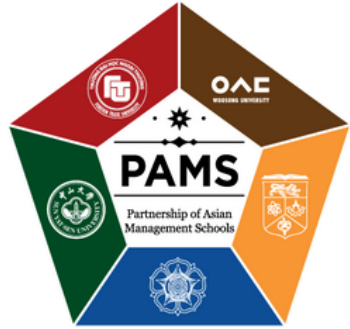




# PAMS



The Partnership of Asian Management Schools, or PAMS, offers carefully selected, high-demand and cutting-edge courses to PAMS member institute students. These courses provide an opportunity for students to get a head start by upskilling themselves with the most relevant and contemporary skills and concepts that will dominate the business environment of the future. These courses can be taken as electives supporting students' core degree, as standalone high-technology courses, or as part of a PAMS Advanced Certification.

## **Super-charge your degree with PAMS' specialized, industry leading courses:**

- Choose from a wide selection of entirely online, high-demand tertiary courses
- Select as many or few courses as you wish — limited to 2 PAMS courses per semester
- Experience innovative, flipped learning and AI-supported methodologies
- Learn from international, industry-leading expert lecturers and coordinators
- Be a part of in-depth class discussions in a multinational group learning environment
- Enjoy a definitive employable advantage in the global marketplace
- All courses award students with official PAMS certification upon successful completion

### **ENROLL TODAY via your local PAMS coordinator:**

Korea - [yunku.lee@wsu.ac.kr](mailto:yunku.lee@wsu.ac.kr)  
Vietnam - [thuyhieng@ftu.edu.vn](mailto:thuyhieng@ftu.edu.vn)  
Indonesia - [oia.feb@ugm.ac.id](mailto:oia.feb@ugm.ac.id)  
Malaysia - [solihasanusi@ukm.edu.my](mailto:solihasanusi@ukm.edu.my)  
China - [xuqing@mail.sysu.edu.cn](mailto:xuqing@mail.sysu.edu.cn)






### **Inquiries & enrollments from other regions:**

[gregorygresko@woosong.org](mailto:gregorygresko@woosong.org)

# Business 4IR Courses

	<p><b>Artificial Intelligence in the Era of Digital Transformation</b>          Start Date (Korea): 4th March          Start Date (Other): 18th March</p>	<p><b>3 credits</b></p>	<p><b>Mondays &amp; Wednesdays</b></p> <ul style="list-style-type: none"> <li>Viet/Indo: 18:30 – 20pm</li> <li>Ch/Mal: 19:30 – 21pm</li> <li>Korea: 20:30 – 22pm</li> </ul>
	<p><b>Business Analytics</b>          Start Date: 5th March</p>	<p><b>3 credits</b></p>	<p><b>Tuesdays &amp; Thursdays</b></p> <ul style="list-style-type: none"> <li>Viet/Indo: 17 – 18:30pm</li> <li>Ch/Mal: 18 – 19:30pm</li> <li>Korea: 19 – 20:30pm</li> </ul>
	<p><b>Lean Six Sigma</b>          Start Date: 4th March</p>	<p><b>3 credits</b></p>	<p><b>Selected Tuesdays &amp; Thursdays</b></p> <ul style="list-style-type: none"> <li>Viet/Indo: 18:30 – 20pm</li> <li>Ch/Mal: 19:30 – 21pm</li> <li>Korea: 20:30 – 22pm</li> </ul>
	<p><b>Data Visualization</b>          Start Date: 6th March</p>	<p><b>3 credits</b></p>	<p><b>Wednesdays</b></p> <ul style="list-style-type: none"> <li>Viet/Indo: 11 – 14pm</li> <li>Ch/Mal: 12 – 15pm</li> <li>Korea: 13 – 16pm</li> </ul>
	<p><b>Drucker's Insights and Entrepreneurial Leadership</b>          Start Date: 8th March</p>	<p><b>3 credits</b></p>	<p><b>Fridays</b></p> <ul style="list-style-type: none"> <li>Viet/Indo: 7 – 10am</li> <li>Ch/Mal: 8 – 11am</li> <li>Korea: 9am – 12pm</li> </ul>
	<p><b>Digital Accounting Transformation</b>          Start Date: 8th March</p>	<p><b>3 credits</b></p>	<p><b>Fridays</b></p> <ul style="list-style-type: none"> <li>Viet/Indo: 7 – 10am</li> <li>Ch/Mal: 8 – 11am</li> <li>Korea: 9am – 12pm</li> </ul>
	<p><b>Python</b>          Start Date: 4th March</p>	<p><b>3 credits</b></p>	<p><b>Self-paced MOOC</b></p>
	<p><b>User Experience</b>          Start Date: 4th March</p>	<p><b>3 credits</b></p>	<p><b>Self-paced MOOC</b></p>
	<p><b>Smart Marketing</b>          Start Date: 4th April          (5 weeks only)</p>	<p><b>1 credit</b></p>	<p><b>Thursdays</b></p> <ul style="list-style-type: none"> <li>Viet/Indo: 12 – 15pm</li> <li>Ch/Mal: 13 – 16pm</li> <li>Korea: 14 – 17pm</li> </ul>
	<p><b>History of Samsung Transformation</b>          Start Date: 4th March</p>	<p><b>1 credit</b></p>	<p><b>Mondays &amp; Wednesdays</b></p> <ul style="list-style-type: none"> <li>Viet/Indo: 18:30 – 20pm</li> <li>Ch/Mal: 19:30 – 21pm</li> <li>Korea: 20:30 – 22pm</li> </ul>
	<p><b>Humanitarian Supply Chain</b>          Start Date: 4th March</p>	<p><b>1 credit</b></p>	<p><b>Selected Mondays or Wednesdays</b>          Viet/Indo: 5–6.30pm          Ch/Mal: 6–7.30pm          Korea: 7–8.30pm</p>

