Woosong University

Guide to International Undergraduate Programs

Developing Global Leaders in the Era of Industry 4.0

www.wsu.ac.kr/en

OAE
WOOSONG UNIVERSITY

Awarding Bachelor Degrees in:

Business Administration
(SolBridge School of Business — AACSB Accredited)

Global Management

Human and Digital Interface (HADI)
With specializations in Artificial Intelligence, Cognitive Science, and Data Science

AI and Big Data

Hotel Management

Global Culinary Arts

Restaurant and Entrepreneurship

Media and Communication Arts

K-Beauty Design

K-Pop Arts Management

Self Design Major

Global Hybrid Dual Degree (M.E.T.A.)

Introduction

Woosong University is a specialized university, providing curricula based on practice and theory. The University is ranked as an autonomous, top-tier university by the Korean Ministry of Education. We currently boast more than ten international programs offered entirely in English. Since the establishment of the University in 1995, Woosong has signed more than 400 Memorandums of Understanding (MOU) with universities and institutions in more than 60 countries. Collaborative programs include joint research, dual degree, student exchange, and study abroad, among other applications.

Woosong belongs to a larger group of education institutions under the Woosong Educational Foundation, including Woosong University, Woosong Information College, Woosong Language Institute, Seodaejeon High School, Woosong High School, Woosong Middle School, and several other institutions.

Our University currently boasts three international schools: SolBridge International School of Business, Endicott College of International Studies, and JW Kim College of Future Studies. The University also has an additional four schools/colleges including College of Railroad Transportation, College of Digital Media, College of Hotel and Culinary Arts, and College of Health & Welfare.

Woosong University is the university of choice for overseas students due to our large international student body, extensive international faculty, and delivery of programs, which are both theoretical and practical. All of our programs prepare students for rapid employment upon graduation.

Business Administration (AACSB Accredited)
SolBridge International School of Business

Nurturing the Next Generation of Global Business Leaders and Entrepreneurs with an Asian Perspective

The BBA program is in our SolBridge International School of Business (AACSB accredited) and is a practical and international program designed to help students develop the fundamental business and management skills needed to kick-start their careers. BBA students build academic foundations for developing a successful career by learning key business concepts in their first and second years. In their third and fourth years, students can pursue one of five specializations (Finance, Management and Entrepreneurship, Marketing, Technology and Innovation, or Data Analytics) or complete a non-specialized general BBA degree. They also can pursue a minor in a foreign language (Korean, Chinese, or Japanese). Students are provided co-curricular opportunities to practice their acquired knowledge and engage in industry-related activities for a smooth and efficient transition into their careers.

Students gain a further competitive edge through our Global Challenge Program, where all students take part in an exchange program, an internship, or a capstone project. The BBA program is designed to help discover and develop the career goals of each of our students. Students may choose one of the five Career Tracks where they are presented with opportunities and activities directly relevant to their area of interest and meet Track Advisors who provide counseling tailored to their career goals and individual needs. Our BBA program graduates can be found in diverse industries, including banking, financial management, marketing, entrepreneurship, accounting, and general management.

Learning Outcomes

- Integration of business knowledge with a focus on Asian economies and their evolving relationships
- Participation in internships with leading-edge technological businesses
- A global perspective in teaching and research in the most dynamic arena of the world economy
- In-depth exposure to languages and cultures of East Asia
- Exposure to a multi-cultural environment while studying in an English language medium

Career Prospects

Graduates have pursued an international career in various industries in Korea as well as overseas. Below are some of the careers our alumni have pursued.

- Program Manager
- Financial Analyst
- Blockchain Specialist
- Procurement Specialist
- Financial and Tax Consultant
- Expat Recruitment Coordinator
- International Marketing Consultant
- Business Development Manager
- Digital Marketing & Communications Specialist

At the end of the first year, students can choose one of the five Career Tracks below, receiving support from faculty advisors dedicated to each track.

SolBridge BBA Career Tracks	
Overseas Job Placement	Students graduate with the goal of getting a job overseas. This Track helps students develop skills and experiences relevant to finding a job outside of Korea.
Korean Job Placement	Students complete their studies with the goal of finding employment in Korea. This Track guides students to accumulate skills and qualifications (language skills, work-related experience, activities, certificates) to make them attractive candidates for Korean employers.
Dual Degree Program	Students spend 2-3 years studying with us and 1-2 years at a partner institution. Under this Track, students focus on satisfying all dual degree requirements and ensure they are prepared to succeed at the destination country/institution.
Global Master's Degree	Students graduate and then continue their studies to pursue a Master's Degree at another institution. Under this Track, students focus on building skills and experiences (research, GMAT, etc.) necessary to be accepted and complete studies at a graduate institution.
Entrepreneurship	Students spend the duration of their studies on campus and learn how to start up or expand their own business or a family business. This Track focuses on building the skills needed for running one's own business.

Global Management
Cultivating Global Leaders in International Business for Industry 4.0

Understanding international business in the era of Industry 4.0 requires new knowledge of emerging practices & theory. Our program prepares competent, knowledgeable leaders to excel in meeting tomorrow's challenges.

Our Global Management program provides a broad education in the global business world to ensure competency in the variety of responsibilities and tasks that new graduates require. Our program looks to cultivate experts for the New Southern Region, which is emerging as a new growth engine for the world economy. We provide practical training courses to give students a sense of what it's like in the field; such as ASEAN business practices, international relations, and business practices curriculums developed with local mid-sized companies.

As the world grows smaller and technology becomes an ever-present part of our daily lives, new graduates must become proficient in digital technologies and global diversity. For this reason, students in Global Management learn programming languages, foreign languages, international management, and subjects related to international relations, ASEAN business practices, and interactions with local, mid-sized businesses.

Our program focuses on providing students with the knowledge and skills necessary to work in an international environment. Our overseas internship program creates opportunities for students to experience first-hand the importance of what they have learned. This program is taught entirely in English by international faculty members who have enjoyed successful careers in their respective fields.

Global Management ensures students are able to lead, manage, and execute, as well as develop, implement, and communicate cutting-edge ideas and creative solutions. The convergence of the skills they develop gives them the best possible preparation to work anywhere around the world.

