



## Course Code: Intermediate of K-Beauty Business and Practice

Fall Semester, 2025

### Course Introduction

Course Title	Intermediate of K-Beauty Business and Practice
Course Code	
Credit Hours	3
Semester & Year	Fall, 2025
Pre-requisites	None

Class Type	Section	Days	Time	Room
Lecture/Practice	001	Wednesday	13:00~16:00	229

### Instructor

Instructor	Sebyeok Jung
Office	-
Consultation Hours	Mon/Wed
Email	foxhole@nate.com

### Mission Map

Mission Based Goals		Approximate % of Course Content
Global Perspective		20%
Asian Expertise		10%
Creative Management Foundation		40%
Cross Cultural Competence		20%
Social Responsibility		10%
<b>Total</b>		<b>100%</b>

## SolBridge Mission & Course Objectives

The prime goal of the course is to deliver the promise of SolBridge. SolBridge has the mission of educating the next generation of Asian Thought leaders. The school aims to instill in our graduates a Global Perspective, Asian Expertise, Creative Management Foundation, Cross Cultural Competence and a sense of social responsibility.

The main goal of this lecture is to understand the flow of the K-beauty industry and to reproduce creative results by utilizing applied techniques based on the utilization of K-cosmetics and the basic expression techniques of K-beauty makeup. In this course, we will discover various uses of K-cosmetics and reproduce them through practice to help you understand. In addition, we will experience K-beauty in depth by designing and expressing makeup for various situations using cosmetics. If you successfully complete the course, you will be able to interpret the trends of K-beauty and, furthermore, we expect to read the outlook for the beauty business.

The objectives of this course are:

- To understand color, an essential element of the beauty industry and makeup, and understand makeup techniques according to the situation.
- To understand the basic techniques of K-beauty makeup and the application of techniques according to the situation.
- To apply makeup techniques according to the situation to design the desired design and implement it in practice.

## Learning Outcomes

Following successful completion of the course, the participant would be able to:

- CO 1: Understand the characteristics of K-beauty makeup and the differences from cultures to analyze the larger context of the K-beauty business.
- CO 2: Analyze K-beauty makeup techniques and create and practice new images.
- CO 3: Analyze and apply expression techniques according to the situation of K-beauty makeup.
- CO 4: Suggest and apply various directions in which cosmetics can be utilized.
- CO 5: Understand and express the differences between general techniques and stage techniques of K-beauty makeup.

**Course Outcome – SolBridge Mission Matrix**

Course outcomes	Learning level	Course Outcome Statement	SolBridge Mission Goals <sup>1</sup>					Assessments
			Global Perspective	Asian Expertise	Creative Management Foundation	Cross Cultural Competence	Social Responsibility	
CO 1		Analysis of the characteristics and differences of K-makeup	1	2	3	2	1	Class Participation Assignment Exam
CO 2		Analysis of techniques of K-beauty makeup and image creation and practice	1	1	3	1	0	Class Participation Assignment Exam
CO 3		Understanding and practice of expression techniques for each situation of K-makeup	1	1	3	2	0	Class Participation Assignment Exam
CO 4		How to use K-beauty cosmetics	1	1	1	0	0	Class Participation Assignment Exam
CO 5		Understanding, practice, and application of general techniques and stage techniques of K-makeup	1	2	3	0	0	Class Participation Assignment Exam

<sup>1</sup> Key: 3 - Imparts Knowledge/Skills, Provides Practice, and Provides Reflection/Experimentation opportunities; 2 – Imparts Knowledge/Skills, and Provides Practice; 1 – Imparts Knowledge/Skills; 0- Does not address

## Teaching Methodology

Most of the time, we will cover a different topic every hour. Each class session consists of a theory lecture and a practice session. The theory lecture is conducted in Korean, and the practice session after the theory lecture is conducted as a 1:1 coaching session. This class will provide students with practical and specific content. Through practical practice, you will experience various situational techniques, etc.

This class provides students with practical and specific content. You will gain various experiences through actual practice.

## Course Materials and Readings

This course does not require a textbook as it should be based on the changes and trends in K-beauty technology and trends and technical know-how. The instructor provides the learning materials directly, and any additional necessary materials and reference materials are provided as open materials.

## Assessment Method & Grading

*These are the components of the evaluation scheme for this course:*

Component	Weight
Attendance	20%
Practice participation	20%
Assignments	30%
Final exam	30%
<b>Total</b>	<b>100%</b>

### Attendance and Class participation

Attendance at all classes is mandatory. Students will be assessed on their readiness to use the cosmetics and tools necessary for the class, and their level of participation in the relevant hands-on activities in class. It is important to maintain a consistent classroom environment with expectations, so it is important to respect all classmates and instill a healthy and cohesive approach to learning. It is recommended to think from different perspectives to increase understanding of K-culture and K-beauty. Different perspectives and disagreements are welcome, but rudeness, interruptions, and arrogance toward others are not welcome.

**Assignment and Simulation Assignment**

There are two main assignments. This assignment focuses on explaining the specific techniques, differences, and how to apply them appropriately for each situation. You can get a good score by carefully comparing the various contents you learn through individual coaching and checking the application methods (lines, colors, symmetry, creativity, completeness, etc.).

**In-class exercise**

If you carefully check the various contents you learn through 1:1 coaching and check how to apply them, you can get a good score.

**Midterm Exam**

This exam requires you to submit an assignment based on what you learned during the semester. The subject of this course focuses on explaining the basic theory of K-beauty and specific reproduction methods that can be applied. And you may be asked to submit photos of your practice every week. Details on this will be announced before the exam.

**Final exam**

This exam is an assignment based on what you have learned during the semester. The subject of this course focuses on both basic theory and creative content. You must also submit a photo of your practice work. Details on this will be announced before the exam. (Photos submitted for the assignment must clearly show the work.) If you miss the deadline, you will not be able to receive a grade higher than a B, no matter how well you do.

**Session Plan**

<b>Week</b>	<b>Topic</b>	<b>In-Class practice</b>
1	Introduction and plan of the course Description of tools needed for class	Check the tools and cosmetics Discussion of cosmetics to prepare
2	K-beauty makeup in Coral&Brown Colors	K-beauty Basic techniques
3	K-beauty makeup in Pink&Brown colors	Daily makeup techniques
4	Seasonal makeup (1) -Fall	Daily makeup techniques
5	K-beauty makeup in Purple color	Applied makeup techniques

6	K-Beauty makeup in Orange makeup -Add concept	Applied makeup techniques
7	K-beauty Advertising photo makeup -Add concept	Photo makeup techniques
8	Mid-term exam	Assignment
9	Special effects makeup	Special effects makeup
10	K-pop female Idol stage makeup	Stage makeup
11	Leopard makeup based on K- makeup	Applied makeup
12	K-pop female Idol cover makeup -K- makeup techniques that suit you	Photo makeup
13	Punk Makeup (National Qualification Exam Standard)	Applied makeup
14	Seasonal makeup (2) -Winter	Applied makeup
15	Final exam	Assignment or test(or both

(This session plan may be adjusted in order and difficulty depending on the students' receptivity.)