# Korean Culture Courses

	<b>AI Supported Breaking</b> Start Date: 4th March	<b>3 credits</b>	Self-paced MOOC
	<b>AI Supported K-Dance</b> Start Date: 4th March	<b>3 credits</b>	Self-paced MOOC
	<b>Physical Education in e-Sports</b> Start Date: 4th March	<b>3 credits</b>	Self-paced MOOC
	<b>Doing Business in Korea</b> Start Date: 5th March	<b>3 credits</b>	<b>Selected Tuesdays &amp; Thursdays</b> <ul style="list-style-type: none"> <li>• Viet/Indo: 14:30 – 16pm</li> <li>• Ch/Mal: 15:30 – 17pm</li> <li>• Korea: 16:30 – 18pm</li> </ul>
	<b>Understanding K-pop</b> Start Date: 7th March (10 weeks only)	<b>2 credits</b>	<b>Thursdays</b> <ul style="list-style-type: none"> <li>• Viet/Indo: 18 – 20pm</li> <li>• Ch/Mal: 19 – 21pm</li> <li>• Korea: 20 – 22pm</li> </ul>

## Lecture Series Courses

	<b>Great Minds</b> Start Date: 4th March	<b>3 credits</b>	Self-paced MOOC
	<b>Writing and Reasoning</b> Start Date: 4th March	<b>3 credits</b>	Self-paced MOOC
	<b>Who Owns the Past?</b> Start Date: 4th March	<b>3 credits</b>	Self-paced MOOC
	<b>Ethics &amp; Global Leadership</b> Start Date: 5th March	<b>3 credits</b>	<b>Tuesdays &amp; Thursdays</b> <ul style="list-style-type: none"> <li>• Viet/Indo: 18:30 – 20pm</li> <li>• Ch/Mal: 19:30 – 21pm</li> <li>• Korea: 20:30 – 22pm</li> </ul>

# PAMS Advanced Certification Program

Students who complete selected PAMS courses in combination with a 3-week intensive, in-person summer camp program in South Korea, qualify for the prestigious PAMS Advanced Certification.

- Earn a unique and focused certification supported by PAMS' excellent academic cache
- Demonstrate to employers your in-depth understanding of up-to-date industry methodologies
- Show evidence of your ability to practically apply contemporary industry theory in the real world
- Corroborate your ability to deliver effective results working within challenging multinational team environments

## Business 4IR Advanced Certification

To qualify for this certification, complete any two PAMS Business 4IR courses in two consecutive semesters (four courses total) and the PAMS Advanced Summer Semester Corporate Project. This certification is the ultimate endorsement of our top students' high level of functional understanding & competence implementing the transformative technologies of the fourth industrial revolution.

ANY FOUR PAMS 4IR BUSINESS COURSES  
Completed over any number of semesters

Any PAMS 4IR  
Business Course

Any PAMS 4IR  
Business Course

Any PAMS 4IR  
Business Course

Any PAMS 4IR  
Business Course



**Summer Semester**

3 weeks in July/August (dates TBA)

**PAMS Advanced Summer Semester  
Corporate Project**

In-person 3-week intensive summer camp  
on location in South Korea

## Korean Entertainment Industry Advanced Certification

To qualify for this certification, complete any two PAMS Korean Culture Courses (over either one or two semesters) and the PAMS Korean Entertainment Industry Intensive Summer Program (4 credits). This certification is an excellent academic reflection of students' deep understanding of the Korean Entertainment working environment and culture, providing them with a concrete employable advantage to breaking into this highly competitive and desirable industry.

ANY TWO KOREAN CULTURE COURSES  
Completed over any number of semesters

Any PAMS Korean  
Culture Course

Any PAMS Korean  
Culture Course



**Summer Semester**

3 weeks in July/August (dates TBA)

**PAMS Korean Entertainment  
Industry Intensive Summer Project**

In-person 3-week intensive summer camp  
on location in South Korea

# Business 4IR Courses

PAMS offers a selection of high- demand, cutting-edge courses to harness the power and opportunities of the Fourth Industrial Revolution.

- Futuristic courses designed by international industry-leaders
- Online, innovative, flipped learning methodology
- Multinational, discussion-based group learning environment
- A definitive employable advantage in the global marketplace

# AI in the Era of Digital Transformation



3 credits, 12 weeks (15 weeks for WSU students)  
synchronous Zoom class

The flagship course of the PAMS program. AI in the Era of Digital Transformation is a carefully curated course that draws on the expertise of multiple industry-leading expert lecturers and professionals. The course aims to enable students to understand and take full advantage of the opportunities offered by the fourth industrial revolution. The technologies and concepts detailed in this course will determine the course of human progress and business development for the next generation. The course culminates in the practical application of these concepts through an in-depth group assignment in which students work in cooperation with a real-world corporation to complete a professional business solution to an actual business brief, then present it to a panel of experts.

This course is lectured by a carefully selected international group of industry experts drawn from a variety of high-technology fields.

## This course focuses on the following modules:

- AI in Business
- Digital Strategy and Innovation
- Big Data Marketing
- Fintech and Blockchain
- Smart Factories

## Course Requirements:

- Fluent English language ability
- 2nd-year students or later
- ATTENTION: This is an extremely demanding, high-workload course with limited student numbers. Highly-motivated students with a minimum GPA of 3.5/4.0 or 4.3/5.0 are encouraged to apply.

