

Curriculum Planning for “Korean Language, Culture and Industry Credit Program”

I. Background

According to an article titled “Who Beat National Taiwan University” published on the 1328th issue of Business Weekly (on May 6th, 2013), in recent years, the rise of Korean enterprises has helped to transform Korean departments. While these departments were neglected in the past, they have become popular today. Korean speaking talents are in high demand in the job market and graduates from Korean departments are hired upon graduation. However, the high demand in the job market also means that there are not enough Korean talents to meet the demand. Wenzao Ursuline University of Languages (hereinafter referred to as the University) has offered Korean language courses for nearly 10 years. These courses have been very popular over the years. To provide students with multiple channels to learn multiple languages and cultures, to improve instruction of East Asian languages and to meet the market demand for Korean language talents, the University is planning to offer a credit program for Korean language and culture.

II. Direction

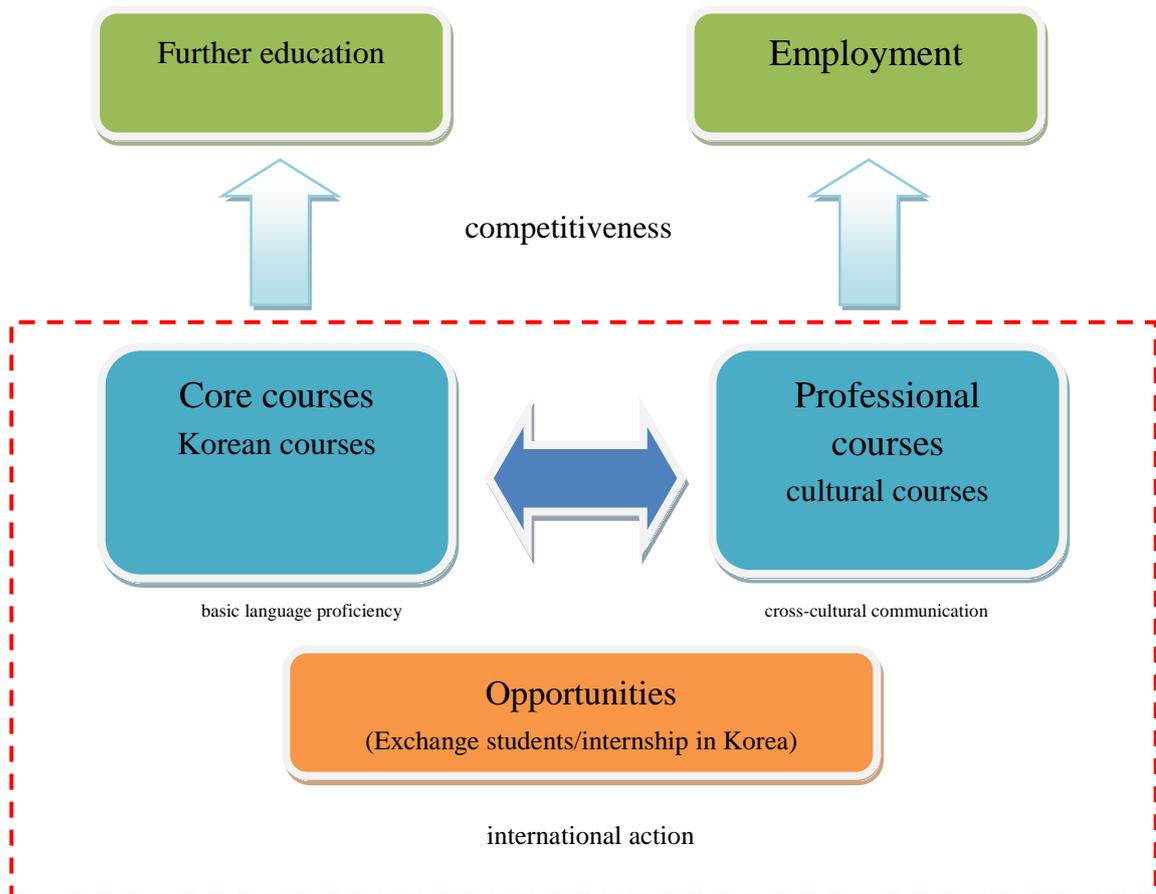
To respond to the demand for Korean speaking talents, the Korean Language, Culture and Industry Credit Program plans to offer “core courses” and “professional courses” related to the industry. The program aims to:

1. cultivate students’ basic language proficiency: Korean “core courses” focus on cultivating students’ basic ability in Korean listening, speaking, reading and writing and to help students understand Korea’s culture and characteristics.
2. cultivate students’ ability of cross-cultural communication: Korean “professional courses” focus on enhancing students’ understanding of Korean history, society, culture and industry, and helping students understand the present situation and development of Korean cultural industry.
3. encourage students to better connect with the world: students may travel to Korea for academic exchanges through related programs (the University’s sister colleges and universities in Korea are listed below). They may also work in a Korean enterprise in order to understand the essence of Korean society and culture, further enhance their ability to interact with Koreans, and care more about the world's issues of humanity care.

List of the University's sister colleges and universities in Korea

Country	School
Korea	

Curriculum Planning for “Korean Language, Culture and Industry Credit Program”



List of credits and courses for “Korean Language, Culture and Industry Credit Program”

Core courses (14 credits of compulsory courses)		
Course name	Number of credits	Semester
Elementary Korean	4(2/2)	first, second
Intermediate Korean	4(2/2)	first, second
Korean conversation	4(2/2)	first, second
Korean pronunciation and listening	2	first
Professional courses (at least 6 credits)		
Course name	Number of credits	Semester
Advanced Korean listening	2	first
Advanced Korean conversation	2	second
Advanced Korean	2	first
Korean reading and writing	2	second
Korean culture and life	2	first
Introduction to Korean pop culture	2	second
Korean history	2	first
Introduction to Korean society and industry	2	second
Introduction to Korean economy and trade	2	second