AJOU UNIVERSITY
Graduate School of International Studies

Ajou University
GSIS

K-Culture and Arts Management Major

Introduction to K-Culture and Arts Management Major

The goal of the K-Culture and Arts Management Major is to cultivate global experts in K-Culture, equipped with a comprehensive understanding of the Korean popular culture market and system

1 Arts Management

Merge creative content with administration to sustainably support artistic endeavors with K-content arts

2 Music Industry Management

Acquire in-depth knowledge of the primary stakeholders and successful strategies within the music market, with a focus on K-pop

3 Global Entrepreneur Leadership

Learn leadership qualities based on the exemplary leadership of Admiral Yi Sun-sin.

4 K-culture and History

Enhance your expertise by studying the characteristics and history of Korean popular culture.

5 Cultural Content Design

Gain insight into the concepts and methodologies of content design in K-Culture

Academics

Course List (International Business)

- Operations Management
- Organizational Behavior
- Financial Management
- Principles of Accounting
- International Business: Korean
- Marketing Management
- Strategic Management
- Seminar in International Business
- Electronic Commerce
- Pricing Strategy
- Cross Cultural Management
- Consumer Behavior

- Research Paper
- Managerial Accounting
- Entrepreneurship
- International Marketing
- Intermediate Financial Accounting
- Marketing Research
- Human Resource Management
- Investment
- Financial Statement Analysis
- Leadership: Theory and Practice
- Supply Chain Management
- Business Application Software

- Special Topics in International Business 1/2
- Financial Derivatives
- International Corporate Finance and Payment
- Introduction to Information Technology Management
- Quantitative Research Design and Methods
- Research 1/2
- Leadership and Ethics Workshop 1/2
- Development Practice Internship 1/2
- Business Communication

https://gsis.ajou.ac.kr/gsis/academics/business.do

Why K-Culture and Arts Management Major?

Do You Like K-Culture or K-POP?

If you're interested in K-Pop or already a fan,
Join NOW!! K-Culture and Arts Management Major.
It'll be the best choice you make.

Why K-Culture and Arts Management Major?

It’s ultimate opportunity to learn about K-culture.

Discover the pinnacle of education in K-culture and K-pop with GSIS K-Culture and Arts Management major.

Why K-Culture and Arts Management Major?

Are you interested in studying in Korea with friends from around the world?

Join GSIS and experience studying in Korea while immersing yourself in K-culture firsthand and having a great time.

Why K-Culture and Arts Management Major?

Craft a new future while growing into an expert at Ajou GSIS

Studying K-Culture and Arts Management at Ajou GSIS in Korea will be a competitive advantage that brightens your future!

Why K-Culture and Arts Management Major?

Achieve your dream of becoming an MBA graduate

Upon finishing the K-Culture and Arts Management Major, students are granted an MBA degree

https://gsis.ajou.ac.kr/gsis/admissions/procedures.do

Step into the world of K-Culture and Arts Management at Ajou GSIS.
Welcome aboard!

https://gsis.ajou.ac.kr/gsis/index.do

AJOU UNIVERSITY
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Ajou GSIS

2024 Fall Admission

1st Round
Deadline until **May 10, 2024**

Apply Now

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2024 GKS-G ADMISSION

GLOBAL KOREA SCHOLARSHIP FOR GRADUATE DEGREES

▷ Track : **University Track**

▷ Application Deadline : **27th March, 2024**

* All documents must arrive at the Ajou GSIS office by the deadline.

Ministry of Education
National Institute for International Education

AJOU UNIVERSITY
Graduate School of International Studies

StudyinKorea
run by Korean Government

Global Korea Scholarship for Graduate Degrees

https://gsis.ajou.ac.kr/gsis/admissions/scholarship.do

Ajou University Graduate School of International Studies
2023 Winter Commencement
Friday, December 29th | 11:00A.M. The Auditorium, Yulgok Hall
Thank You