## Class Start Date:

4th March (Korea)  
18th March (Other)

## Course Time(s):

- Mondays & Wednesdays
- Viet/Indo: 18:30 - 20pm
  - Ch/Mal: 19:30 - 21pm
  - Korea: 20:30 - 22pm



# Business Analytics

3 credits, 15 weeks, synchronous Zoom class

A field of expertise that is fast becoming indispensable to modern business practice. Learn to use data for problem solving, optimization and decision making through the essential data analytics methodologies, including descriptive and predictive analytics, as well as optimal solution selection strategies.

## This course focuses on the following:

- Analyzing real-world case studies using Python and Excel software packages
- Proposing business improvements based on effective and practical data analysis
- Learning to use big data effectively in reports
- Learning from, and interacting directly with, industry-based guest speakers

## Course Requirements:

- Fluent English language ability
- 2nd-year students or later
- Applicants must have completed 1st-year Economics (or Microeconomics) and Statistics
- ATTENTION: This is an advanced course with a **significant, highly-technical workload**, only suitable for students who have a strong motivation to learn or already have some
- familiarity with programming.

## Class Start Date:

5th March

## Course Time(s):

Tuesdays and Thursdays

- Viet/Indo: 17 - 18:30pm
- Ch/Mal: 18 - 19:30pm
- Korea: 19 - 20:30pm

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This course is designed and delivered by Dr. Nguyen Thi Thuy Vinh, from FTU University in Vietnam. Dr. Vinh is supported by two lecturers working within the industry, Dr Mai Xuan Trang and Dr. Pham Thi Cam Anh.



**Dr. Nguyen Vinh** earned her PhD in economics from Kobe University, specializing in international trade, FDI, international finance, and quantitative analysis. She has published several scholarly journal articles, co-authored several books and currently takes part in multiple research projects regarding domestic and international enterprise in Vietnam. She lectures for Vietnam's Foreign Trade University and PAMS.

**Dr. Mai Xuan Trang** was awarded his PhD in informatics from Kyoto University, Japan. His field of expertise is computer science focusing on AI & DS, and cloud & service computing.

**Dr. Pham Thi Cam Anh** finished her PhD at The University of Texas. She specializes in international business, international development and public policy.

# Introduction to Data Visualization

3 credits, 15 weeks, synchronous Zoom class

In our modern data-driven society, information extraction using appropriate data visualization techniques plays a vital role in business. This course is designed to introduce data visualization techniques through hands-on exercises. Students will be introduced to a variety of visualization techniques including charts, interactive dashboards, and stories. These are then used to create meaningful displays of quantitative and qualitative data, to facilitate managerial decision-making. To serve that purpose, this course offers students a formal foundation in data visualization in addition to hands-on experience using Excel spreadsheets, Tableau software package, and Python programming.

## This course focuses on the following:

- Understanding the history of data visualization
- Key design principles and techniques of visualizing data
- Developing an understanding of the fundamentals of communication and alignment around concepts required for effective data presentation
- Developing competency in the use of contemporary data visualization software
- Project-based opportunities identifying, understanding, analyzing, preparing, and presenting effective visualizations on a variety of topics

## Course Requirements:

- Fluent English language ability
- 2nd-year students or later

## Class Start Date:

6th March

## Course Time(s):

Wednesdays

- Viet/Indo: 11 - 14pm
- Ch/Mal: 12 - 15pm
- Korea: 13 - 16pm

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Data Visualization is lectured by **Dr. Jia Uddin**. Dr. Uddin received his Ph.D. in Computer Engineering from University of Ulsan, and his M.Sc. in Telecommunication from Blekinge Institute of Technology. Dr. Uddin has over 10 years tertiary teaching experience in Bangladesh, UK, Indonesia, and Korea. He researches industrial fault diagnosis and has received the Best Research Faculty Award from Brac University and an Erasmus European Union Grant from Staffordshire University.



# Digital Accounting Transformation

3 credits, 15 weeks, synchronous Zoom class

Of the many diverse and fascinating challenges we face today, the most intense and important is how to understand and shape the new technology revolution, which entails nothing less than a transformation of humankind” (Klaus Schwab, 2016: The Fourth Industrial Revolution). Based on that statement, this course is intended to introduce students to the development of the accounting discipline in the face of the challenges and opportunities of the digital era. It is suitable not only for accounting students, but is intended for all business students who care about the role of accounting in business. Accounting is the language of business - the essential measures of a corporation’s vital statistics. Its importance cannot be overstated. The technical aspects of accounting are minimized in this course. Graduating students will be able to recognize the essential elements of a digital economy, understand the role of accounting in business, and understand in detail the challenges and evolutions that accounting disciplines face in the digital era.

## This course focuses on the following:

- The mechanics of the digital economy
- Accounting technology
- Digital technologies in accounting
- Ethical issues surrounding digital business and accounting
- Developing accounting standards to keep up with dynamic change
- Financial and fraud auditing
- Government and public sector accounting
- Managerial accounting
- Sustainable development and environmental accounting

## Course Requirements:

- Fluent English language ability
- 2nd-year students or later

## Class Start Date:

8th March

## Course Time(s):

Fridays

- Viet/Indo: 7 - 10am
- Ch/Mal: 8 - 11am
- Korea: 9 - 12pm

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This course is coordinated by Professor Rijadh Djatu Winardi, SE, MSc, PhD, CFE. The teaching load is shared by Dr. Winardi and eleven other expert professors from UGM University in Indonesia, providing students with an excellent pool of experience.



