquire biological and chemical knowledge of the human body and develop a general understanding of the structure of the human body and the functions of the skin, including keratinized tissues.		3
	PB003300	Cosmetics QM (Quality Management)	Quality control is a comprehensive activity which provides products including goods and services that satisfy customer needs at a low price. Learn in depth about how to control after learning basic cosmetology, cosmetic ingredients, functional cosmetics, and quality control is performed when actual cosmetics are distributed in the market.		3
	PB003400	Beauty Marketing & Management	It provides an opportunity to understand the characteristics of the beauty market. It provides to analyze and research selective approaches in practicing as a salon manager how such things can contribute to the successful operation of the salon and the use of a guidance collection system for target setting and service evaluation. Also, it provides opportunities to research and control service quality, customer management, and analysis of public health and hygiene procedures.		3
	PB003600	Art Make-up	Art makeup involves practicing creative and fantastic works of fantasy makeup and body art makeup using the beautiful human body, various materials, and techniques.		2



Area	Course Code	Course Name	Course Description	Semester	Credit
Advanced Major	PB003800	Psychology of Make-up	The history of makeup began with the history of mankind and continues to this day. We aim to reveal the fundamental and perceptual psychological principles of makeup and explain the basic psychological principles of makeup and the aesthetic instinct of humans to become beautiful. In line with the trends of the times, we analyze information about makeup methods to look prettier in media such as the Internet, magazines, and TV.	1 st	3
	PB003900	Final work & Exam	Graduation work is done in the form of an exhibition, and is a required subject that is evaluated through graduation work and graduation thesis in the first semester of the fourth year. Graduation is possible only after meeting all qualification requirements and standards set by the department.		3
	PB004600	Advanced Customizing Cosmetics	This course is required to acquire a national certification as a customized cosmetics dispensing manager. Students learn about cosmetics law, cosmetics manufacturing and quality control, safety management of distributed cosmetics, and understanding of customized cosmetics.		3
	PB004000	Prosthetics Special Effects Makeup	The content is structured so that you can learn the latest technologies which are continuously being developed in Hollywood. It is structured so that you can learn the latest techniques released by Hollywood, such as 3D transfer, encapsulated silicone, and tattoo transfer.	2 nd	2
	PB004100	Beauty Trend Seminar	By identifying and analyzing trends in the domestic and international beauty market, you can improve your adaptability to the field when getting a job, learn the necessary practical skills and theory, and develop your own brand or start-up process. The goal is to provide customized education tailored to the needs of consumers by learning various education and market situations through team guidance based on theory and practical application techniques for the diversity of the beauty field.		3

Curriculum Roadmap

Career Field	Professional Researcher	Cosmetics Industry	Make-up Artist
Major Competency	Educator Professionalism	Professionalism in the Beauty Industry	<ul style="list-style-type: none"> Professionalism in Make-up Artistry Professionalism in Special Effect Makeup, Stage Makeup
Freshman	<ul style="list-style-type: none"> Analysis of Beauty Cosmetology 	<ul style="list-style-type: none"> Analysis of Beauty Dermatology Cosmetology 	<ul style="list-style-type: none"> Analysis of Beauty Basic Make-up
Sophomore	<ul style="list-style-type: none"> Applied Hair Science Perfume & Aromatherapy 	<ul style="list-style-type: none"> Public Health & Sanitary History of Beauty Image Making 	<ul style="list-style-type: none"> Advanced Make-up History of Beauty Period of theme Make-up
Junior	<ul style="list-style-type: none"> Produce of Cosmetics component of Cosmetics Functional Cosmetology Cosmetics QM(Quality Management) Advanced Customizing Cosmetics 	<ul style="list-style-type: none"> Produce of Cosmetics component of Cosmetics Functional Cosmetology Cosmetics QM(Quality Management) Advanced Customizing Cosmetics 	<ul style="list-style-type: none"> Media Makeup Stage Make-up 3D Character Design Art Make-up
Senior	<ul style="list-style-type: none"> Final work & Exam Beauty Trend Seminar 	<ul style="list-style-type: none"> Psychology of Make-up Final work & Exam Beauty Trend Seminar 	<ul style="list-style-type: none"> Prosthetics Special Effects Makeup Final work & Exam
Recommendations for Other Majors / Elective	<ul style="list-style-type: none"> General Biology Organic Chemistry 	<ul style="list-style-type: none"> General Biology Service Design Introduction and Practice Organic Chemistry Global Communication 	<ul style="list-style-type: none"> Fashion Illustration Illustration
Recommendations for Extracurricular Education Programs	<ul style="list-style-type: none"> Reality and Application of Cosmetics 	<ul style="list-style-type: none"> Reality and Application of Cosmetics 	<ul style="list-style-type: none"> Creative Image Editing
6 Core Competencies	<ul style="list-style-type: none"> Global Citizenship Knowledge Inquiry Communication 	<ul style="list-style-type: none"> Global Citizenship Knowledge Inquiry Communication 	<ul style="list-style-type: none"> Creative Fusion Artistic Sensibility Autonomous Implementation
Related Occupations	<ul style="list-style-type: none"> Scholar, Professor, Research Specialist, Instructor 	<ul style="list-style-type: none"> Corporate Researcher, Technical Specialist, Planner, Public Relations and Advertising Manager, Cosmetic Chemical Engineering Technologist, Cosmetic Developer, Perfumer 	<ul style="list-style-type: none"> Makeup Artist, Beauty-related Researcher, Hair Designer, Stylist, Skin Care Specialist, Aromatherapist, Nail Artist, Beauty Editor, Beauty Creator, Special Effects Makeup Artist, Stage Makeup Artist



