

College of Culture and Social Sciences

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URL: <http://yculture.jnu.ac.kr>

■ Division of International Studies

- Department of English
- Department of Japanese Studies
- Department of Chinese Studies

■ Division of Global Business

- Major of International Trade and Commerce
- Major of Global Business

■ Department of Logistics and Transportation

■ Division of Culture Contents

- Department of Multimedia
- Department of Electronic Commerce

■ Department of Culture and Tourism Management

■ Affiliated Research Centers

- Yi Sunshin Marine Culture Research Center
- Information Technology Research Institute
- East Asia Institute

Division of International Studies

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■ What is International Studies?

The Division of International Studies provides a solid background in regional studies and an understanding of foreign languages for students who aspire to be international experts of the 21st century.

■ Division of International Studies at Chonnam National University

The Division of International Studies offers comprehensive interdisciplinary courses related to global concerns in English, Chinese, and Japanese. With a remarkable combination of faculty, staff, programs, and state-of-the-art facilities, the division provides the best education possible for motivated students who aspire to be international leaders of the 21st century.

Considering these educational objectives, the division offers a variety of programs ranging from overseas language study and internships to special lectures for employment.

■ Professors

- YoungSoon Cho, Ph.D.
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- Jin-hee Song, Ph.D.
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■ Degree Requirements

Students are required to earn 130 credits. Students may normally earn 18 credits per semester (up to 21 credits in exceptional cases). Students are also required to pass a graduation exam and demonstrate proficiency in a foreign language.

■ What Do You Study?

English Studies Major Courses

Understanding English & Americans (3)
World Englishes (3)
Survey on British Literary Works (3)
English Grammar (3)
Tour Guide English (3)
Media English (3)
Practical English (3)
English Sentence Structure (3)
English Pronunciation 1 (3)
Introductory English Linguistics (3)
English Conversation 1 (3)
British & American Drama (3)
English Listening Comprehension (3)
English Vocabulary (3)
English Conversation 2 (3)
Survey on American Literature (3)
Culture of American Society (3)
Understanding of British and American Poetry (3)
Cultural Background of the English Language (3)
English Semantics (3)
English Conversation 3 (3)
English Composition (3)
Literature and Film (3)
Business English 1 (3)
Understanding British and American Novels (3)
English Discourses (3)
English to Korean Translation (3)
History of English (3)
Business English 2 (3)
Essay Writing in English (3)
Presentation English (3)
Reading English Prose (3)
English Syntax (3)
Environmental Writings (3)

Current English (3)
Practice of Practical English (3)
Topics in English Linguistics (3)
Interview English (3)

Chinese Studies Major Courses

Chinese for Beginning (3)
Understanding of Chinese Culture (3)
Basic Chinese conversation (3)
Elementary Chinese vocabulary (3)
Exposition of Chinese classics (3)
Chinese Grammar (3)
Basic Chinese Conversation 2 (3)
Reading Comprehension on Ancient Chinese Words (3)
Trip to Chinese Literature (3)
Chinese Reading Comprehension (3)
Intermediate level Chinese conversation (3)
Practice of Chinese Listening (3)
Intermediate Chinese vocabulary (3)
History of Exchange in east and west culture (3)
Chinese Learned via Film (3)
Appreciation of Chinese Classical Poetry (3)
Intermediate Chinese Conversation 2 (3)
Special Course in Chinese Language Study (3)
Beginning level HSK (3)
History of Chinese Literature (3)
Selective reading on Chinese current affairs (3)
Advanced Chinese Conversation (3)
Chinese composition1 (3)
Strolling through Chinese History (3)
Intermediate level HSK (3)
Appreciation of Chinese Classical Prose (3)
China and Overseas Chinese (3)
Reading Chinese Literature (3)
Chinese composition2 (3)

Chinese Translation and Interpretation (3)
 Understanding of Chinese philosophy (3)
 Tourism Chinese (3)
 Understanding the Chinese Economy (3)
 Reading Chinese Newspaper (3)
 Chinese Politics and Diplomacy (3)
 Special Course in Chinese Regional Study (3)
 East Asian Regional Study (3)
 Chinese Interview Practice (3)
 The Culture of Chinese Tea and Healing (3)
 Practical Trade Business Chinese (3)