Learning Outcomes

- International Business Communication Skills
- Learning of Diverse Cultures and Business Practices in Various Countries
- Understanding Global Convergence Through Theory and Practical Experience
- Knowledge of Global Administration and Management Skills
- Competency in a Foreign Language
- Development of IT Knowledge and Data Analytics Fundamentals using Python
- Meeting the Challenges of Start-Ups in Today's Complex Business Environment
- Prepared for the Challenge of Industry 4.0

Program Highlights:

- 100% English for all courses
- Required major and Liberal Arts lectures in IT specialization for understanding programming languages and securing certifications
- Second foreign language track to strengthen international competency (Chinese, French, or Vietnamese)
- Special entrepreneurship education courses available (starting in 3rd year) with 1:1 mentoring by professors specializing in business start-ups, development of start-up ideas, and a one-year intensive program to experience a start-up from the CEO's standpoint

Careers and Opportunities

- E-Business-related SOHO Startups
- Financial Institutions and Securities Businesses
- Domestic and Foreign Large Corporations and Trading Companies
- American Certified Public Accountant (AICPA)
- Logistics and Distribution Companies
- Consulting-related Companies
- Trade Associations
- International Organizations
- Domestic and Overseas Sales

Major Courses	
Freshmen	Management Terminology, Introduction to Economics/Accounting, Basic IT Skills, General Education courses, Intensive English Program
Sophomore	Introduction to Business Analytics, Practical Business Python, Project Management, Consumer Behavior, Public Speak and Effective Consulting, Management Statistics, Principles of Marketing
Junior	Data Analytics for Management, Digital Marketing, Advanced Decision Making Models, Management Information System, Corporate Finance, Operations Management, Global Marketing and Consumer Cultural
Senior	Social Entrepreneurship, Global Supply Chain Management, Global Human Resource(HR) Practices, Managerial Accounting, Global Leadership and International Studies, Marketing Strategy and Research, CSR and Business Ethics, Strategic Analysis of a Company

Human and Digital Interface (HADI)
Cultivating Future Leaders Focusing on
Artificial Intelligence · Cognitive Science · Data Science

Innovative programs to enable flexible learning in diverse environments which transcend learning boundaries to develop future industry leaders!

The Human and Digital Interface program transcends the boundaries of the traditional academic experience in terms of both location and curriculum. Students study in multinational campuses and gain the knowledge and practical experience necessary for success in the tech-driven industries of the future. Using an on/off-line hybrid learning platform, students learn as an international team, applying their technological skills and knowledge to find solutions to real-world problems.

With the utilization of online learning technology, students can learn not only from Woosong professors but also from leading faculty and industry experts from around the world. Our program provides Minerva-type virtual classes in three areas of specialization: Artificial Intelligence, Cognitive Science, and Data Science.

Our Artificial Intelligence specialization provides the tools for understanding and applying AI technology to the industries of the future. AI is radically changing both our economies and our societies, in much the same way as the invention of electricity did. In short, AI is quickly becoming the language of the future. People who can understand and use this technology will become the leaders most sought after in the fields of both business and science.

Our Cognitive Science specialization aims to provide essential, in-depth knowledge for understanding the human mind and its interactions with modern technology. As technology becomes ever more integrated into our daily lives, it becomes vital to understand how humans interact with technology, and, conversely, how to design technology that interoperates intuitively with humans. Cognitive science gives leaders and engineers the tools to do just that.

Our Data Science specialization is designed for visionary leaders who want to harness the incredible power of data. In every area of business and society, we are seeing an exponential increase in the data that we generate. The industries of the future will be built by leaders and engineers who can effectively understand and mine this data so as to better serve the customer, to better develop new products, and to better optimize the business process.

| Major	Career Prospects
Artificial Intelligence	AI Software Analyst and Developer, Mobile App Developer, Game Programmer, Robotics Programmer, Machine Learning Engineer, Research Scientist, Business Intelligence Developer.
Data Science	Data Architect, Data Engineer, Business Intelligence Developer and Manager, Data Analyst, Business Analyst, Data Scientist.
Cognitive Science	Market Researcher, Product Designer, User Experience Designer, Marketing Communications Coordinator, Software Developer and Engineer, Social Media Strategist

Curriculum for Specializations		
Artificial Intelligence	Data Science	Cognitive Science
Year 1 Thinking Intelligently, Self Understanding & Ethics, Understanding of Human Behavior, Python I & II, Linear Algebra, AI for Business, Self-Designed Project, Drucker's Management and Leadership, Global Economic Systems, How Technology Shapes Society, Basic Statistics, Basic Algorithm		
Year 2 English I & II/Korean I & II, Effective Communication, Algorithms and Data Structures, Discrete Math and Mathematical Reasoning, Introduction to Database, Computer Science & Programming, Statistics & Probability, Data Mining, Introduction to Computer Vision, Natural Language Processing, Object Oriented Design and Programming, Special Subject I: Lab Experience, Special Subject II	English I & II/Korean I & II, Calculus Data Ethics, Intro to Computer Science, Intro to Python for Data Science, Statistics & Probability, Intro to Algorithms & Data Structure, Big Data Fundamentals, Data Protection & System Security, Intro to Software Engineering, Special Subject I: Lab Experience, Special Subject II	English I & II/Korean I & II, Calculus Foundations of Cognitive Science, Intro to Programming, Intro to Python for Cognitive Science, Statistics & Probability, Fundamentals of Computer Science, Intro to Algorithms & Data Structure, Database Systems, Data Ethics, Special Subject I: Lab Experience, Special Subject II
Year 3 English III & IV/Korean III & IV, Artificial Intelligence, Machine Learning, Machine Vision, Signal, Speech & Image Processing, Automated Reasoning, Intermediate Deep Learning, Software Engineering, Parallel Programming, Computer Animation & Visualization, Special Subject III & IV	English III & IV/Korean III & IV, Machine Learning, Fundamental Techniques for Data Analytics, Database System, Data Science in Real Life, Deep Learning, Data Modeling, Data Transformation, Data Visualization Computational Thinking for Problem Solving, Special Subject III & IV	English III & IV/Korean III & IV, Machine Learning, Computation in Cognitive & Information Science, Intro to Artificial Intelligence, Programming Language, Computational Thinking for Problem Solving, Deep Learning, Computer Vision, Robotics Science and System, Human-Computer Interaction, Special Subject III & IV
Year 4 Business Communication, Applied Machine Learning, Robotics, Human AI Interaction, Intelligent Autonomous Robotics, Advanced Vision, Special Subject V, Consulting Skill Program, Consulting Practice	Cloud Computing, Bayesian Statistics, Data Mining & Analytics, Data Optimization, Data Classification, Consulting Skill Program, Consulting Practice	Behavioral Decision Making, Perception, Machine learning and Data Mining, Algorithms for Sensor-Based Robotics, Advanced Natural Language Processing, Consulting Skill Program, Consulting Practice

