

Attractive Cultural Experience Korea Program (ACE Korea Program)

Hallyu Graduate School
The Catholic University of Korea

*Study on
Attractive Korea!*



THE CATHOLIC UNIVERSITY
OF KOREA

Hallyu Graduate School

The Hallyu Graduate School was established to provide strategic and analytical research on Hallyu and to improve the Korean brand power through Hallyu at a critical point where there exists a need to create national competitiveness from culture. The Hallyu Graduate School aims to provide a platform of knowledge-based understanding of Hallyu culture and industry through practical and pragmatic studies. We also conceptualize and produce creative Hallyu culture that will lead the future of the cultural contents industry. Moreover, we look forward to shaping leaders who are competent to spread the new Hallyu culture through their cooperation in various fields and through the practical and flexible curriculum we offer.

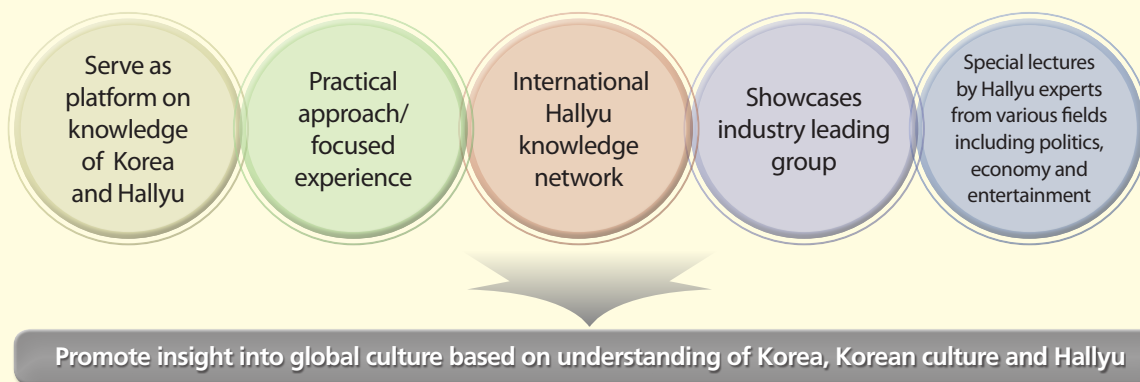
The official and high-quality program offered by the Graduate School

Attractive Cultural Experience Korea Program (ACE Korea Program)

With the operation of its ACE Korea Program, the Hallyu Graduate School intends to open a new forum for foreign leaders by producing a collection of interdisciplinary research on Korean society and Hallyu.

Introduction

Objectives of Education



Targets



Specialization



Superior Professors Representing Korea

- Professors who are experts in explaining the origin and development of Hallyu in different fields.
- Field work led by Korean cultural representatives.
- Participation of past and present executives with a practical understanding of Korean culture.



Site-centered Specialized Objective Education

- Delivering information and providing resources to orient learners in organizing their own study methods.
- Foster an education that enables both the staff and the students to participate in integrated educational system.
- Provide the frames for developing better strategies through writing reports and sharing information.



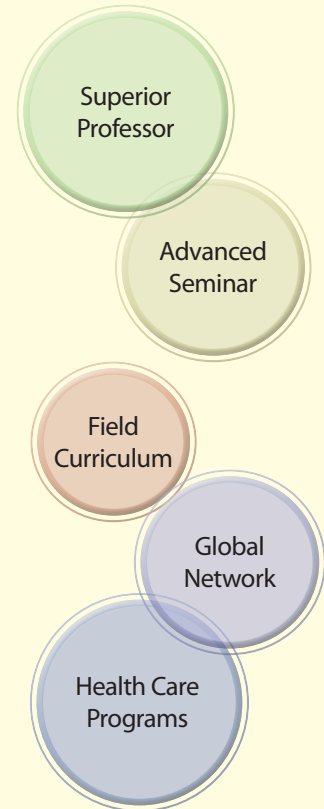
Building Global Network

- Global program for diplomats, ambassadors, executives of a foreign-affiliated firms and executives of Korean firms.
- Building global networks spontaneously through education process.



Health Consultation Advanced Program

- Health Consultation Advanced Program led by Seoul St.Mary's Hospital professionals.