Japanese Studies Major Courses

Japanese Literature and Sensitivity with Media (3)
 Japanese for Practice (3)
 Beginner for Japanese conversation1 (3)
 Introduction to Japan Study (3)
 Japanese Grammar 1 (3)
 Beginner for Japanese conversation2 (3)
 Tourism Japanese Exercise (3)
 Japanese Grammar 2 (3)
 Japanese Listening Exercise (3)
 Japanese Pre-modern History (3)
 Beginner's Japanese Conversation (3)
 Modern Japanese History and Relationship between
 Korea-Japan (3)
 Japanese Culture Reading (3)

Japanese Phrase Practice (3)
 Intermediate Japanese conversation1 (3)
 Beginner's Japanese Composition (3)
 Practical Japanese (3)
 Japanese Reading Comprehension (3)
 Intermediate Japanese Composition (3)
 Intermediate Japanese Conversation2 (3)
 Japanese Document Preparation for Employment
 (3)
 Modern Japanese politics and society (3)
 Advanced Japanese Composition (3)
 Advanced Japanese conversation (3)
 Business Japanese (3)
 Understanding of Japanese Economy (3)
 Contemporary Japanese society and popular culture
 (3)
 Japanese of Current Topics (3)
 Japanese literature Storytelling and Cultural
 Tourism industry (3)
 Expert in Japanese Translation Exercise (3)
 Japanese interview for business communication (3)
 Business practice between Korea and Japan (3)
 Journey to Japan based on culture and heritage (3)
 Understanding of Japanese Study (3)
 Appreciation of Japanese theater and art (3)
 Special Lecture on Contemporary Japanese (3)

■ Careers

Students who have successfully completed the Division programs have worked for leading companies such as GS Caltex, Yecheon NCC, Kumho PandG, LG Petrochemical Plant, Honam Oil Company, BASF, Kwangyang LST, Suncheon Carf, Lotte Hotel, Doobee Trade Company, Cam Zone Trade Company, J&D International, Incheon International Airport, and POSCO. Many graduates have worked as school teachers, public officers, interpreters, tour guides, flight attendant and professional translators.

Division of Global Business

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■ Division of Global Business

The Division of Global Business aims to produce talented people with an international sense to lead the era of globalization based on the international society and global management. Also, we cultivate global talents with business and economics knowledge, trade practice and foreign language skills. Our division composes majors in international trade and global business, and focuses on nurturing global business talents who could be advantageous for employment and start-up through differentiated international management, economy, trade practice and global business courses and scholarship support.

In the first year of the Division of Global Business, students take the liberal arts courses and the basic courses of Division of Global Business. As students advance to the second year, they select one major from International Trade and Global Business to study in-depths for each major.

■ Major of International Trade and Commerce

A major in International Trade and Commerce is a practical discipline that includes both theoretical and practical knowledge. The International Trade and Commerce Major aims to help students understand rapidly changing trade environments at home and abroad and to foster professional trade personnel with the qualities to enhance Korea's status as the center of global trade. A major in International Trade and Commerce is based on the vision to pursue excellence in education with an aim to cultivate experts in international business management and international economic activities. Graduates are equipped with expertise relating to global business, both in theory and in practice. They are capable of applying such expertise to growing their problem-solving skills in the real world and contributing innovatively to society or organizations for which they work.

■ Major of Global Business

A major in Global Business was established to provide an education related to Korean language and culture for international students, as well as theory and practice of global business to facilitate employment for domestic and foreign students. The major aims to nurture global business professionals who can contribute to the development of national and regional economy in the global era. In this major, students cultivate an ability of theoretical analysis on business, economy, international relations, language and culture, and they acquire global business manners and marketing knowledge. As a curriculum, students learn about

Business Trade English, Marketing Principles, International Relations Theory, Popular Culture Theory and more as major basics. Also, as major advanced, they will learn about Global Society and Korea, International Business Strategy, and Comparative Culture Theory and more courses regarding Global Business. Graduates can contribute to organizations in the global business field, such as civil servants, business-related public and state institutions, as well as entering domestic and foreign graduate schools.

■ Professors

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- In-hye, Lee, Ph.D
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■ Degree Requirements

Students are required to take a total of 130 credits to graduate: 27 credits from cultural studies courses, 3 credits from required cultural studies courses, 21 credits from core major courses, and more than 39 credits from elective major courses. Students are also required to submit a thesis (or acquire a certificate regarding the business field) and demonstrate proficiency in English.

■ What Do You Study?

