

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	School of Liberal Arts
Programme:	Liberal Arts
FHEQ Level:	4
Course Leader:	Dr Moun Shin
Course Title:	Korean Business Language and Culture
Course Code:	KOR4101
Total Hours:	120 (standard 3- credit BA course)
Timetabled Hours:	45
Guided Learning Hours:	0
Independent Learning Hours:	75
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

This course is designed as a continuation of Korean Language and Culture 1, to advance students' Korean language skills to the A2 level as defined by the CEFR. It delves deeper into the complexities of Korean language. Focusing on fundamental language abilities, it enhances conversational and grammatical skills for practical communication. The course also offers insights into South Korea's business environment, including the structure of Korean industries, the role of *chaebols*, and emerging sectors such as digital technology and entertainment. This combination aims to improve language skills while providing an understanding of Korean business culture.

Prerequisites:

Korean Language and Culture I or equivalent

Aims and Objectives:

Building on Korean Language and Culture I, this course aims to strengthen students' basic Korean linguistic structures and conversational abilities. Students will learn to communicate in routine tasks, understand straightforward information, and develop a basic awareness of

Korean business culture and sectors. The goal is for students to confidently engage in simple conversations, understand main points in clear standard speech, and write short and simple texts on familiar topics.

Programme Outcomes:

A3; A6 (Richmond Liberal Arts Core)

A detailed list of the programme outcomes is found in the Programme Specification.

This is located at the archive maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

- Understand and use Korean Language structures to express relationships such as cause and effect, intention, and condition.
- Comprehend and participate in conversations on familiar topics necessary for functioning in Korean speaking social environments.
- Read and understand straightforward texts on topics of personal interest.
- Write simple conversational style sentences
- Develop basic conversational skills utilizing appropriate honorifics in daily life and business contexts.
- Develop an understanding of South Korea's key industries and business sectors and its distinguishing characteristics.
- Understand basic concepts related to South Korean business culture and industry and recognize the role of *chaebols* and emerging sectors in the Korean economy.

Indicative Content:

- Describe, narrate, and ask/answer simple questions in the three basic tenses (present, past, and future) about themselves, family, and hobbies.
- Make and discuss appointments.
- Use honorific markers and words in suitable contexts.

- Explain colour, size and state of clothing or materials.
- Use reasoning to explain your case.
- Have a good grasp of Korean tones and pitch.
- Understand and discuss basic concepts related to Korean business culture and industry.
- Recognise and articulate the significance of *chaebols* and emerging sectors in the Korean economy

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

Instruction is organized into two parts: a weekly two-hour lecture that focuses on the grammatical and pragmatic aspects of conversation, accompanied by practical hands-on drills, followed by a separate one-hour session dedicated to learning about and understanding Korean culture and the business landscape. The practical exercises are designed to engage students in active use of the language through diverse activities. As part of the formative and summative assessments, the course schedules time for review discussions, listening exercises, and regular quizzes designed to reinforce the weekly learning objectives. Additionally, occasional vocabulary and dictation quizzes are interspersed to enhance the overall course experience.

Indicative Text(s):

- Big Hit Edu and Hankuk University of Foreign Studies. *Learn Korean with BTS*. Big Hit Entertainment, 2020.
- Cho, Young-mee Yu, et al. *Integrated Korean: Beginning 2, Third Edition*. University of Hawai'i Press, 2019.
- Park, Mee-Jeong, et al. *Integrated Korean Workbook: Beginning 2, Third Edition*. University of Hawai'i Press, 2019.
- An, Chin-myŏng, Kyung-ah Lee, and Hoo-young Han. *Korean Grammar in Use: Beginning*. Darakwon, 2014.
- Choo, Miho, and William O'Grady. *The sounds of Korean: A pronunciation guide*. Vol. 1. University of Hawaii Press, 2003.
- Dal Young Jin, Kyoung Yoon, Wonjung Min. *"Transformation Hallyu"* Rowman & Littlefield, 2021.
- Lee, You Il, Richard Lee. *"The Korean Economy: From Growth to Maturity"* Routledge, 2019
- **Journal article**

Aghion, P., Guriev, S., & Jo, K. (2021). *"Chaebols and firm dynamics in Korea"*, Economic Policy, 36(108), 593–626.

Web Sites

Vocabulary Practice Tool:

- <https://quizlet.com/en-gb>

- <https://www.memrise.com/>
- English-Korean/ Korean-English dictionaries:
- <https://dict.naver.com/>

See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
Annual updates		
Total Hours Updated	April 2024	