AI and Big Data
Bringing Clarity & Understanding of Modern Technology

Our program brings clarity and understanding of Artificial Intelligence, Big Data Analytics and Industry 4.0. Teaching students to apply the knowledge gained for successful job placement is our ultimate goal. Don't be left behind, join our program today.
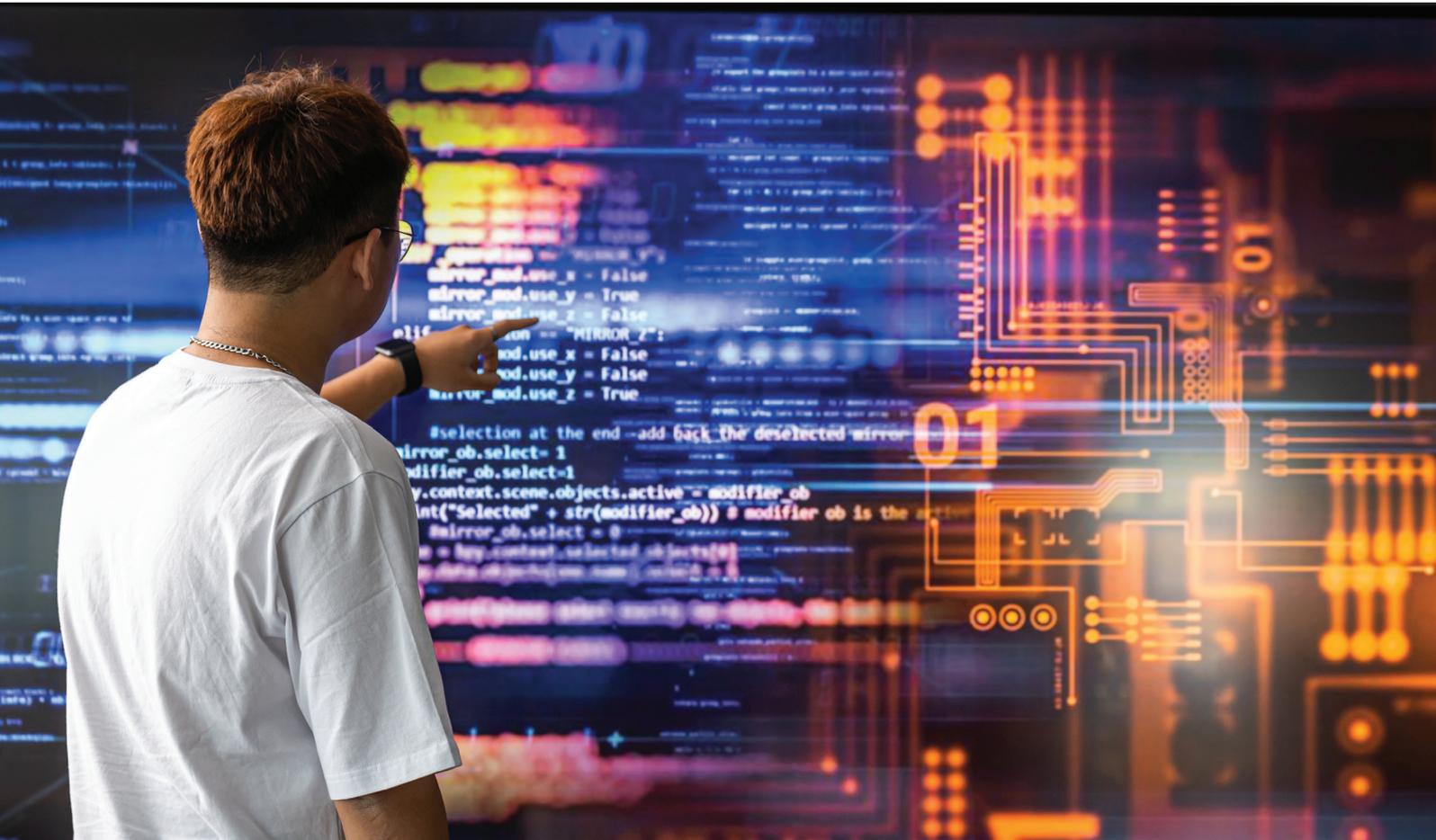
As the world continues to get smaller, the need for technology-based jobs has increased exponentially. Our AI and Big Data program boasts a curriculum that provides a solid foundation for current technological developments and beyond in the ever-changing world of technology. Our AI and Big Data program provides students with the knowledge and skills necessary for a deep understanding of the latest and most innovative technologies, with a specific emphasis on Industry 4.0.

Students will be fully versed in the analysis, design, and implementation of today's most current advanced technological knowledge to prepare them for the intense job market.

Our AI and Big Data program is one of the only all English IT programs within Korea. Being located in one of the most advanced IT countries in the world gives students the opportunity to develop and enhance their understanding and knowledge. Industry partnerships strengthen your chances to gain employment after graduation by providing opportunities for real-world experience. With our new 4LAB Research Institute, students will participate in progressive research, focused on Data Science and Artificial Intelligence. All of these opportunities give graduates a competitive edge when they enter the job market after graduation.