■ Division of Global Business Courses

Introduction to International Trade (3)
Introduction to International Business (3)
Introduction to Economics (3)

■ Major of International Trade and Commerce Courses

International Business (3)
International Finance (3)
Business Communication (3)
Business and Management in East Asia (3)
Distribution and Inauguration of Trading Companies (3)
Practical Letter of Credit (3)
Principles of Accounting (3)
Asian Culture and Business (3)
International Finance (3)

International Manner and Overseas Areas Studies (3)
Microeconomics (3)
Electronic Trade Simulation (3)
Trade English (3)
Case Studies of Global Companies (3)
Principles of Marketing (3)
International Tourism Economics (3)
International Commerce (3)
International Political Economy Seminar (3)
Money and Banking (3)
Macroeconomics (3)
International Trade Practice (3)
International Negotiation and Business Contract (3)
International Marketing Strategy (3)
Verbal Expression in English for International

Commerce 1 (3)
 Verbal Expression in English for International
 Commerce 2 (3)
 Verbal Expression in English for International
 Commerce 3 (3)
 Verbal Expression in English for International
 Commerce 4 (3)
 Corporate Finance Policy (3)
 International Economics (3)
 International Logistics and Exhibition Convention (3)
 International Business Strategy (3)
 International Trade Seminar with CEOs(Capstone
 Design) (3)

■ Major of Global Business Courses

Principles of Accounting (3)
 Strategic Management (3)
 Business Statistics (3)
 Globalization (3)
 Global Business Korean (3)
 Research Methods (3)
 Business Trade English (3)
 Multinational Enterprise Analysis (3)
 Principles of Marketing (3)

Public Diplomacy (3)
 Management and Trade Korean (3)
 Asian Economy (3)
 Modern Theory of Management (3)
 Global Business Strategy (3)
 Popular Culture (3)
 Global Business Seminar (3)
 International Finance (3)
 Global Marketing (3)
 Global Society and Korea (3)
 Global Business Organization (3)
 Political Economy of Japan (3)
 Cross-Cultural Management (3)
 International Financial Management (3)
 Global Advertising and Brand Strategy (3)
 Introduction to International Relations (3)
 Innovative Management (3)
 International Business Strategy and Organization (3)
 Technical Management Strategy (3)
 Asian Market Research(Capstone Design) (3)
 Korean Studies Seminar (3)
 International Political Economy (3)
 Economics of International Development (3)

■ Careers

As the division is related to commerce and business, graduates can find jobs in diverse fields. The major of International Trade and Commerce cultivates experts in international trade, distribution management, cyber trading, foreign exchange management, and e-commerce management. The graduates work mainly in the field of international trade-related business in various companies, and financial institutions. Moreover, they can work as public servants in local and central government related to trade and commerce. The major of Global Business cultivates experts in international business and marketing. The graduates work in the field of international business-related business in various companies and financial institutions. Moreover, they can work as public servants in local and central government related to business.

Department of Logistics and Transportation

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■ Department of Logistics and Transportation

Logistics and Transportation is an area of study highlighted as a leading field of the 21st century. Performance of businesses as well as national competitive power is related to logistics and transportation. We aim to strengthen international competitiveness by optimizing logistics systems in both public and private sectors, and by improving transportation problems over the country.

Many companies surrounding Yeosu City where our department is located, such as the Gwangyang container terminal, the free economic zone in the Gwangyang Bay, the Yeosu National Industrial Complex, and the Yulchon Regional Industrial Complex, provide internship and employment opportunities for graduates.

■ Professors

- Byungin Park, Ph.D.
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■ Degree Requirements

Students are required to take a total of 130 credits to graduate: 30 credits from cultural studies courses, 21 credits from core major courses, and more than 39 credits from elective major courses. Students are also required to submit a thesis (or pass a graduation exam) and demonstrate proficiency in a foreign language.

■ What Do You Study?

Principles of Management(3)
Understanding of Economics(3)
Introduction to logistics(3)

Business Statistics(3)
Introduction to Transportation(3)
Global logistics trend(3)

Management Science(3)	International Transport of goods(3)
Transportation Planning(3)	Economic Decision Analysis(3)
Logistics Data Analysis(3)	Traffic Operation(3)
Logistics Laws(3)	Purchasing Logistics Management(3)
Logistics Accounting(3)	Logistics Facility Planning(3)
E-commerce transport management(3)	Introduction to Distribution Logistics Management(3)
Traffic safety(3)	Port Operations and Management(3)
Urban Logistics(3)	Maritime Transportation(3)
Logistics Management/Supply Chain Management(3)	Traffic Impact Evaluation(3)
A Lecture on Logistics Big Data(3)	Logistics Information System(3)
Warehousing and Material Handling Management(3)	Advanced logistics technology(3)
Research Methodology(3)	Integrated Logistics Management(3)
Transportation Demand Analysis(3)	Supply Chain Management(3)
Global Supply Chain Management(3)	Introduction to Logistics Simulation(3)
Capstone Design(3)	Traffic Theory and Practice(3)
Logistics and e-Business(3)	Green Logistics(3)
Service Management(3)	