# Drucker's Insights & Entrepreneurial Leadership



3 credits, 15 weeks, synchronous Zoom class

Acquire the essential fundamentals of management, in three key modules, as imagined by the most widely-known and influential management thinker of our age, Peter Drucker.

- Learn to manage yourself
- Learn to manage a team
- Learn to manage for opportunities outside of organizational boundaries
- Recognize and utilize innovation
- Hone your critical thinking in group discussions with shared learning outcomes
- Course lectures delivered by leading industry expert, Dr. Yoo-Taek Lee

Student numbers strictly limited. Register your interest early to secure your spot.

**Students who successfully complete the program will receive the Drucker's Society official accreditation.**

## Course Requirements:

- Fluent English language ability
- 2nd-year students or later
- A keen interest in practical management theory

## Class Start Date:

8th March

## Course Time(s):

Fridays

- Viet/Indo: 7 - 10am
- Ch/Mal: 8 - 11am
- Korea: 9 - 12pm

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Dr. Lee is an expert in the field of management theory. He earned his PhD from Boston University and lectured there and at a number of other outstanding institutions. He has published numerous scholarly articles and been a key contributor for several research projects concerned with management and entrepreneurship. He is currently Dean of the JW Kim College of Future Studies and Director of PAMS.



# Lean Six Sigma Greenbelt Certification Program



3 credits, 15 weeks, asynchronous MOOC class  
with four synchronous Zoom workshop tutorials

This online course helps students build quality leadership skills by reviewing renowned Lean and Six Sigma methods. Students learn various Lean and Six Sigma methods, theories, concepts, and tools, as well as related quantitative analysis techniques. Students review pre-recorded lectures and other materials, take short quizzes and complete homework assignments. In addition to this work, the coordinating lecturer will ask students to present their thoughts on various key questions.

**Students who successfully complete the program will receive official Lean Six Sigma accreditation**

**This course focuses on the following:**

- Process focused view
- Understanding Lean concepts & tools
- Theories in quality management
- Six Sigma concepts and tools
- The Lean Six Sigma approach



**Four workshops scheduled Tuesdays and Thursdays:**

**Class Start Date:**

4th March

**Course Time(s):**

Selected Tuesdays & Thursdays

- Viet/Indo: 18:30 - 20pm
- Ch/Mal: 19:30 - 21pm
- Korea: 20:30 - 22pm

Dr. Lee is an expert in the field of management theory. He earned his PhD from Boston University and lectured there and at a number of other outstanding institutions. He has published numerous scholarly articles and been a key contributor for several research projects concerned with management and entrepreneurship. He is currently Dean of the JW Kim College of Future Studies and Director of PAMS.



# Smart Marketing in the Digital Age

1 credit, 5 weeks, synchronous Zoom class

From advertising to pricing, from product design to channel strategies, SMART marketing has called for the integrated planning of marketing strategies. In the digital age, the embracement of data, predictions and automation technologies further transforms the practice of marketing decision analysis. This short course introduces the basic concepts of SMART marketing, and uses an integrated series of mini-examples to familiarize students with a digital mindset, essential to becoming a marketing scientist or researcher.

## This course focuses on the following:

- Setting goals
- Operationalization and measurement
- Prediction
- Model specification
- Numerical computation

## Course Requirements:

- Fluent English language ability
- 2nd-year students or later
- Completed first-year statistics (highly recommended)

## Class Start Date:

4th April  
(5 weeks only)

## Course Time(s):

- Thursdays
- Viet/Indo: 12 - 15pm
  - Ch/Mal: 13 - 16pm
  - Korea: 14 - 17pm

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Smart Marketing in the Digital Age is lectured by Professor Ruikai Zhou from SYSU University in China. Dr. Ruikai received his PhD from The Chinese University of Hong Kong in 2020, and focuses his research on marketing modelling, consumer decision making and uncertainty. He lectures a variety of related courses for SYSU University.



# Humanitarian Supply Chain

1 credit, 15 weeks, asynchronous MOOC class with synchronous Zoom workshop tutorials

Supply Chain Management (SCM) is a cross-functional discipline concerned with the movement of products, the use of business resources, the flow of information, and the deployment of services in the value chain. In this introductory course to SCM, students are provided with a comprehensive overview of the business processes, value creating activities, and best practices for a supply chain - from forecasting and demand management, to sourcing and procurement, to sales and operations planning, and through logistics (i.e., warehousing, distribution and transportation), out to the customer.

## This course focuses on the following:

- Gain a multifaceted perspective on the global dimensions of today's business operations through understanding how modern, global supply chains and logistics networks operate.
- Understand the multidisciplinary facets of how a global supply chain can be viewed, analyzed, and operated.
- Explain multiple key social science theories and popular perspectives on the history, geography, structure and ethics of trade, and apply them to the analysis of supply chain.

## Class Start Date:

4th March

## Course Time(s):

Selected Mondays or Wednesdays

Viet/Indo: 5-6.30pm

Ch/Mal: 6-7.30pm

Korea: 7-8.30pm



# History of Samsung Transformation

1 credit, 15 weeks, synchronous Zoom class

Samsung remains one of the 20th century's biggest success stories. This course mines the experience of Samsung employees and examines the company that continues to be one of the premier global corporations. Students will learn from firsthand experience the strategies, technologies, and management philosophy that has empowered Samsung to be successful for nearly a century. The course begins with a history of the company, its growth and success over the past eighty years. It then examines Samsung's products, divisions, and organization. Students will gain insight into real life work experiences, management culture, and technological philosophies.