Skills Learned

- An understanding of computer hardware & software
- Critical thinking in problem-solving
- Relevant programming in a variety of languages
- Create/maintain a web and mobile app programming system solution
- Create/design system solutions using computing theory/programming principles
- Utilization of AI technologies/solutions for business scenario applications
- Use of a range of algorithms for HCI including computer vision/speech recognition
- Understanding of capabilities/limitations of current HCI technologies and some algorithms
- Proficiency with statistical analysis and data management
- Utilization of professional statistical software for business-related data analysis
- Application of data science concepts/methods to solve problems in real-world contexts and communicate solutions effectively

Program Highlights

- Curriculum focuses on applications of AI and big data analytics on top of SW and IT foundations
- Project based learning through project participation opportunity in 4LAB research center
- Government authorized SW colleges
- International faculty with specializations in AI, big data analytics, and Industry 4.0
- Korea's advanced IT gives extraordinary chance to study modern applications and tech

Potential Career Paths

- Software developer
- Web developer
- Computer programmer
- IOS/Android developer
- IOT architect
- Robotics engineer
- Data analyst
- Data engineer
- Data scientist
- AI engineer
- Cyber security expert
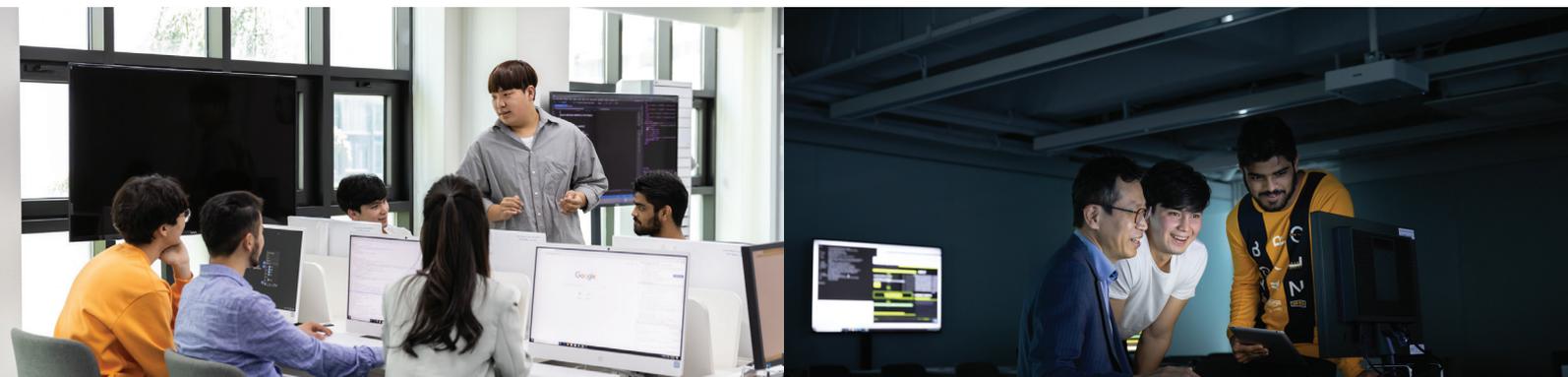
Specialized Courses	
Artificial Intelligence Applications	Introduction to Machine Learning, AI in Industry4.0, Deep Learning, Autonomous Vehicle, Natural Language Processing, Computer Vision, Cognitive Science, AI in Digital Healthcare
IT infrastructure	Introduction to Computing System, Linear Algebra, Data Structure, Algorithm
Logical thinking and SW programming	Statistics, Data Base, Object Oriented Programming, SW Engineering, Operating System, Cloud Platform, Principles of Blockchain Technology, Information Security in Industry4.0
Big data analytics	Introduction to Data Analytics, Data Visualization, Big Data Platform, Advanced Big Data Tools
Problem-Solving	Freshman Capstone Project, Capstone Project

Hotel Management
Educating Hotel Management Leaders with International Practical Experience

As the world shrinks and the hotel and tourism industries boom,
a career in Hotel Management should be your priority!

The Hotel Industry has always been an industry that relies heavily on the interactions that take place between its employees and its guests. Today, well-trained hospitality professionals are in demand more than ever, especially in the Asia Pacific Region, where many areas are developing into new and exciting tourist destinations. Our Hotel Management program molds students that are passionate about the industry into highly skilled professionals.

Unlike other programs in Korea, our curriculum focuses on an American-European style of education, taught 100% in English. To provide top-quality management education, we have benchmarked our programs against prestigious hospitality and tourism universities around the world. While some of these programs focus on base-level skills required for entry-level positions, others concentrate on providing their students with conceptual management skills needed later in their careers. Our program is uniquely designed to equip students with both the skills necessary to quickly find employment while still providing them with the foundation they will need later in their careers.

Our partnerships with industry greats like the Hilton Group, the Hyatt Group, and Sheraton Hotel and Resorts, which combined with our unique curriculum gives graduates a competitive edge when working in luxury hotels, on cruise ships, or in the meetings and events industry (MICE). Intern in countries like Saipan, China, Guam, Portugal, or Australia and create opportunities for employment after graduation. These industry leaders hold our alumni in high regard due to their ability to comfortably interact with both guests and employees from around the world. This ability is a direct result of the multi-cultural nature of our campus environment. Students have the opportunity to work with classmates that have diverse backgrounds and must learn to cooperate to achieve their goals.

Learning Outcomes

- Collaborate with multinational teams on various projects
- Operationalize specific international industry standards
- Recognize differences regarding regional industry practices
- Identify and adhere to the cultural norms of various regions
- Manage and administer the various international regulations
- Gain practical experience through classroom training and internships

Program Highlights:

- An International faculty that provides students with a global perspective
- A program that utilizes an American/European approach to higher education
- A multicultural environment that helps students learn to form relationships with people from diverse backgrounds
- A wide variety of job placement opportunities in South Korea as well as internationally with well established brands
- Training from industry professionals that understand the real-world challenges that you will face in this dynamic industry
- Guest speakers from both partner schools around the world, as well as industry

Career Track	Specialized Courses
Hotelier	Introduction to the Hospitality Industry, Service Management in Hospitality and Tourism Industry, Hospitality Property MGT Systems, Opera, Human Resource Management in Hospitality and Tourism
F&B / Catering	Fundamentals of Food and Beverage, Dynamics of Tourism, Food and Beverage Services, Customer Relationship Management in the Hospitality Industry
MICE Industry	MICE Management, Hospitality Law and Health & Safety Regulations, Project Management
Marketing / Management	Basic Accounting in Hospitality Industry, Tourism Geography and Economics, Hospitality Customer Behavior and Insight, Digital Marketing in the Hospitality Industry

Global Culinary Arts
Asia's Most Recognized Program in Culinary Arts

Creating great cuisine is more than intuition or a gut feeling. Aspiring to be a great chef requires knowledge learned from experts who can teach you to be the best you can be. Join us! Our program is rated the best in Korea - maybe, the best in Asia!