■ Careers

Graduates of the department of logistics and transportation can mainly enter not only the logistics sector but also the transportation sector. At the logistics sector, they can go into logistics-related organizations such as international shipping companies, forwarders, couriers, port authorities, terminal operating companies as well as general companies as logistics officers after obtaining the certifications such as "Certified Professional Logistician" and "International Certified Professional Logistician". In the transportation sector, they can advance transport-specialized officials, traffic-related authorities and corporations as well as engineering companies after acquiring professional qualifications such as "Engineer Transportation" and "Industrial Engineer Transportation".

Division of Culture Contents

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■ What is Culture Contents?

The Division of Cultural Contents refers to the diverse range of culture based arts being stored, distributed and enjoyed in the form of visual and digital media in the genre of games, animation, music, characters, broadcasting, and e-books.

■ Division of Culture Contents at Chonnam National University

The Departments of Multimedia and Electronic Commerce were merged into the school of Culture Contents in 2006. The Division of Culture Contents is now training undergraduate students to compete with world professionals in the field of digital contents for culture industry, and IT infrastructure for a ubiquitous society. The school aims to train students to be leading specialists in all fields of the culture industry, including creation of digital contents, mobile software, and electronic commerce. The school's students can obtain excellent qualifications in Gaming Graphics, Multimedia Content Authorship, Network Expertise, Web Page Expertise, Web Mastery, OCP(Database), Java Programming(SCJP) and CPL.

■ Professors

- Soon-Hee Han, Ph.D.
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■ Degree Requirements

- Major Requirements: At least 18 credits
- Major Electives: 30 credits or more
- General Education Requirement: 3 credits or more
- General Education Electives: 27 credits or more
- General Electives: 31 credits or more
- Graduation Credits: At least 130 credits or more

■ What Do You Study?

Division of Culture Contents

■ Major Requirement (6)

Introduction to Electronic Commerce (3)

Introduction of Multimedia and Practice (3)

■ General Education Requirement (3)

Introduction To Logic (3)

■ Major Courses

Computational Thinking (3)

Web Production and Practice (3)

Department of Multimedia

■ Major Requirements (12)

Multimedia Data Structure (3)

Practice of Multimedia Authoring (3)

Programming Language and Laboratory (3)

Web-Server Implementation and Practice II (3)

■ Major Courses

Basic of video and animation production (3)

Contents Design Practice (3)

Contents Management (3)

Creative Engineering Design1(Capstone design) (3)

Creative Engineering Design2(Capstone design) (3)

Creative Planning (3)

Cultural Content Industry Research (3)

Game Graphics (3)

Game Planning and Analysis (3)

Image Processing Practice (3)

Intelligent App Application and Practice (3)

Introduction to Artificial Intelligence and Practice (3)

Introduction to Mobile System (3)

Mobile Application and Practice (3)

Multimedia Big Data Processing (3)

Multimedia Convergency Practice (3)

Multimedia Data Processing and Practice (3)

Multimedia Database (3)

Multimedia Image Planning (3)

Multimedia Information Communication (3)

Multimedia Programming and Practice (3)

Multimedia Project (3)

Multimedia System (3)

Multimedia System Analysis and Design (3)

Operation System Practice (3)

Production of Portfolio (3)

Production Theory of Game and Practice (3)

Research on Network game (3)

Video Production Techniques (3)

Visual Content Design (3)

Visual Content Storytelling (3)

Web Client Producing and Practice (3)

Web-Server Implementation and Practice I (3)

Windows Programming Practice (3)

Department of Electronic Commerce

■ Major Requirements (12)

e-Research & Methodology (3)

Introduction to Information Technology (3)

Electronic Commerce Web Programming and Practice (3)

Electronic Commerce Design 1(Capstone design) (3)

■ Major Courses

Artificial Intelligence (3)

Basics of Web Programming (3)

Basic Operating System (3)

Big Data Analysis (3)

Business Start-up & Technology Management(3)

Customer Relationship Management (3)

Data Science (3)

