

# Department of Culture and Arts Management.

## I Educational Goal

In response to the fourth cultural transformation period in the 21st century, the goal is to cultivate professional managers and managers in the field of international culture and arts management that can create innovative values in the future arts and culture fields. The curriculum aims to specialize IT culture and arts management, visual arts management, and culture and arts education based on culture and arts management and cultural policy, and will contribute to the international culture and arts management and regional economy. The educational objectives of the Department of Culture and Arts Management are summarized as follows.

- (1) Future forecasting of human demand and creating an environment for fostering human resources due to changes in the culture and arts world.
- (2) Implementation of a professional manpower training system based on the establishment of a new relationship between the culture and arts ecosystem and the local economy.
- (3) In the era of the 4th Cultural Revolution, fostering and laying the foundation for practical professionals in culture and arts.

## II Educational Objective

- (1) Training of creative professionals through interdisciplinary convergence systems related to culture and arts.
- (2) Reinforcement of research capabilities through mutual exchange and fusion between actual experiments and theoretical research.
- (3) Establishment of a practical research system capable of applying practical theory and realizing the theory.
- (4) Cultivate the expertise that leads the culture and arts and the local economy to respond to and expand social needs.

### III

### List of Full-time Faculty

Name	Position	Degree(University)	Field of Instruction	Area of Research
Byeon, Sang hyeong	Professor	Ph.D. (Wonkwang University)	Aesthetics	Aesthetics Culture & arts education.
Kwak, Geon heung	Professor	Ph.D. (Korea University)	History of Korea	Modern Korean history
Kim, Geon ha	Professor	Ph.D. (Texas A&M대)	Civil engineering	Environmental engineering
Kim, Jae gaeyeong	Professor	Ph.D. (Univ.of Nebraska Lincoln)	Knowledge management	Knowledge management, Management information system, Information system strategy
Park, Gwang il	Professor	Ph.D. (Yonsei University)	Management science	Database, management science, DSS
Baek, Seung ho	Professor	Ph.D. (Seoul University)	Classical literature	Classical literature, Chinese literature
Song, Hui seok	Professor	Ph.D. (KAIST)	Management information system	Computer programming, AI
Shin, Yunsik	Professor	Ph.D. (Jeonbuk University)	International marketing	Overseas marketing, Start-up field
Lee Jin mo	Professor	Ph.D. (Bochum University)	Western history	Modern Western history
Lee Jun jae	Professor	Ph.D. (Kyunghee University)	Hotel & Tourism management	Hotel & Tourism management
Jang, Mun gyeong	Professor	Ph.D. (Seoul University)	Management information	Business administration
Jeong, Gyeong cheol	Professor	Ph.D. (Dankook University)	Art major	Art education.
Pi, Yong ho	Professor	Ph.D. (Yonsei University)	Sociometry.	Sociometry.

## IV Course Description

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○ Department of Culture and Arts Management.

□ Theories in Arts & Culture

### **BC701 Theories in Arts & Culture**

This course analyzes ecology of arts and culture studies, and trends of arts and culture management

### **BC702 Research Methods in Arts and Culture**

This course deals with research methods, writing of research proposal, statistical analysis and interpretation of the statistical data to be prepared to write research paper related to arts and culture.

### **BC703 Arts and Culture Businesses in the neo-Capitalism era**

This course covers the trends and future direction of arts and culture management in the era of neo-capitalism, dealing with social system and economic structure, and their roles and function in the ever-changing capitalistic society.

### **BC704 Contents Development in Contemporary Culture**

This course explores contents development theories in contemporary art and culture, and its application to the contents development of local tangible and intangible culture and art resources from Chungcheong and Daejeon area.

□ Arts & Culture Business and Management

### **BC705 Marketing Strategies in Arts & Culture**

This course analyzes the principles of arts and culture management and marketing strategies, research methods, development of culture and art specialists and their leadership skills in the field, name-brand development and its specialization strategies, concert marketing and audience promotion strategies, audit and financial resources and management and case studies.

### **BC706 Global Business Strategy in Arts and Culture**

This course explores the possibilities of global marketing strategies to be used in arts and culture related field, analyzing marketing theories, strategies and practices.

**BC707 Organizational Behavior**

This course examines theories and practices in the organization behavior in groups or in organizations, and analyzes organizational behaviors in the process of business management scientifically and systematically.

**BC708 Cultural Institutions and Organizations**

This course examines roles, policies and strategies, organizations and activities of the cultural institutions and organizations, both in country and in the world. It also analyzes management capability, public interest, entrepreneurship, profit and non-profit projects of cultural institutions.

**BC709 Intellectual Property**

This course examines theories and principles of intellectual property and their application to the field of arts and culture.

**BC710 Fundraising in Arts and Culture**

This course examines national policies for arts and culture related institutions, fundraising activities and strategies, and compares both national and international case studies. The course adapts the basic principles of accounting theories into the analysis of arts and culture related fundraising activities.

☐ **Arts & Culture Administration****BC711 Museum Policy**

This course analyzes museum and art gallery related policies. It provides visual arts management approaches and strategies, and provides an effective model for using visual arts for future users.

☐ **IT Business and Arts and Culture****BC712 Studies in the IT Business Models of Arts and Culture**

This course attempts to develop IT business models for the field of Arts and culture business, and arts and cultural contents following the forthcoming 21st Century's technological orientation.

**BC713 Start-ups in Arts & Culture**

This course examines the fundamental issues for start-up policies, procedures, case studies related to Korean arts and culture businesses, and explores the future direction of start-up business related to arts and culture.

## ☐ **Visual Arts and Culture Management**

### **BC714 Museum Business**

This course analyzes theories and practices of museum and gallery management by using business management theories and examining case studies, develops participant centered programs, marketing strategies, and explores the possible business management strategies and the future directions toward the 21<sup>st</sup> century.

### **BC715 Visual Arts Management**

This course explores the Visual Art management models and effective management strategies.

### **BC716 Studies in Art Market**

This course analyzes the history of art market and trends, international art market structure, and Korean art market development.

## ☐ **Arts and Culture Education**

### **BC717 Studies in Arts and Culture Education**

This course analyzes theories and practices in arts and culture education, and develops teaching proposals including lesson plans.

## ☐ **Electives**

### **BC718 Individual Study I, II**

This is a seminar course for individuals guided by a leading faculty member, dealing with subject of their own interest and developing a research proposal for the doctoral dissertation.

### **BC719 Ph.D Dissertation Practicum I, II, III**

This course is guided by the academic advisor who supervises the student developing the dissertation proposal and research method, writing, editing, and completing the dissertation and other academic requirements.

### **BC720 Case Studies, I, II**

This course deals with the analysis of case studies and requires a report after participating field studies in a real world.