We believe that all good Chefs should be able to cook a variety of cuisines, so we have created a comprehensive culinary program that combines the best of European and Asian cooking with hands-on skills development. The skills you acquire in our Global Culinary Arts program lay the groundwork for your future as a Michelin star chef.

You will work with leading culinary brands from countries like France, Germany, Switzerland, Hong Kong, Singapore, and the Emirates. Our diverse international faculty teach and give you hands-on experience in our state-of-the-art kitchens and classrooms. Inside the kitchen and classrooms, you will have access to modern, cutting-edge culinary applications found at five-star hotels and in top-class foodservice operations all around the world.

Our curriculum is presented entirely in English and prepares students for employment and leadership in the culinary industry with invaluable practical experience. Our students learn about more than food preparation; they also study business operations, restaurant management, wine and spirits, communications, and customer service so you can one day operate your own kitchen or restaurant. Students can also earn certifications in several specialized industry programs. Qualified students may participate in a practical six-month incubation experience in our on-campus premier Staricco Café.

Our million-dollar, state-of-the-art kitchens are unlike any other facility in the region. Students in our Culinary Arts program are eligible to transfer to our Institut Paul Bocuse program, one of the world's leading Culinary Arts Management Schools, in the Spring after they have completed one full year of study.

Learning Outcomes

- Authentic food and recipes from around the world
- International Cuisine Techniques
- Application of current culinary industry trends
- Focus on fundamental skills, knowledge and qualities needed to be global professionals
- Understanding of Kitchen/Hotel operations

Program Highlights:

- Global instructors and professors with depths of industry expertise and international experience
- State-of-art culinary facilities and utilization of top-class products and authentic ingredients
- Industry partnerships and connections with premium global brands
- Competitive internship program (placement location and availability depend on visa restrictions and student capability)
- 3-week intensive hands-on practical block schedule
- Eligible to transfer to our Institut Paul Bocuse Culinary Arts Management program

Potential Career Paths

- Chef (resorts, hotels, restaurants, cruise ships, catering and banquet)
- Food and beverage product sales and marketing
- Menu developer and consultant
- Culinary educator
- Food journalism - writer or critic
- Food logistics coordinator
- Restaurant owner
- Franchise operator or owner

Specialized Courses	
Global Chef	Culinary Fundamentals, Intro to Kitchen Management, Western Cuisine, Food & Wine Paring, Global Breakfast, Banquet & Special Functions
Pastry & Bakery Chef	Introduction to Baking & Pastry, Introduction to Wine & Spirits, Baking & Pastry Cafe Operation, Food & Wine Paring, Contemporary Plated Desserts
Owner/Chef	A la Carte Menu Préparation, Korean Cuisine, Meat & Seafood Fabrication, Garde Manger, Health & Dietary Cuisine, Modern Korean Cuisine
F&B Management	Commissary Operation, Cafe Operations, Intro to Entrepreneurship & Marketing, Human Resource Management, Food Service Finance & Accounting, Concept Implementation Project

Restaurant & Entrepreneurship
Developing Successful Future Restaurant Entrepreneurs

Join us to Collaborate, Make an Impact, and Empower Yourself.
The possibilities are endless!
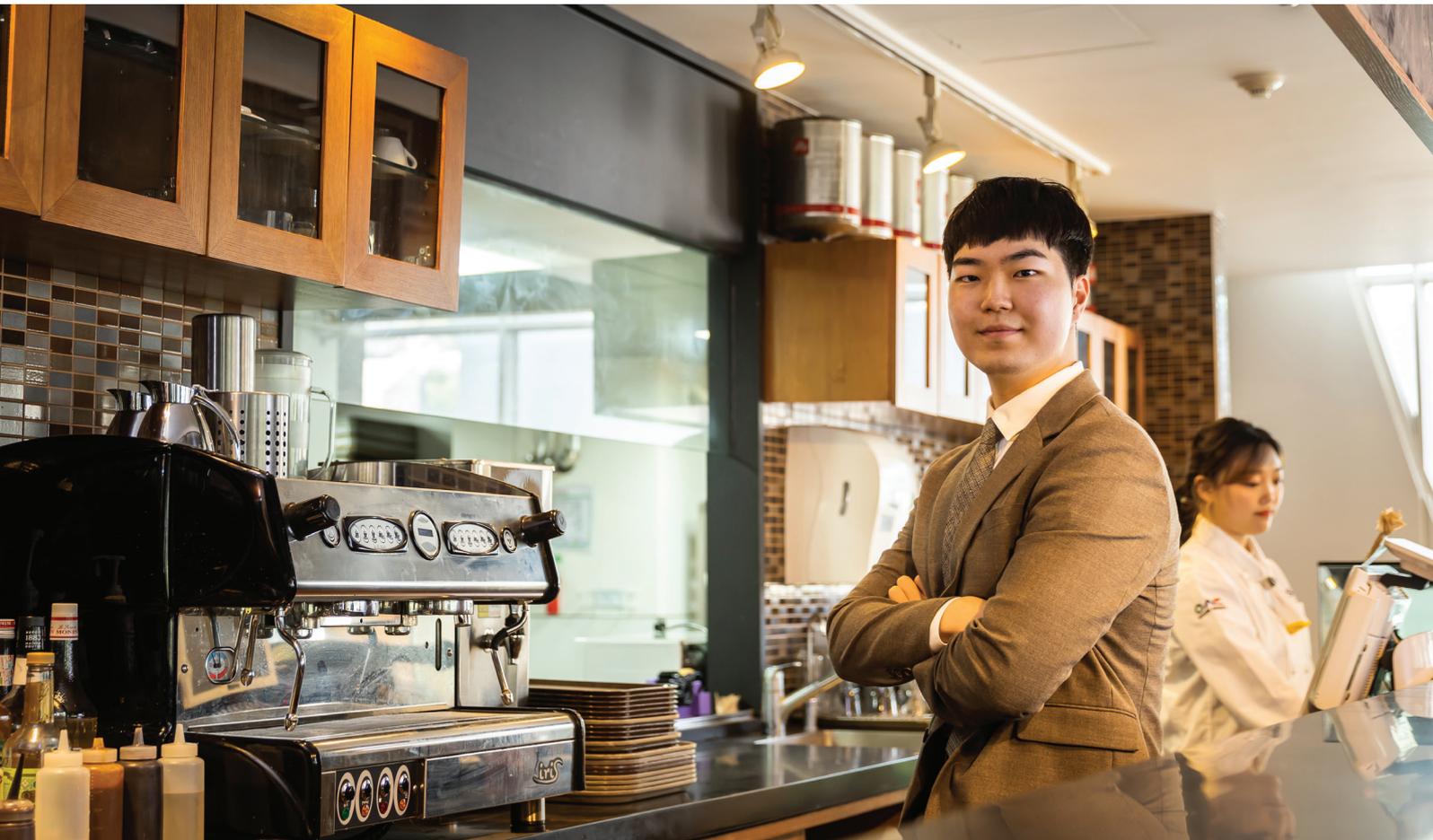
The food and beverage business has exploded in recent years, giving rise to opportunities for those who have the right training and ambition. The Global Restaurant and Entrepreneurship program provides a unique combination of food & beverage service, business, and social entrepreneurship. We prepare students to access the continually growing industry by mastering the technical foundations of the culinary field while developing essential leadership and managerial skills in areas such as marketing, branding, finance, innovation, and development.