Data Structure Application and Practice (3)	Internet Marketing (3)
Database Design and Management (3)	Introduction to Information Security (3)
Database System (3)	Logistics & Distribution (3)
Decision Making (3)	Management Information System (3)
Digital Contents Business (3)	Mobile Business (3)
e-Business Strategy(3)	Mobile Introduction (3)
Electronic Commerce Design2(Capstone design) (3)	Mobile Programming Practice (3)
Electronic Commerce Platform and Practice (3)	Principles of e-Management (3)
Electronic Commerce System Analysis And Design (3)	Programming Data Structure (3)
Electronic Commerce System Implementation (3)	Project Management (3)
Enterprise Resource Planning (3)	Security for Electronic Transaction (3)
Field Practice1 (2)	Software Design and Practice (3)
Field Practice2 (2)	System Information Security (3)
Financial Analysis (3)	Web Information Retrieval (3)

■ Careers

After graduation, students are expected to be engaged in all aspects of the IT-related industry such as multimedia, mobile, or game programming to name but a few.

In addition, graduates have become high-level civil servants or academics. Many of our graduates can be found playing important roles in the IT-related industry.

Department of Culture and Tourism Management

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■ What is Culture and Tourism Management?

The Department of Culture and Tourism Management is a distinct department combining culture with tourism, and aims to train global creative talent to promote local tourism such as cultural and marine tourism, and contribute to the tourism industry as a strategic industry to enhance national competitive power. The tourism sector is expanding as much as its importance with more public attention. The department of culture and tourism management at Chonnam National University was established with community needs and social change.

■ Department of Culture and Tourism Management at Chonnam National University

The Department of Culture and Tourism Management is operated as a curriculum extending beyond the scope of tourism management, and this differentiation will provide more opportunities for students after graduation. In addition, stationed in Yeosu city which is the best tourist destination in Korea, it has an optimal learning environment with plenty of cultural tourism resources. We will train cultural tourism professionals by providing field education and practical education on various subjects, and will continue to develop school to work education programs reflecting regional characteristics to expand high-quality employment opportunities for students.

The Culture and Tourism Management Department operates a customized talent training curriculum for each grade to maximize employment capabilities, and implements team coaching by department professors after segmenting students into specific areas of interest. In particular, we plan to actively support the employment of public companies and public institutions in preparation for the mandatory hiring of local talent by public policy.

■ Degree Requirements

Students are required to take a total of 130 credits to graduate: 30 credits from liberal arts (3 credits of compulsory subject and 21 credits of elective subjects), 39 credits from elective major courses, and 21 credits from intensive major courses. Students are also required to pass a graduation exam (or pass four other options and demonstrate proficiency in a foreign language).

■ What Do You Study?

Introduction of Tourism (3)	Analysis of Tourism Data (3)
Introduction to Culture Tourism Content (3)	Capstone Design of Tourism (3)
English for Cultural Tourism (3)	Theory of Convention and Exhibition Planning (3)
Tourism Resources (3)	Field Practice 1 (3)
Storytelling and Cultural Tourism (3)	Hospitality Management (3)
Tourism Law (3)	International Tourism (3)
Theory of Culture Tourism (3)	Event and Convention Marketing (3)
Geography of Tourism (3)	Theory of Consumer Behavior (3)
Tourism Accounting (3)	Theory of Tourism Strategy Management (3)
Humanistic Understanding of Tourism (3)	Theory of Tourism Market Survey (3)
Tourism Transportation (3)	Service Management of Cultural Tourism (3)
Theory of Urban Tourism (3)	Exhibition & Convention Industry Management (3)
Tourism Marketing (3)	Economics of Tourism (3)
Financial Management of Tourism (3)	Tourism and Culture Anthropology (3)
Venture of Management of Tourism (3)	Theory of Tourism Development (3)
Cultural Arts and Tourism (3)	Marine Tourism (3)
Local Community and Festival Management (3)	Urban Regeneration and Tourism (3)
Theory of Leisure (3)	Field Practice 2 (3)

■ Careers

After graduation, students will go into following fields;

- Public enterprises, public institutions (Tourism Foundation, Cultural Foundation, Tourism Organization, public officials, etc.)
- Tourism companies (MICE companies, Hotels, Travel agencies, Food-service companies, etc.)
- Culture industry (Culture and Arts Agency, Arts Management Support Center, etc.)
- Tourism-related enterprises (Cosmetics, Duty-free shops, Franchises, etc.)

■ Professors

- | | |
|--|---|
| • Dae-Hyon Kim, Ph.D.
[Professor, Urban Planning & Smart Tourism,
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| • Eun Jeong Noh, Ph.D.
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