## This course focuses on the following:

- Gain experience with practical in-world case studies of Samsung.
- Learn the history of the company and how it has adapted over the decades.
- Understand the unique perspectives of industry leaders.
- Gain practical knowledge of the corporate world.

## Class Start Date:

4th March

## Course Time(s):

Mondays and Wednesdays

- Viet/Indo: 18:30 - 20pm
- Ch/Mal: 19:30 - 21pm
- Korea: 20:30 - 22pm

The Samsung logo is displayed in white, bold, uppercase letters within a blue oval shape.

**SAMSUNG**

# Python

3 credits, 15 weeks, mixed asynchronous Zoom class

This course explores Python's fundamentals, including data types, conditionals, and loops. Students progress to developing practical applications. The course navigates the intricacies of object-oriented programming in Python, equipping students to construct applications of their own. With a focus on practical application, students gain essential skills in file and folder manipulation, using Python's standard library for operations. Best practices in Python coding, encompassing formatting guidelines (Pep8), clear documentation, and effective error prevention are emphasized to elevate code quality. Students will develop a comprehensive skill set with Python, helping them to make informed decisions and contribute to projects. This course serves as a cornerstone for students aspiring to excel in contemporary software development and technology fields.

## This course focuses on the following:

- Explore Python's philosophy, design principles, and its widespread applications.
- Master Python basics, covering data types, conditionals, loops, libraries, functions, and classes.
- Dive into the object-oriented paradigm in Python.
- Create custom classes, manage attribute access, implement inheritance, and leverage data classes.
- Acquire essential skills for file and folder manipulation using Python's standard library.
- Elevate code quality with formatting guidelines (Pep8), clear documentation (docstrings, Sphinx), and type hints.
- Cultivate the ability to write clearer, more readable, and maintainable Python projects.

## Class Start Date:

4th March

## Course Time(s):

Asynchronous MOOC



# User Experience Design and Development

3 credits, 15 weeks, mixed asynchronous Zoom class

This course introduces the fundamental components of UX design based on Design Thinking. It is a project-based course where students learn basic principles and methods, including user research, concept generation, human-centered visual design principles, and low-fidelity prototyping. The course encourages students to experiment with emerging online tools such as Lucid, Notion, Figma, and Wix.

## This course focuses on the following:

- Develop knowledge in basic UX analysis critical thinking.
- Identify aspects of strengths or weaknesses of interfaces and make suggestions for improvements.
- Explore elements and principles of UX design to support creative goals.
- Understand and apply web design guidelines.
- Create based on the cycle of UX design from user research to low-fidelity prototype.
- Improve usability testing and iteration.

## Class Start Date:

4th March

## Course Time(s):

Asynchronous MOOC



# PAMS Advanced Summer Semester Corporate Project

In-person 3-week intensive summer camp on location in South Korea (4 credits)

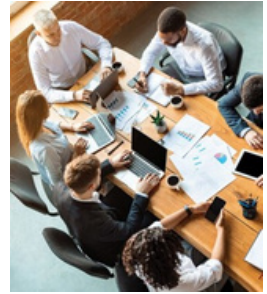
Students who take part in PAMS 4IR Business courses are also encouraged to apply for this Advanced Summer Semester Corporate Project. This once-in-a-lifetime intensive exchange program offers students a unique opportunity to come to Korea and complete a real-world corporate brief while mentored by experts from world-renowned Korean corporations.

This course is subsidized. However, travel costs, discounted accommodation, and various other fees are to be borne by the students. Enrollment, program details, final schedule and additional cost estimates will be confirmed at a later date.

## This program includes:

- Corporate site visits
- Corporate seminars and tutorials
- Cultural experience events
- Real-world corporate business project

**Students who complete this course and two other Korean Business courses in two consecutive semesters (four courses total) will be awarded the PAMS Business in the 4th IR Advanced Certification.**



## Course Requirements:

- Fluent English language ability
- 2nd-year students or later
- Recommended to have completed four PAMS business courses
- This is a highly intensive summer (vacation) semester course. It is recommended for highly-motivated students only.

**Course takes place over 3-weeks in July/August 2024 (dates to be advised)**

To secure their enrollment, students are encouraged to register interest for summer courses now through their local PAMS representative.



# Korean Culture Courses

The background of the slide features three women from behind, wearing purple long-sleeved tops and skirts, holding hands in a line. They are positioned against a dark, starry background with soft, glowing light spots, suggesting a night sky or a stage performance. The overall aesthetic is clean and modern.

PAMS offers a selection of high-demand, cutting-edge courses. PAMS Korean Culture courses offer a unique opportunity for students interested in pursuing careers in South Korea.

- Learn about Korean culture and the entertainment industry from experts in the field
- Dive into entirely online, AI-supported learning modes that are the first of their kind
- Join a multinational group learning environment
- Enjoy a definitive employable advantage working in Korea or with Koreans

# AI Supported Breaking

3 Credits, 15 weeks, asynchronous MOOC Class

Students interested in breaking, a newly-minted official Olympic sport, are now supported with this high- technology physical education course.

This class offers an opportunity to learn basic breaking body movements, connect simple dance moves together, and give your dancing creativity the opportunity to flourish. With advanced education technology, AI provides students with immediate dance evaluations and improvement suggestions. The course begins with basic skills, such as steps, and builds on this foundation progressively. This makes the course suitable for beginners and advanced dancers alike, and offers students a unique chance to enjoy a fun physical activity, develop their body strength and improve their quality of life.