Our curriculum is rooted in a global perspective where you will develop confidence in your ability to manage business finances and learn critical operational functions like menu design, income statement analysis, pricing, margin analysis, supply chain management, guest service processes, and employee engagement and performance. You will hone your culinary expertise in practical classes where we have industry-standard equipment. The Restaurant & Entrepreneurship program gives best practices knowledge and the all-important ability to adapt to a changing environment.

Challenging projects and conversations with industry experts, entrepreneurs, and financiers will give you the insight and confidence to kick-start your own project and define the future of the food and beverage industry. Our university and industry partnerships around the world give you access to experiences that are invaluable to you as you begin to enter the job market.

Graduates are prepared for the diverse opportunities in the food and beverage industry. They will understand the concepts, strategies, and practical skills necessary for managing or even owning & operating a food business; such as food trucks, quick-service eateries, upscale restaurants, coffee bars, beverage establishments, or virtual service ventures.

Skills Learned

- Business Management
- Customer Relationship Management
- Services Marketing
- Entrepreneurial Skills
- Franchising and Brand Management
- International Service Standards and Service Skills
- Culinary Fundamentals
- Innovative Technologies
- Human Resource Management

Program Highlights

- Curriculum designed to match international industry requirements and standards
- Experiential education opportunities in state-of-the-art facilities designed for restaurant and culinary arts
- Dual-degree education programs with Institut Paul Bocuse in Lyon, France & CETT School of Tourism, Hospitality and Gastronomy in Barcelona, Spain
- Industry-based practical experience and internships
- Global employment opportunities

Potential Career Paths

- Restaurant Manager or Owner
- Franchise Manager or Owner
- Food or Beverage Concept Developer
- Operations Manager
- Purchasing Manager
- Beverage Manager
- Food or Beverage Sales Representative
- Food Public Relations Specialist
- Culinary Trendologist
- Recipe Tester and Developer
- Wine Sommelier

Specialized Courses	
Restaurateur Management	Intro to Entrepreneurship, Creative Menu Practice, Marketing for Food and Service Industry, Entrepreneurship 3: Finance, Restaurant Layout and Design, Customer Relationship Management in the Hospitality Industry
Food Related Industry	Escoffier, Culinary Fundamentals, Korean Cuisine, Creative Catering and Event Planning, Wine and Food Tourism, Modern Asian Cuisine
Beverage Industry	Intro to F&B Management, Contemporary Issues and Strategies in Food and Beverage Management, Advanced F&B Service Skills and Technology, Wine Sommelier, Food & Wine Paring and Sonic Senses, Specialty Coffee

Media & Communication Arts
Creating the Korean Wave in Media and Communication Arts

The Korean world of Digital Media and Broadcasting is fast-paced and exciting. We invite you to join us and take part in this rapidly evolving and dynamic digital media industry.

Korea has established a global reputation with the Korean Wave (Hallyu), music, TV dramas, movies, and the exportation of its cultural economy, including K-pop. The Korean world of Digital Media and Broadcasting is fast-paced and exciting. We invite you to join us and take part in this rapidly evolving and dynamic digital media industry.

In our Media and Communication Arts program, you will learn the fundamentals and apply your skills to work within the broadcast, film, and entertainment industries. With access to professional quality equipment, our students bring their stories to life. Our faculty have professional credentials to support the development of your creative ideas. After completion of our program, you will be uniquely qualified in multi-platform media for today's online, always-connected world.

Our curriculum has an even balance of theory and practical experience that prepares you for employment globally. You will get to show your passion, creativity, and unique vision to direct and produce fresh media content that serves the artistic, cultural, educational, and informational needs of the community. Since our program is taught entirely in English, you will be able to be employed and work all over the globe.

Graduates will be ready for careers in broadcasting, film, and online media and be prepared to work in the ever-expanding global media and cultural industries. Students will bring a unique skill set to companies as quality professionals with an understanding of the "Korean Wave."

