



# HANYANG UNIVERSITY

## Hanyang ERICA Summer School

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## 2018 HESS Course Syllabus

Course Information	Course Title(Eng)	Past and Future K-POP	Course Category	Elective Non-Major (General)
	Course Title(Kor)	K-POP의 과거와 미래		
	Credit-Lecture-Lab	3 credits-4.5 hrs-0 hrs	Course Restrictions	None
	College/School	International Summer School(ERICA)	College/School Responsible	FOREIGN EXCHANGE PROGRAM(Y0000341)
	Meeting Times	10 Classes	Electronic Attendance	No

Instructor Info	Department	Department of Culture Contents	Name	Professor Kenneth Kim
	Contacts	010 8578 9067	E-mail	kenkim@hanyang.ac.kr
	Homepage			
Course Type	Teaching Method			

Course Description	This course is an exploration of K-Pop, Korean Popular Culture not limited to music, but including drama, food etc. Students will explore K-Pop from many different perspectives, how it was recognized globally and how became the Pop Culture. Also, the future of the K-Pop will be predicted visioning the present position.
Course Objectives	Define and discuss the elements of Korean popular culture. Understand the history of K-Pop and elements of the success Analyze various forms of Korean popular culture and critically examine the impact the culture
Notice for Students	The attendance and active participation is needed whether in class or at outside of the class.

Textbook	No.	Title	Author	Publisher	ISBN	Price(KRW)

Evaluation	Evaluation Criteria	Percentage(%)	Evaluation Criteria	Percentage(%)
	Attendance	10%	Quiz	
	Assignments	20%	Mid-term Exam	
	Discussion		Final Exam	
	Team Project	40%	Participation	30%
	Other			Percentage(%)
	Total 100 %			



Daily Lecture Plan and Assignments	Day	Title	Activity
	1	Orientation	Course orientation, What is Case Study?
	2	K-Pop History	The Past and Present of K-Pop
	3	East Asia Pop Culture	The Globalization of East Asian Pop Music
	4	Samsung Everland	Samsung Everland – Diversification Strategy
	5	Everland	Theme Park Tour
	6	Lady Gaga	Lady Gaga
	7	YG Entertainment	YG Entertainment
	8	CJ E&M	CJ E&M Creating K-Culture in the U.S.
	9	Study Tour	Entertainment Agency
10	Final Presentation	K-pop related topic	