Curriculum

Cultural Korea

Understand the Korean cultural ecosystem

1. K-Pop music
2. Understanding Korean movies
3. Understanding Korean musical
4. Understanding Korean literature
5. Korean festivals and travels
6. Korean fine arts and exhibiting
7. Korean traditional arts
8. Dramas and broadcasting contents
9. Play, dance-performing arts
10. Fashion, cultural trend of consumption
11. Game and animation industry

Smart Korea

Understand the trend of change in Korean society and discuss future vision and strategy

1. Change in the world economy and assignments in the Korean economy
2. Dynamics of Korean society and political culture (including DMZ tour)
3. Korean IT technology
4. Korean change population structure and problems of multicultural society
5. Competitiveness and assignments of Korean education

Enjoyable Korea

Participate in ordinary life of Koreans and experience the dynamics of Korean society participate in field trips and workshops

1. Korean medical and welfare service
2. Korean executive and public service
3. Korean food- taste / cook
4. Experience of Korean traditional market
5. Beauty of Korean ancient architecture- the Changdeok palace moonlight trip
6. Korean nature and environment- walk on Olegil
7. Korean culture of drink and entertainment
8. Korean Catholics and philosophy
9. Temple Stay

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Operating System

Operation	<ul style="list-style-type: none"> • Collaboration of the Catholic University of Korea Hallyu Graduate School and the public sector specifically with the industry of contents, tourism and foreign trade • Beginning and ending of curriculum led by lectures of core professors, including keynote lectures on each subject, presentations, case studies, and class discussion • Workshop: once abroad
Schedules	<ul style="list-style-type: none"> • Thursdays 19:00-20:30 • 4 months once a week, 16 weeks, 90 minutes/week ※ Applicants will be notified in advance should there be some changes in schedule
Location	<ul style="list-style-type: none"> • Peter Drucker Hall within Songeui Campus of the Catholic University of Korea located in Seoul St. Mary's Hospital in Banpo, Seoul • Dinner is provided
Teaching staffs	<ul style="list-style-type: none"> • Composed of representatives or executive members of related companies or organizations, the president and the professors of CUK

Admission

Qualifications	<ul style="list-style-type: none"> • Diplomats, ambassadors, executives and leaders of foreign-affiliated firms and organizations, executives and leaders of Korean business, government, and other public organizations
Recruitment quota	<ul style="list-style-type: none"> • 40 students
Start of the term	<ul style="list-style-type: none"> • March~June, 2013
Application period	<ul style="list-style-type: none"> • December 3, 2012~February 28, 2013
How to apply	<ul style="list-style-type: none"> • Mail application, e-mail application and visit application
Required documents	<ul style="list-style-type: none"> • Application form • Two 3X4 photos • Two Business cards
Screening methods	<ul style="list-style-type: none"> • Individual notification after document screening
Tuition	<ul style="list-style-type: none"> • KRW5,000,000
Application submission & inquiries	<ul style="list-style-type: none"> • The Catholic University of Korea Professional Graduate School, 222 Banpo-daero Seocho-gu, Seoul (Songeui Hall 7th Floor) • Mr. JANG, Se-Hoon, Head, Office of Professional Graduate School Tel: (02) 2258-7730 • Dr. AHN, Soo-Jeong, Senior Research Fellow, Hallyu Knowledge Center Tel: (02) 2258-7765 E-mail: hallyu@catholic.ac.kr



**THE CATHOLIC UNIVERSITY
OF KOREA**

Hallyu Graduate School

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1. Personal Information				Photo	
*First Name		*Last Name			
*Middle Name					
*Date of Birth		*Country of Birth			
*Gender : Male <input type="checkbox"/> Female <input type="checkbox"/>					
*Country of Citizenship					
*Preferred Email Address					
Home <input type="checkbox"/> Work <input type="checkbox"/>					
*Alternative Email Address					
Home <input type="checkbox"/> Work <input type="checkbox"/>					
*Mobile Phone					
Home <input type="checkbox"/> Work <input type="checkbox"/>					
*Home Phone					
Home <input type="checkbox"/> Work <input type="checkbox"/>					
*Mailing Address					
City		State		Postal Code	
Country					
2. Academic Information					
*Highest Educational Level(s) Earned					
<input type="checkbox"/> Bachelor's <input type="checkbox"/> Master's <input type="checkbox"/> Doctoral or PhD <input type="checkbox"/> Other :					
*List the following information for the schools attended :					
Name of School	Location : (City/State)	Period of Attendance		Degree	Date Earned or Expected :
*Undergraduate Major(s) :			*Graduate Major(s) :		
3. Employment					
Work Information					
*Name of Employer :					
*Employer Description (Department/Unit) :					
*Job Title			*Employment Start Date		
*Address					
City		State		Postal Code	
Country					
*Work Phone					

All the information provided in this application is true and accurate to the best of my knowledge.

Year / Month / Day

Applicant

(Signature)