Learning Outcomes

- Expert Korean Wave analysis
- Production of Media and cultural content
- Cinematography and editing
- Knowledge about broadcasting and film producing
- Online media management
- Insights on global and digital convergence
- Screenwriting and scriptwriting
- Planning, directing storytelling

Program Highlights:

- Professional quality instructional laboratories including a 3D and HD multi-camera television studio, an array of field production equipment, post-production workstations
- Focus on training leaders for multi-channel network fields
- Knowledge of media content in production in Korea and within global media companies
- Individual lectures from top-level media professionals (directors, producers, etc.)
- Critical theory & creative practice leading to MCN content production, consumption, circulation, performance & Business
- Currently one of the only departments in Korea that offers English taught programs in this field

Potential Career Paths

- TV and drama production
- Professional entertainment staff
- Culture & media department administrator
- Content business planner
- Cultural/movie critic and analyst
- Screen/scriptwriter
- Korean wave industry expert/performer/marketer
- Cinematographer
- Broadcasting
- Film & Entertainment industries
- Cable and online media professional
- Video and audio production expert

Specialized Courses	
Video Contents	Photoshop & Illustrator, Applied Media Aesthetics, Visual Storytelling Advanced Project, Advanced Project Workshop, Digital Newsroom Practice, Global Culture Industry
Digital/Online Media	Photoshop & Illustrator, Applied Media Aesthetics, Visual Storytelling Advanced Project, Advanced Project Workshop, Digital Newsroom Practice, Global Culture Industry
Hallyu (Korean Wave) Industry Expert	K-Pop Content Production; Understanding Korean Wave; Social Media & Big Data Analysis; K-Pop Sound Design; Drama Production; Master Class

K-Beauty Design

Fostering Total Beauty Industry Experts with Special Knowledge of Korean Beauty

Korea is setting beauty standards around the world. Our goal is to educate graduates who are motivated and ready to take K-Beauty to the world.

With the Korean Wave becoming more prominent throughout the world, K-Beauty is growing into one of the most exciting new areas in beauty design. Master Korean professional techniques and cosmetics to pursue a promising career in Beauty Design with a specialization in K-Beauty.

Our K-Beauty Design program is taught entirely in English and looks to foster total beauty industry experts by implementing theoretical, practical, and technological training for hair, makeup, nail art, and skincare. Gain foundational knowledge in beauty routines, professionalism, and ethics. Also, learn the secrets of the K-Beauty field through a comprehensive understanding of K-Beauty techniques and brands in addition to in-depth training of total beauty principles. Our K-Beauty Design program goes beyond basic skills. Your education includes theory and skills to comprehend the industry as a whole and anticipate upcoming trends.

Through beauty practice and theoretical classes, graduates possess the skills and knowledge that allow you to grow into a total beauty industry expert with planning skills and a distinctive knowledge of the Korean Beauty industry and standards. These skills will allow you to become a true professional and allows you to develop into a beauty designer, artist, marketer, entrepreneur, or influencer.

Learning Outcomes

- Theoretical and hands-on in-depth training of total beauty
- Exclusive K-Beauty cosmetic brand knowledge
- Knowledge of foreign cosmetic brands
- K-Beauty Professionalism and Ethics
- K-Beauty Entrepreneurship Skills

Potential Career Paths

- Makeup Artist
- Hair Designer
- Nail Artist
- Stylist
- Skin Therapy Artist
- Beauty Influencer
- Cosmetics Beauty Marketer
- Beauty Coordinator
- Beauty Salon Management
- Start-up

Major Courses	
Freshman	Basic Hair Cut, Basic Makeup, Beauty Illustration, Creative Thinking Techniques, Basic Nail Art, Basic Aesthetic, Beauty Color Content
Sophomore	Advanced Makeup, Aesthetic Practice, Internet & Social Network Marketing, Hair 3D-Shaped Art, Public Health, Beauty Art Theory
Junior	3D Make-up Simulation, Advanced Beauty Hair, Advanced Nail Beauty, Beauty Teaching Materials and Methods, K-Beauty Marketing, Physiology Anatomy
Senior	K-Beauty Cosmetic Merchandising, Logic and Reasoning, Creative Beauty Content, Digital Beauty Illustration, Total Beauty Creative Practice, Makeup Artware, Global Cosmetics

K-Pop Arts Management
Managing the Music Industry with Special Knowledge of K-Pop

Preparing students to organize and manage music organizations especially in K-pop arts, operations, facilities, and personnel.

Behind the success of all K-POP artists on stage are a lot of people with different roles: potential star searching team, managing and record producing A&R, distributors, concert planners, marketers, and fan managers. What kind of skills are needed for these positions? Could you be one of them? With the growth of "Hallyu," the Korean Wave, there is a growing demand for personnel who can organize and manage music organizations, especially for those who specialize in K-Pop Arts and operations for the international market.

Our K-Pop Arts Management program gives our students an understanding of global art culture through practical learning experiences taught by professors who have a global vision of the popular arts industry. Our faculty have worked with Korean broadcast companies, like KBS and SM Entertainment, and Korean entertainment groups, like EXO and Seventeen. Our uniquely all English program prepares you with knowledge of professionally producing content for various platforms to manage in the entertainment industry. Our graduates with their specialized knowledge of the Korean Wave industry will be uniquely qualified for positions in promotion, marketing, and entertainment management/production, or look to create your own art-culture start-up.

Learning Outcomes

- Theoretical and hands-on in-depth training of total beauty
- Exclusive K-Beauty cosmetic brand knowledge
- Knowledge of foreign cosmetic brands
- K-Beauty Professionalism and Ethics
- K-Beauty Entrepreneurship Skills

Potential Career Paths

- Advertising, Public Relations, and/or Digital Marketing in corporation for art & culture content
- Concert / Exhibition planning
- Online content planning / producing
- Concert director
- Casting director
- Stage director / Stage engineer (digital stage included)
- Online contents planner/creator
- Manager of businesses related to international entertainment agencies
- Entrepreneur in the art/culture field

Key Content	
Art-Culture	Understanding art-culture from diverse backgrounds Developing talents in music, dance, composing, video, or other areas
Digital-Based	Data analysis and utilization Producing and editing digital contents Understanding technology and digitalization
Art Management	Digital marketing and E-commerce Intellectual property management Entrepreneurship and management
Basic Skills	Intensive language education (English) Global integration through international cooperation Gaining hands-on experience through collaborating within the industry

Self Design Major
Design a degree that fits your career goals

Some of our strongest students find that no one traditional major fully meets what they want to study.

