



Notice of Intent to Offer a New Degree/Major University of Wisconsin-Madison

Name of the proposed degree/major: BA/BS in Korean
Home School/College: College of Letters & Science
Home department/department-like unit: Asian Languages and Cultures
Mode of delivery (face-to-face, online, other-specify): Face-to-Face
Proposed CIP Code (to be completed by APIR): TBA
Primary Program Contact person: Rania Huntington, Chair, Curriculum & Planning Committee, ALC
Primary University Contact Person: Karen Mittelstadt, Academic Planning & Institutional Research

Program Description, Learning Outcomes, and Curriculum

The proposed new Korean major at UW-Madison would be a valuable addition to the university's offerings. It would provide students with a comprehensive education in Korean culture and civilization, and it would prepare them for a variety of careers. The major would include four years of Korean language study, as well as courses in Korean history, culture, literature, film, gender studies, and sociology. Students would also have the opportunity to conduct research with the university's faculty, who are experts in Korean studies. The proposed major would be a valuable asset to the university in several ways. First, it would help to attract top students from around the world. Second, it would provide students with the skills and knowledge they need to succeed in a variety of fields, such as business, education, international relations, and engineering. Third, it would help to promote understanding and cooperation between Korea and the United States.

Program Description - "Undergraduate Korean Major at UW-Madison"

- **Open the door to a new world.** – the Korean major at UW-Madison will offer students the chance to learn about Korean culture, history, and language, and to develop cross-cultural communication skills.
- **The gateway to Asia.** - UW-Madison is a major center for Korean studies in the United States, and the Korean major at UW-Madison will provide students with a strong foundation for further study or work in Korea or other parts of Asia.
- **The language of the future.** – the Korean major at UW-Madison will give students a competitive edge in the job market and in their future careers.

The Korean language, culture, and history are becoming increasingly important in the global world. South Korea is a major economic and political power, and Korean companies are investing heavily in the United States. Korean popular culture, known as "Hallyu," is gaining global popularity. North Korea poses an ongoing, credible threat to the U.S. homeland and

to allies in South Korea and Japan. Under these circumstances, a Korean major at the University of Wisconsin-Madison would provide students with the necessary skills and knowledge they need to succeed in various fields. Students would learn Korean grammar, vocabulary, and pronunciation, and eventually achieve professional-level proficiency in Korean by graduation. They would also learn more about Korean culture, history, films, gender studies, and sociology.

The Korean major would be open to students of all majors at UW-Madison. It would be taught by a team of professionally trained and experienced Korean language instructors, as well as renowned professors in the fields. The program would also offer students a variety of student support services, including scholarship programs (e.g., The Hyuk Yu Korean Studies Fund, FLAS), peer tutoring, and language partners.

Learning Outcomes

By the end of the program, students will be able to demonstrate the following skills and abilities in life, the classroom, and the workplace:

1. Understand the content and cultural context of written texts and video materials with a large degree of independence, adapting style and speed of comprehension to different texts and purposes, and using appropriate reference sources selectively.
2. Spontaneously exchange ideas about various topics with relative ease.
3. State and support one's own opinion while acknowledging others' viewpoints.
4. Demonstrate an awareness of the importance of pragmatic, sociolinguistic, and rhetorical features of the target language.
5. Conduct library and/or internet-based research on topics relating to their particular interests and special fields of expertise, collecting and selecting relevant information using English and target language source materials.
6. Synthesize and critically evaluate source materials in both English and the target language.
7. Present (orally or in written language) their experiences and their introspection on these experiences in a coherent and effective manner.
8. Demonstrate cultural awareness across historical epochs.
9. Produce effective academic writing in English.

The Curriculum

The proposed major in Korean would be an undergraduate-level major that could be pursued on its own or combined with other majors, such as Bachelor of Arts or Bachelor of Science majors in biology, economics, history, political science, psychology, Spanish, social welfare, and sociology. Like all other undergraduate liberal arts majors offered in the College of Letters and Science (L&S), the proposed program would be available as an "additional major" to students completing baccalaureate programs in schools and colleges other than L&S.

Beyond prerequisite courses (16 credits - ASIALANG 105, 106, 205, 206: First, Second, Third, and Fourth Semester Korean), the proposed undergraduate Korean major would include the following courses to fulfill its requirements:

- Required language course (3 credits): ASIANLANG 305 Fifth Semester Korean

- Advanced-level language courses (9 credits or three courses)
- Introductory Korean Studies course (3 credits or one course)
- Intermediate and/or advanced-level Korean Studies course (9 credits or three courses)
- Capstone course (3 credits or one course)

The curriculum would offer students skills that they could apply in diverse graduate programs or to such professions as social and health services, international relations, law, education, business, marketing, journalism, and public administration.

Alignment with Mission and Strategic Plan

The Program's mission – the Korean major at UW-Madison is committed to providing students with the knowledge, skills, and cultural understanding they need to succeed in a globalized world - aligns with the University of Wisconsin-Madison's strategic framework that highlights "the importance of working with and learning from" people of diverse backgrounds and views. The commitment to the promotion of cultural diversity and social justice that animates our curriculum furthers the institution's belief that "neither origin nor economic background should be barriers to participation in the community." Furthermore, the Program's emphasis on experiential learning, applied research, and service furthers the Wisconsin Idea, seeking solutions to concrete problems in the larger community. Our academic program also contributes to the recruitment and retention of students and faculty of diverse backgrounds and helps to improve campus climate, key priorities of the University's Diversity Framework.

