Study K-pop in Korea

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Dongseo University is inviting students to South Korea—home of Squid Game, Parasite, BTS, and Gangnam Style—for a 1-month cultural immersion program. Come learn at Korea’s top university specializing in entertainment, which is an incubator for global entertainment leaders.

Dongseo is joined for this program by two prominent partners: SL Studio, a leading training center for K-pop stars, and McKinley Rice, a leading multinational recruitment platform. Together the partners will nurture future talents in the global entertainment industry.
Dongseo University

Specializations
Dongseo University is a leading university in Korea in its areas of specialization, which include Digital Contents, Film & Imagery, Design, Musical Entertainment and Information Technology. Its motto of “My Bright Future” represents DSU’s strong commitment toward helping students reach their full potential through world-class education.

Internationalization
Dongseo University has a global academic network including 243 sister institutions in 43 countries. Currently Dongseo accommodates about 1,200 international students. It currently operates “2+2” joint degree programs with sister universities in Lithuania, Malaysia, Vietnam, Indonesia and China, and collaborates actively through many short-term programs and forums. Dongseo University has also established a branch campus at Hope International University in the U.S. and a branch campus at Zhongnan University of Economics and Law in China. In 2013, DSU was ranked in the top 50 universities for internationalization among all Asian universities by the prestigious British evaluation firm Quacquarelli Symonds (QS) and the Chosun Ilbo. Dongseo University also has an International College offering undergraduate degrees taught entirely in English. These include Business Administration, Computer Engineering, Animation & VFX, Film & VFX and Game.
SL Studio

“The lead role belongs to dreamers on the world stage”
Seoul Land K-POP Professional Entertainment Academy

Seoul Land & Sol Lim Lee, CTO
For over 30 years, Seoul Land has been a major entertainment company best known for its beloved amusement park in Korea. In mid-2019, it opened SL Studio in a venture to lead the K-Wave or Hallyu phenomenon.

Joining forces is the renown Sol Lim Lee as CTO. A pioneer in the K-pop industry, she has discovered and trained many superstars during her career at SM Entertainment. Her impressive success stories include: Girls' Generation TAEYEON, SHINee ONEW, EXO KAI, iKON Kim JIN-HWAN, and MAMAMOO MOONBYUL.

Best training team
SM, YG, JYP, CUBE, Big Hit Entertainment, among others
Comprised of professional trainers working in industry leading entertainment companies
Apply the same system as the trainees affiliated to agencies, and provide the best curriculum including intensive systems such as systematic customized training and personality training.

GLOBAL CAMP

Germany
China
Thailand
China
Japan

ARTIST TRAINING “superv” & “9to girl band” & “PROJECT K” (MYANMAR)
McKinley Rice

Facts and Figures

<table>
<thead>
<tr>
<th>Founded</th>
<th>Global Employees</th>
<th>CareerChat Processes</th>
<th>CareerChat Processes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>121</td>
<td>80,000+</td>
<td>1,500+</td>
</tr>
<tr>
<td>Employment Offers Made</td>
<td>Internationally Located In</td>
<td>Internationally Certified</td>
<td>Great Place to Work®</td>
</tr>
<tr>
<td>14,109</td>
<td>6 Branches</td>
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</table>

Specialization
McKinley Rice owns and operates CareerChat, one of India's leading recruitment portals, used by over 80,000 applicants and 1,500 top companies each month, including Citibank, Mercedes-Benz, and UCLA. CareerChat’s suite of recruitment tools helps top talent match with top global companies via AI-powered interviews.

Internationalization
McKinley Rice’s mission is to be the first company in history to offer true globalization as a service. By observing multinational behemoths like Microsoft, Google, and Amazon, we know that tomorrow's companies will be built by harnessing the best talent in the world - wherever they may be. Somewhere on this planet are people who will eventually revolutionize the industry they are in - as long as they meet the right company. We make these connections, and thus we impact the world.

We believe that current methods of how businesses access global talent are antiquated, starting from consulting firms, to outsourcing agencies, to freelancing platforms. Even with advances in tech & law, why is it still difficult for Korean designers in Seoul to directly work for New York startups? Why is it still difficult for Indian engineers in Mumbai to directly work for Parisian mid-market companies? Today, only mega corporations have direct access to global talent, and everyone else has to consult outsourcing agencies or freelancers. This, is our problem statement. Through technology, we help brilliant candidates get hired at companies, whether it be local or in the farthest corners of the world.
# Schedule