Curriculum Track

● **Beauty Industry Start-up Track**

Track Description	By cultivating trends and expertise in the beauty industry, entrepreneurs in the beauty industry with start-up practical capabilities will be nurtured through discovery and specification of start-up ideas and start-up practice.			
Curriculum	Area	Semester	Course Name	Credit
	1	1	Dermatology	3
	2	2	Public Health & Sanitary	3
	2	2	Beauty Chromatics	3
	3	1	Beauty Marketing	3
	3	2	Cosmetics QM (Quality Management)	3
	4	1	Psychology of Make-up	3
	4	2	Beauty Trend Seminar	3
	General Elective	1, 2	Beauty start-up theory	3
	General Elective	2	Start-ups and career exploration	3
	Total			27

● **Cosmetics Industry Track**

Track Description	This track is designed to provide fundamental theories and practical skills in cosmetics, enabling students to obtain the essential national certification for Customized Cosmetics Formulation and Management required in the cosmetics industry. The goal is to nurture talented professionals through this track.			
Curriculum	Area	Semester	Course Name	Credit
	1	1	Analysis of Beauty	2
	1	1	Dermatology	3
	1	2	Cosmetology	3
	2	1	Public Health & Sanitary	3
	2	2	Beauty Chromatics	3
	3	1	Produce of Cosmetics	2
	3	1	Component of Cosmetics	3
	3	2	Functional Cosmetology	3
	3	2	Cosmetics QM(Quality Management)	3
	Total			25



Curriculum Track

● **Make-up Artist Track**

Track Description	This track aims to provide both theoretical knowledge and practical skills in makeup, enabling students to obtain essential national certifications for employment. Through this program, we aim to cultivate makeup artists equipped with the necessary qualifications for the professional field.			
Curriculum	Area	Semester	Course Name	Credit
	1	1	Analysis of Beauty	3
	1	1	Basic Make-up	2
	2	1	Advanced Make-up	2
	2	1	History of Beauty	3
	2	2	Period of theme Make-up	2
	3	1	Media Makeup	3
	3	1	Stage Make-up	2
	3	2	3D Character Design	3
	Total			20

● **Beauty Industry Customer Analytics Track**

Track	Beauty Industry Customer Analytics			
Curriculum	Area	Semester	Course Name	Credit
	3	2	Customer Behavior	3
	3	1	Data Science 1	3
	3	2	Data Science 2	3
	3	2	Beauty Marketing & Management	3
	4	1	Psychology of Make-up	3
	Total			15



Sungshin Women's University Department of Beauty Industry

- Address, Mia Woonjung Green Campus / 55, 76 ga-gil, Dobong-ro, Gangbuk-gu, Seoul (01133)
- Website, <http://www.sungshin.ac.kr/insbeauty/index.do>
- Email, mudesign@sungshin.ac.kr
- Tel, +82 2-920-7458(7918)