The aim of our Self Design Major is to provide a path for Woosong University students to achieve a level of competence similar to that of students in any of our regularly-offered undergraduate majors, in an academic area of their own design. This major allows you to explore and design a degree that fits your unique goals for the future.

The responsibility for design and execution of the major lies with students. In your first year, you explore all of your interests and are not bound to any specific department's requirements. This gives you the power to know exactly what interests you and what path you want to pursue. At the end of your first year, you develop and present a unique degree by selecting areas of interest to combine and create your own individualized degree. This gives you the ability to build a program that is right for your future.

Students accepted into the Self Designed Major can pursue his or her own course of study deeply, culminating in a senior presentation or seminar regarding the academic course design and achievement. Self Design proposed degrees must differ from any established major at Woosong University.

Design Your
Own Degree

• After your first year, you determine your academic interests, choose either a BBA, BS, or BA degree module, and then select areas of interest to combine.

B.B.A. Degree

Culinary Arts Management

Restaurant and Entrepreneurship

Hotel Management

K-Pop Management

Global Management

B.S. Degree

AI and Big Data

Railroad and Transportation Management

B.A. Degree

Media and Communications
+ K-Pop Management
+ Global Management

* Work with Module 1 but at least 48 credits need be taken at the Media and Communications Department

Combine course work in several disciplines or pursue a specific topic in depth within or across disciplines. You need to choose a degree module and pursue it until graduation. If you would like to change the degree module then it needs to get approval by the advisory committee and you may need to start from the second year.

YOU CREATE THE IDEA. WE HELP MAKE AND GUIDE YOU ON THE PATH. THEN YOU MAKE IT HAPPEN.

Combine Hotel Management and Culinary Arts for a degree designed towards Hotel Culinary Management. Focus on Media Communications and K-Pop Management for a degree designed for K-Pop Media Management. If you can dream it, we will help make it happen.

Global Hybrid Dual Degree (M.E.T.A.)

Unique online program that provides the best of online and traditional learning that is designed to cultivate the talents necessary for future social success.

Helping student get a jump start on their university careers with a unique online program that transitions to a traditional degree.

Some students entering college know exactly what they want to do with the rest of their lives. On the other hand, some are still growing and changing. Uncertainty is common and you don't have to wait before you begin your post secondary schooling.

The Global Hybrid Dual Degree program at Endicott College of International Studies is a unique online program where you study online for the first two years, and then have the ability to transfer these credits to complete your degree in person. Global Hybrid Dual Degree is designed to let you explore several different concentrations while still acquiring university credit from the comfort of your own home. Take lectures and gain credits in prerequisite classes required for many degrees. In your fourth semester, highlight a specific field and receive pre-major courses within that discipline as you prepare to transfer to Woosong's main campus or one of our global partners. Focus in the areas of Business & Social Science, Software & IT, or Engineering & Science.

Learning Outcomes

- Gain university credits as you explore multiple degree tracks
- Acquire credit online for first 2 years
- Transfer to a traditional campus for final 2 years
- Newly Renovated Education Platform
- Affordable tuition

Potential Career Paths

- Accountant
- Business Development Manager
- Financial Advisor
- Business Analyst
- Software Engineer
- Computer System Analyst
- Big Data Scientist
- Cloud Computing Engineer
- Electrical Project Manager
- Mechanical Design Engineer
- Principal Engineer

Key Content

Business & Social Science	Microeconomics, Introduction to Accounting, Principles of Marketing, People and Organizations, Psychology for Business, Sociology for Business
Software & IT	Discrete Math and Mathematical Reasoning, Introduction to Algorithms & Data Structure, Introduction to Database, Computer Programming with Python, Object-oriented Design and Programming, Principles of Machine Learning
Science & Engineering	Physics (Applied Physics), Chemistry, Principle of Fluid Dynamics, Principle of Thermodynamics, Engineering Mathematics, Statistics: Understanding Data Analysis for Engineer and Scientists

Estimated Annual Program Tuition Fees
(Actual fees will not vary by more than 5%)

Program	Annual Tuition (USD)
Business Administration (SolBridge School of Business – AACSB Accredited)	$10,074
Global Management	$6,400
Human and Digital Interface	$10,074
AI and Big Data	$7,416
Hotel Management	$6,400
Global Culinary Arts	$7,992
Restaurant and Entrepreneurship	$7,992
Media and Communication Arts	$7,416
K-Beauty Design	$7,650
K-Pop Arts Management	$6,400
Self Design Major	$6,400
Global Hybrid Dual Degree (M.E.T.A.)	$3,840

Annual tuition does not include room & board, activity fee, books, or other cost of living expenses.
Tuition fees may vary 5% or less.

For more detailed information on all our programs, student life, how to apply, etc.
please visit our website at:
www.wsu.ac.kr/en

Application Deadlines:
Spring Intake: Jan 15
Fall Intake: July 15

Why Study in Daejeon, South Korea

- 5th largest city and known as the 'Silicone Valley' of Korea
- Living costs 40% lower than in Seoul
- 50 minutes to Seoul by high-speed train
- Centrally located – travel to any part of Korea within 2 hours
- Variety of leisure activities for a balanced student life
- Vibrant expat community
- Large university student population in the city

Seoul

Daejeon
(Woosong University)

The Woosong Advantage

- Accredited as a top-tier autonomous university
- Large international student and faculty population
- Excellent, affordable living conditions
- Safe & secure environment
- The home of K-pop & Korean drama
- The most progressive specialized university in Korea
- Located near numerous Start-up & entrepreneurial business centers
- Multiple student clubs to enrich & complement the education experience

- Study in English with Opportunity to Learn Korean language and culture
- Other Asian language courses available as electives
- A wide selection of Internships at well-branded properties
- Excellent placement opportunities
- Scholarships from 30% to 70%
- On campus dormitories
- Student Exchange, Study Abroad, Joint Degree Programs

WOOSONG UNIVERSITY

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www.wsu.ac.kr/en