## Course Requirements:

- An interest in learning fun K-dance and/or breaking, and in strengthening your body
- Students who enjoy social media posting and watching other people's dancing
- Fluent English language ability

## Class Start Date:

4th March

## Course Time(s):

Asynchronous MOOC



AI Supported Breaking was developed by Jae-min Park, who performed as an active breakdancing member of T.I.P crew and is currently the director of the Korean Federation of Dance Sport, as well as a judge of the World Dance Sport Federation for breakdancing. He is also an active commentator for break-dancing on KBS Olympic broadcasts. He is a graduate of Seoul National University majoring in physical education, and is part of the doctoral program for global sports management.



# AI Supported K-Dance

3 Credits, 15 weeks, asynchronous MOOC Class

A groundbreaking physical education class, AI Supported K-Dance ushers in a new era of education technology. Unlike traditional PE classes, this class applies a unique proprietary AI dance analysis system. Students upload videos as they learn each step, allowing the AI to accurately analyze and assess their progress and help them iteratively improve their dance skills. This class is equally well suited to all levels of dancers from beginner to advanced. The primary goal of the class is to improve students' dance skills and for them to improve their basic physical strength through fun dances and fitness activities.

## Course Requirements:

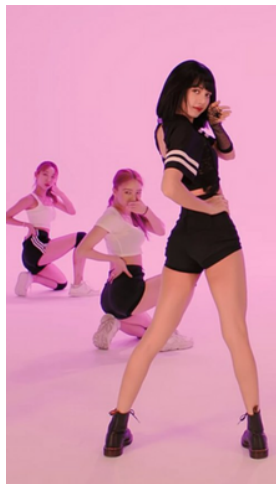
- An interest in learning fun K-dance and in strengthening your body
- Students who enjoy social media posting and watching other people's dancing
- Fluent English language ability

## Class Start Date:

4th March

## Course Time(s):

Asynchronous MOOC



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This course has been designed by the highly acclaimed Inné Yu, an alumna of the Seoul Institute of the Arts, majoring in dance. She is a talented K-dancer with a dance practice teacher's license. Based on her teaching experience, she systematically demonstrates and explains dance moves to students.



# Doing Business in Korea

3 Credits, 15 weeks, synchronous Zoom Class

This distinctly topical course teaches you the essential legal and cultural requirements of conducting business in the Republic of Korea. The course focuses on equipping its students with a clear awareness of Korean business culture using numerous situational, real-world and hypothetical examples. The aim is to reduce increasingly common and costly misunderstandings between Korean and foreign businesspeople, driven by growing foreign investment and the continuing rapid industrial growth of South Korea. Graduates can expect a functional competitive advantage compared to their peers when they engage in business with Korean partners.

## This course focuses on the following:

- The legal and cultural requirements of doing business in Korea
- Korean and global etiquette
- Strategies to avoid misconduct in real-world situations
- How to interpret and understand office manners in Korea
- Korean office language

## Course Requirements:

- Fluent English language ability
- 2nd-year students or later
- An interest in the entertainment industry

## Class Start Date:

5th March

## Course Time(s):

- Tuesdays and Thursdays
- Viet/Indo: 14:30 - 16pm
  - Ch/Mal: 15:30 - 17pm
  - Korea: 16:30 - 18pm



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Doing Business in Korea is lectured by Professor Kyung-Chull Park. Professor Park graduated from Yonsei University in Korea and earned an e-MBA from Pittsburgh University in USA. He worked for Samsung Electronics from 1988 to 2020, where he was in charge of overseas business dispatches to Miami, Panama, Brazil and the Philippines. Professor Park currently lecturers for Woosong University (South Korea) and PAMS.



# Physical Education in e-Sports

3 Credits, 15 weeks, asynchronous MOOC Class

This course aims to improve the perception of e-Sports as a community culture and expand its base of understanding through basic education of e-Sports. To this end, the course consists of learning activities designed to strengthen sportsmanship and teamwork using the same techniques used by physical education courses that focus on competitive sport. This includes playing team roles, and executing cooperative strategies in League of Legends.

## Course Requirements:

- An interest in the e-Sports industry or playing e-Sports
- A desire to improve communication through collaboration
- Fluent English language ability

## Class Start Date:

4th March

## Course Time(s):

Asynchronous MOOC

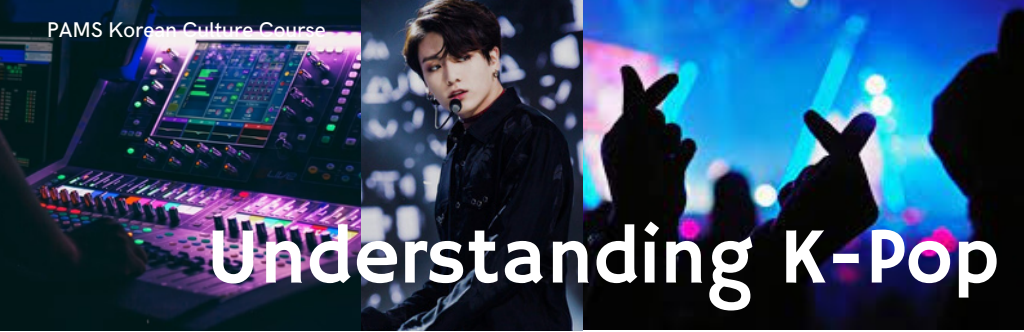


Physical Education e-Sports is taught by two industry experts - Professor Eunyoung Choi, who teaches the introduction to e-Sports section, and Hyukjin Lee, who teaches the practical training section with League of Legends.

**Professor Eunyoung Choi** received her doctorate in communications from Loughborough University. She currently teaches Media Contents at the Peace and Liberal Arts College, and e-Sports convergence at the Graduate School of Hanshin University.