Strategic Plan

https://strategicframework.wisc.edu/content/uploads/2020/02/Strat-framework_web.pdf

Relationship to Existing Academic Programs at UW-Madison and Other UWs

Our Korean Studies Program through ALC has closely worked with various programs and units on campus, including the Departments of History, Sociology, Political Science, Anthropology, and the Center for East Asian Studies at UW-Madison. The faculty and staff in these units offer various Korea-centered or Korea-related courses in an East Asian context to our students at UW-Madison. In addition, the faculty in the above-mentioned units are conducting top-notch research that is making a significant contribution to the field and is helping to promote understanding and cooperation between Korea and the United States. We anticipate that active collaborations and cooperation with various groups (students, colleagues, etc.) on campus and beyond will continue to be a hallmark of our program.

No other UW-system campus currently houses a BA/BS program in Korean. However, some of our peer institutions in the Midwest do have a major in Korean (or a combined major in Korean with East Asian Studies), including Indiana University-Bloomington, Ohio State University, University of Illinois-Urbana-Champaign, University of Iowa, University of Michigan-Ann Arbor, University of Minnesota-Twin Cities, and Washington University in St. Louis.

Student Demand and Career Opportunities

Need for the Program

The demand for Korean language and cultural studies programs in the United States is growing. According to the Modern Language Association, the number of students studying Korean at U.S. colleges and universities has increased by 50% in the past decade. The Korean Language Program at UW-Madison has also seen impressive enrollment growth over the past ten years, with a 65% increase. This demand is being driven by a number of factors, including:

- The growing economic and geopolitical importance of South Korea
- The strategic importance and security concerns about North Korea
- The increasing popularity of Korean popular culture, such as K-pop and K-dramas
- The increasing number of Korean companies and tourists in the United States

A Korean major at UW-Madison would meet this growing demand and prepare students for successful careers in a variety of fields, such as business, international relations, education (e.g., teaching English/Korean), media & entertainment, and tourism & translation.

Currently, there are 30 students who have declared Asian Languages & Cultures as their major. Of those students, 32% are studying Korean to complete their language requirements. Based on advising discussions with students at various stages (i.e., prospective freshmen, first year students, at the time of declaration, etc.), there is a clear interest in a Korean major.

Career Opportunities in Korea

In addition to the career opportunities available in the United States, the Korean major at UW-Madison would also prepare students for careers in South Korea. South Korea is a rapidly growing economy with a strong demand for skilled workers. Korean companies are increasingly looking to hire foreign workers, and those with a knowledge of Korean will have a significant advantage.

Furthermore, Korean is becoming increasingly important in the AI and tech industry. South Korea is a global leader in AI and tech, and there is a growing demand for Korean-speaking AI and tech professionals. Korean majors at UW-Madison would be well-positioned to succeed in the AI and tech industry. They would have the skills and knowledge they need to communicate effectively with Korean clients and colleagues. They would also have a deep understanding of Korean culture and society, which would be essential for working in Korea.

Resources

Minimal additional resources may be required for the initial implementation of a Korean major. The program already has a dedicated administrative structure, offices for faculty and staff, student space, an advisor, and an administrator. As mentioned above, the involvement or use of other units' resources (e.g., CEAS or History) would be very minimal, as their involvement would only pertain to Korea-related course offerings through the units without any additional uses of their resources. However, there may be a need for an increase in the operational budget to cover costs such as office supplies and equipment needed to support the increasing needs of

the major. As the major attracts more students, support for additional faculty and instructional staff will likely be necessary. The College of Letters & Science has a budget model in which credits generated in courses offered influence budget allocations.

Other Required Approvals

None

Program Core Faculty

- Byung-jin Lim, Ph.D. (ALC), Associate Professor (Korean language education, linguistics, second language acquisition, Korean language textbook development)
- Charles Kim, Ph.D. (HISTORY), Associate Professor (Modern Korean history with interests in national identity formations, class and gender relations, food and food ways, cultural memory, and Cold War Korea/Cold War Asia)
- David Fields, Ph.D. (CEAS), Teaching Faculty (US & Korea Relation, modern Korean history)
- Eunsil Oh, Ph.D. (ALC/SOCIOLOGY), Assistant Professor (Gender, Work, Family, and East Asia)
- Hieyoon Kim, Ph.D. (ALC), Assistant Professor (Dissident culture; film and media activism; Korean cinema and popular culture)
- Jaerin Ahn, Ph.D. (ALC), Teaching Faculty (Korean language education, instructional technology, curriculum & instruction)

Letters of Support or Concurrence

We have received letters of support from the following vital partners on campus, confirming the growing interest among undergraduate students to study Korean/Korean studies at UW-Madison and their commitments to the proposed Korean major:

<https://uwmadison.box.com/s/2saii6chec4g37jy3d4ouglknoa7pgrk>

- Center for East Asia Studies
- Chinese and Korean Studies Librarian
- Department of History
- Department of Sociology
- International Academic Programs