

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	School of Liberal Arts
Programme:	Liberal Arts
FHEQ Level:	5
Course Title:	Korean Business Language and Culture
Course Code:	LANG 5101
Total Hours:	160 (Lev 3-5) (4 US Credit)
Timetabled Hours:	45
Guided Learning Hours:	15
Independent Learning Hours:	100
Credit	16 UK CATS credits 8 ECTS credits 4 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. Furthering the use of accurate 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 course aims to improve language skills while providing a more detailed understanding of Korean business culture.

Prerequisites:

LANG 4101 Korean Language and Culture I

Aims and Objectives:

Building on Korean Language and Culture I, this course aims to strengthen students' understanding of Korean linguistic structures and their conversational abilities. Students will learn to communicate reasonably well in routine conversations, understand straightforward information, make good sense of main points in clear standard speech (understanding and speaking), and write short and simple texts on familiar topics.

In addition, the course aims to develop an informed awareness and critical understanding of Korean business culture and its sectors.

Programme Outcomes:

A5i, B5i, C5i

A detailed list of the programme outcomes is found in the Study Abroad 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 a critical understanding of South Korea's key industries and business sectors and its distinguishing characteristics.
- Analyse 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.
- Concepts related to Korean business culture and industry.
- 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:

This course will be delivered face to face through a combination of lectures and interactive sessions. In addition to classroom activities, there are guided learning elements that are tutor led and arranged through Blackboard. These activities can be asynchronous online sessions, flipped classrooms, set readings with discussion boards or set guest lectures for example. Set activities are monitored by the instructor to ascertain student engagement. Students are encouraged to prepare for class and to play an active part, to raise questions, following-up ideas and interact with a wide range of provided material.

Focuses will be placed 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):

- An, Chin-myŏng, Kyung-ah Lee, and Hoo-young Han. *Korean Grammar in Use: Beginning*. Darakwon, 2014.
- 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.
- 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
- Park, Mee-Jeong, et al. *Integrated Korean Workbook: Beginning 2, Third Edition*. University of Hawai'i Press, 2019.

Journals

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

Haji-soo, W. (2024) 'From pop culture to lifestyle: The global impact of Hallyu', Korea Foundation for International Culture Exchange.

Kim, J. and Park, S. (2025) 'Survival strategies for K-content in the global OTT market', *Journal of Media and Cultural Studies*, 47(2), pp. 15–32.

Korea Culture and Tourism Institute (2024) 'The expansion of K-content and its global competitiveness', KCTI Research Reports.

Lee, Y.W. and Kim, K. (2019) 'The next growth strategy for Hallyu: A comparative analysis of global entertainment firms', *Kritika Kultura*, 32, pp. 82–116.

Websites

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	