**Hyukjin Lee** is a graduate student of e-Sports convergence at Hanshin University. He received a Bachelor's degree in e-Sports from Chunnam Techno University. As an e-Sports player, he has won several competitions and coached professional e-Sports teams.





# Understanding K-Pop

2 Credits, 10 weeks, synchronous ZOOM Class

A new and innovative course which provides an essential introduction to the K-pop industry, offering a competitive advantage to anyone wishing to enter the entertainment industry or those with an academic interest in the field.

- Understand and gain insight into the
- K-pop industry, its history and development
- Learn the process of music production and songwriting theory
- Write songs in class workshops and produce your own music for your final project
- Course delivered by Michelle Cho, a successful leading expert currently working within the industry

## Course Requirements:

- Fluent English language ability
- 2nd-year students or later
- An interest in the entertainment, music or K-pop industry, Korean culture, or music

## Class Start Date:

7th March  
(10 weeks only)

## Course Time(s):

- Thursdays
- Viet/Indo: 18 - 20pm
  - Ch/Mal: 19 - 21pm
  - Korea: 20 - 22pm

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This course has been designed by the highly acclaimed Inné Yu, an alumna of the Seoul Institute of the Arts, majoring in dance. She is a talented K-dancer with a dance practice teacher's license. Based on her teaching experience, she systematically demonstrates and explains dance moves to students.



# PAMS Korean Entertainment Industry Intensive Summer Program

In-person intensive summer camp on location in South Korea (4 credits)

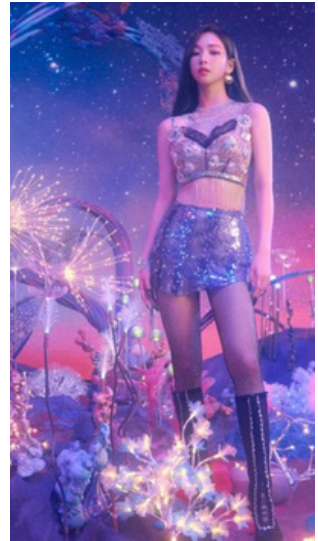
This one-of-a-kind program invites students to come to South Korea and experience a series of hands-on workshops, corporate site visits and focused lectures delivered by professionals currently working within the Korean entertainment industry. This unparalleled level of exposure and inside access to the industry is a truly unique opportunity that is essential for students serious about breaking into the Korean Entertainment Industry or working with them in an international capacity.

While this course is subsidized, travel costs, discounted accommodation, and other various fees are to be borne by the students. Enrollment, program details, schedule and additional cost estimates will be confirmed at a later date.

**Students who complete this course and two other Korean Business courses in two consecutive semesters (four courses total) will be awarded the PAMS Business in the 4th IR Advanced Certification.**

## Course Requirements:

- Fluent English language ability
- 2nd-year students or later
- Recommended to students who have completed two PAMS Korean Culture courses
- This is a highly intensive summer (vacation) semester course. It is recommended for highly-motivated students only.



**Course takes place over 3-weeks in July/August 2024 (dates to be advised)**

To secure their enrollment, students are encouraged to register interest for summer courses now through their local PAMS representative.



A wide-angle, high-angle shot of a large lecture hall. The audience is seated in rows of red chairs, facing a stage. On the stage, there is a large white projection screen displaying a presentation with two slides. The stage is lit with blue spotlights. The overall atmosphere is professional and academic.

# Lecture Series Courses

# Great Minds

3 credits, 15 weeks, asynchronous MOOC class

PAMS invites students to meet “the Einstein and Descartes of our time.” This brand new MOOC-based course had been carefully developed by EBS (Educational Broadcasting System - the Korean Education TV channel). Coordinators guide students through lectures on five selected topics and associated activities. Recorded lectures are delivered by world- leading experts, scholars, professors and scientists at the cutting edge of their specific fields.

- Learn about a variety of topics from the top experts in the field
- Dive into entirely online learning modes that are the first of their kind
- Join a multinational group learning environment
- Enjoy a wide, varied and topical selection of lectures

**Completion of this course will award the students official certification from EBS as well as the standard PAMS certification.**