## Korean Language & Culture

<table>
<thead>
<tr>
<th>Time</th>
<th>Week 1</th>
</tr>
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<tbody>
<tr>
<td>09:00-12:00</td>
<td>PCR test [Quarantine]</td>
</tr>
<tr>
<td>13:30-17:00</td>
<td>Orientation</td>
</tr>
<tr>
<td>18:00-21:00</td>
<td>Free Time</td>
</tr>
<tr>
<td>09:00-12:00</td>
<td>Korean Language Class</td>
</tr>
<tr>
<td>13:30-17:00</td>
<td>K-pop Class</td>
</tr>
<tr>
<td>18:00-21:00</td>
<td>K-pop Class</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Week 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00-12:00</td>
<td>Korean Language Class</td>
</tr>
<tr>
<td>13:30-17:00</td>
<td>Industry Tour</td>
</tr>
<tr>
<td>18:00-21:00</td>
<td>Free Time</td>
</tr>
</tbody>
</table>

## Korean Cultural Activities

### BUSAN CITY TOUR

- Home Stay
- Korean Language Class
- PCR Test
- Quarantine ends
- Busan City Tour

### INDUSTRY TOUR

- Arrive in Korea
- Orientation
- K-pop Class

### MAKING CLAY POTTERY

- Making Clay Pottery
- Making Bibimbap
- Learning Korean Paper Art
- Closing Ceremony
- Gyeongju Tour
- Free Time
# Schedule

## K-Pop Training

<table>
<thead>
<tr>
<th>Time</th>
<th>Week 3</th>
<th>Week 4</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>MON</td>
<td>TUE</td>
</tr>
<tr>
<td>10:00-12:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Arrive in Seoul</td>
<td>Body Design</td>
</tr>
<tr>
<td>13:30-17:00</td>
<td>Orientation</td>
<td>[Vocal] Basic Vocalization &amp; Technic</td>
</tr>
<tr>
<td>18:00-21:00</td>
<td>Hotel Check in</td>
<td>[Dance] Basic Routine &amp; K-Pop Performance</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00-12:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Seoul City Tour</td>
<td></td>
</tr>
<tr>
<td>13:30-17:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>[Vocal] Basic Vocalization &amp; Technic</td>
<td>[Dance] Basic Routine &amp; K-Pop Performance</td>
</tr>
<tr>
<td>18:00-21:00</td>
<td></td>
<td></td>
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</tbody>
</table>

**TRAINING**

**BODY DESIGN**

**DANCE**

**RECORDING**

**VOCAL**

**SHOOTING COVER DANCE**

**MODELING: POSING & WALKING**
## Cost & Contacts

### Program Fee

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>TERM</th>
<th>DETAILS &amp; FEE</th>
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<tbody>
<tr>
<td>Korean Language &amp; Cultural Program</td>
<td>2 weeks</td>
<td>![Program Fee] $3,000 / person</td>
</tr>
</tbody>
</table>
| K-pop Training Program               | 2 weeks | ※ It doesn't include:
- Roundtrip airfare (India ↔ Korea)
- Meals
  - Lunch and dinner on Sunday (1st week)
  - Dinner on Saturday and Meals on Sunday (2nd week)
  - Lunches and Dinners (3rd and 4th weeks)
- Transportation fee
  - Participants must travel to Busan upon their arrival in Korea.
  (It will cost around ₩100,000)

### Contacts

**Dongseo University**

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**SL Studio**

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- +82 (0)2-542-7088
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- SL Studio, 63-1, Apgujeong-ro 30-gil, Gangnam-gu, Seoul 06025, South Korea

**McKinley Rice**

- +91 9873-239174
- +82 (0)2 6209-7783
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- McKinley Rice Creativity Pvt. Ltd.
  Tower B, 9th Floor, Sector 52,
  Noida, Uttar Pradesh 201301, India
LIFE IN BUSAN ME TROPOLITAN CITY

Busan is one of the top seaside maritime logistics cities in the world and also a dynamic city with lots of concerts, movies, and events. As a bustling city, and the economic, industrial, and cultural center of the southeastern region, this offers opportunities for internships, job placements, and learning experiences at events like the Busan Film Festival.

ENTERTAINMENT

The Busan Cinema Center is also just a few steps away from DGU’s Centum Campus.

TRAVEL

Hop on the Korea Train Express (KTX) at Busan station to explore other destinations. Korea’s high-speed rail system makes the entire country a one-day access zone.

CULTURE

Busan’s culture reflects its long history and modern creativity. Explore ancient sites, discover cultural villages, visit art museums, or catch the Busan International Film Festival to get inspired.
Seoul City

Seoul City Skyline

Lotte Tower, Jamsil

Dongdaemun Design Plaza (DDP)

Gyeongbokgung Palace

Night life in Seoul
Facilities

Dongseo University

Dormitory (Global Village)

Design Library

International College

Sohyang Musical Theater

Centum Campus
Facilities

SL Studio