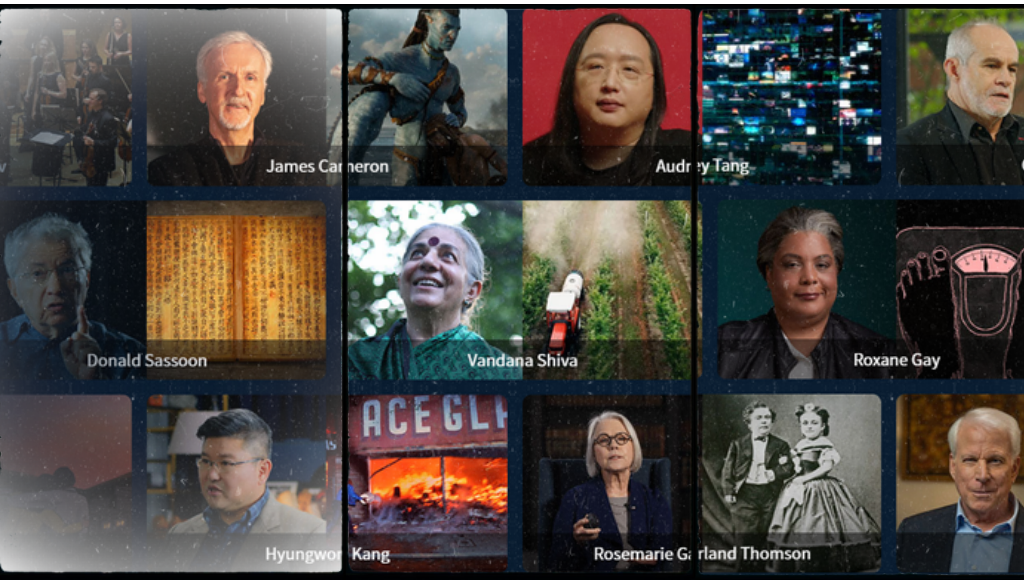
**Course Requirements:**

- Fluent English language ability
- 2nd-year students or later

**Class Start Date: Course Time(s):**

4th March

Asynchronous MOOC





# Who Owns the Past?

3 credits, 15 weeks, asynchronous MOOC class

Museums, archaeology and heritage play an important role in contemporary society. They are not simply about static objects showing us a distant past; rather they have cultural significance and continue to have impact and meaning throughout time. This impact and meaning are not the same for everyone and can change over time. It can vary from culture to culture, generation to generation and even person to person, and the sometimes-disparate viewpoints of individuals and groups can and do lead to conflict.

The aim of this course is to focus on the problems and dilemmas that arise in an ever-changing world where the values placed upon the objects in museums, the museums themselves, archaeology and heritage are shifting and may be seen as outdated, unethical or contentious. At the same time, by learning about the divergent viewpoints of stakeholders, past and present, this course will allow students a greater understanding of the importance of the past to different people and cultures, leave them more empathetic to the viewpoints of others and provide them with the skills to recognize and deal with situations that may cause cultural (or other) conflict, thus helping them on their path to becoming global citizens

## **This course focuses on the following:**

- Understand the continuing importance of museums, archaeology and heritage.
- Understand that there is no set of correct viewpoints or opinions regarding museums, heritage and archaeology.
- Discuss the history of museums and collecting.
- Understand why there are various conflicts in relation to museums, archaeology, and heritage.
- Analyze evidence and make sound judgements.
- Recognize a variety of viewpoints and attitudes regarding museums, archaeology, and heritage.
- Better understand how to handle conflicts regarding museums, archaeology and heritage.
- Be more aware of divergent attitudes and values towards museums, archaeology, and culture.
- Be more aware of divergent attitudes and values towards museums, archaeology, and culture.

## **Class Start Date:    Course Time(s):**

4th March

Asynchronous MOOC

# Writing and Reasoning

3 credits, 15 weeks, asynchronous MOOC class

The purpose of this course is to learn to become a more effective reasoner. Logical reasoning includes several cognitive activities such as thinking, inferring, making decisions, evaluating evidence. Although we have the ability to reason well, we often fail in predictable ways, particularly when we are under pressure, emotional, or biased about a topic. There are two primary objectives of the course, one theoretical and one practical. The first objective is to gain a theoretical understanding of critical reasoning, including argumentation, logic, decision theory, and more. We will draw on a variety of sources in science and humanities. The second objective is to improve your practical ability to reason in concrete situations, by analyzing arguments and exploring several case studies. How progress will be evaluated towards these objectives is described below.

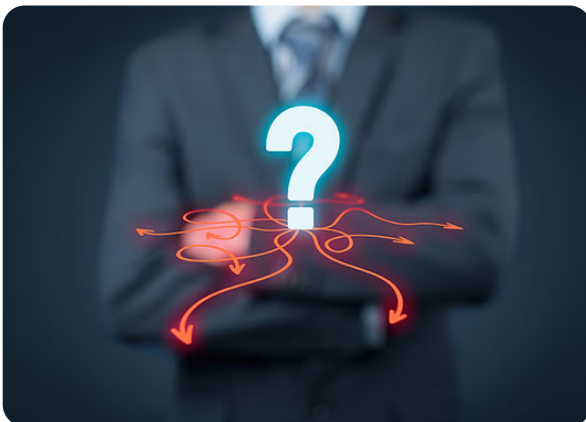
## This course focuses on the following:

- Identify and use key rhetorical concepts, including purpose, audience, and context, through analyzing and composing a variety of texts.
- Gain a solid foundation for critical thinking, analyze situations, use logic, and master strategies to write very accurately and clearly.
- Recognize problems and predict future behavior of characters based on known historical characteristics and predict outcomes.

## Class Start Date: Course Time(s):

4th March

Asynchronous MOOC



# Ethics & Global Leadership

3 credits, 15 weeks, synchronous Zoom class

This course examines ethics through the lens of the physical, natural, and digital sciences; technology; and the Fourth Industrial Revolution in the context of the 21st-century. We will explore the need for proper ethical considerations within the scientific world, rapid developments in technology, and their profound impacts on individuals, local communities, and international relations. The course will engage various perspectives and models of global leadership that respects the intrinsic dignity of the individual at all levels of human experience.

## This course focuses on the following:

- Demonstrate knowledge and understanding of principal ethical issues in technology within the 21st-century context.
- Apply knowledge and understanding of course content towards challenges facing mankind at the individual and community levels within both the local and global contexts, asserting effective models of leadership.
- Gather and interpret multidimensional data concerning social, scientific and technological issues
- Communicate clearly about appropriate anthropological approaches to the challenges facing the physical and natural sciences, technology and the Fourth Industrial Revolution.
- Develop a capacity for future independent and collaborative research of technological impacts on the human condition through an ethical lens.

## Class Start Date: Course Time(s):

5th March

Tuesdays and Thursdays

- Viet/Indo: 18:30 - 20pm
- Ch/Mal: 19:30 - 21pm
- Korea: 20:30 - 22pm

