

## 1. WHAT IS THE “STUDENT BLUEBOOK?”

This Bluebook contains the basics of school affairs, administrative procedures, student behavior guidelines and general rules for students in the Department of Consumer Information Studies in the College of Social Science at Keimyung University.

## 2. THE COLLEGE OF SOCIAL SCIENCE AT KEIMYUNG UNIVERSITY

The College of Social Science specializes in the study of "social" and related academic disciplines through numerous departments and majors. Established in 1980, currently the College of Social Science hosts more than 130 professors and 4,200 students who research and study together across various academic fields in eight departments and three faculties (comprising seven majors), with thirteen foreign professors responsible for teaching various subjects in English.

The College of Social Science includes almost all academic fields of study within the so-called social sciences. With innovative new attempts in cooperation and convergence, the College is breaking down the boundaries of traditional scholarly disciplines. In this way, professors are promoting academic achievement and well-rounded development of students who can realize their specific dreams for the future.

The three faculties of the College of Social Science are the Faculty of Economics & Commerce (Major in Economics & Finance, Major in International Commerce, and Major in E-Trade), the Faculty of Public Service (Major in Public Administration, and Major in Politics & International Relations), and the Faculty of Communication (Major in Journalism & Visual Communication, and Major in Advertising & Public Relations). The eight departments are the Department of Consumer Information Studies, the Department of Sociology, the Department of Social Welfare, the Department of Psychology, the Department of Library & Information Science, the Department of Law, the Department of Police Law, and the Department of Police Administration.

The College of Social Science is located in the center of the Seongseo campus of Keimyung University. The campus Central Library, which is the largest in the nation, is located in a building immediately next to the College of Social Science. Students' halls with convenient facilities that students can use on a daily basis, such as bookstores, cafes, restaurants, travel agencies, and

stationery stores, are also facing the College of Social Sciences, making it easy for students to enjoy university life at any time.

### Educational Objectives

1. To Educate Proactive International Specialists in the Age of Globalization
2. To Educate Experts equipped with Flexibility and Universality
3. To Educate Citizens with higher Ethical Standards

### Facilities

The modern College of Social Science building (Bonggyeong Hall) offers 16,503m<sup>2</sup> of floor space. It is equipped with a special lecture room with the state-of-art educational technology and equipment, multi-media seminar lecture rooms, and computer laboratories. The building also hosts faculty offices, department offices, rooms for students' associations, faculty library, student seminar rooms and experiment rooms, etc.

### Administration Office

Office hours for the Administration staff run from 8:30 A.M. to 5:30 P.M., Monday through Friday.

Location: Room 163, Social Science Building  
Telephone: (+82-53) 580-5391~3, 5472

Location: Room 125, The Ruth Shattuck Hall  
Telephone: (+82-53) 580-5882~3

## 3. INTRODUCTION OF THE DEPARTMENT OF CONSUMER INFORMATION STUDIES

Consumer Information Studies aims to improve consumer welfare through financial management and to prepare undergraduates to pursue a variety of career opportunities by detailed study of consumer information, consumption trends, consumer behavior and various issues related with business. The department also has roles to prepare students as secondary school home economics teachers, as well as managers in the Korean Government Healthy Family Support Center and Multi-cultural Family Support Center.

Our undergraduate interdisciplinary curriculum consists of several key areas, such as personal financial management, consumer culture and counseling, retailing and E-commerce, home economics education, management and support for family health. We were selected as an AFPK institute in 2009. AFPK certification enables the individual to provide professional services related to financial planning.

## 4. THE OBJECTIVES OF THE DEPARTMENT OF CONSUMER INFORMATION STUDIES

### 1) Ethical professionals in the field of financial planning

Through coursework designed to assist personal financial management, we train students to be ethical financial planning professionals.

Students are trained to be able to undertake any career in the area of finance, such as banking, credit counselling & recovery services and financial consulting companies, through obtaining certificates for pursuing finance related career options.

### 2) Creative consumer trends analysts

Though coursework related to consumer decision-making processes, consumer behavior and trends in electronic commerce and the retailing industry, we train students to become creative consumer trends analysts.

These courses provide insights into significant market trends, as well as analyses of consumer problems and challenges. To meet the demand of sectors such as marketing and consumer relationship management in the private sector, we focus on training to be consumer market researchers, trend analysts, merchandisers and managers in consumer affairs department

### 3) Reliable consumer counselling professionals

Providing coursework focused on customer service, consumer damage control, consumer counselling, we train students to be reliable consumer counseling professionals.

Our students can obtain a special certificate for consumer counselling, which assists in application to specialized positions in the Korean Consumer Agency, consumer affairs department in the private sector, research institutions and Non-Government Organizations (NGO).

Recently, with interest in TV programs such as "Consumer Report", Korean society requires an extensive, specialized knowledge in areas of consumerism, and demands more graduates to operate as journalists or producers with newspapers and broadcasting companies.

### 4) Holistic teachers and healthy family specialists

In the base of coursework on the theory of home economics, family education, and the theory of family welfare, we offer both courses in home economics

education and specialized programs for family health support.

We prepare students to pursue a multitude of careers, from a variety of teaching positions to Family Health Support Centers, which are funded by the Ministry of Health and Welfare.

## 5) Careers

### ► Professionals in Financial institutions

Bank clerk, teller, manager in an insurance company, securities broker, AFPK (Associate Financial Planner Korea), CFP (Certified Financial planner)

### ► Professionals in Retailing industry

Merchandiser and department store administrator, general retailing industry

### ► Consumer trend analysts

Analysts who examined corporate planning, advertising, and marketing trend setting, as well as market research in research institution

### ► Consumer counsellor

Manager in consumer affairs department, or customer service representative


## 6) History

- 1959 Department of Home Economics established in College of Home Economics
- 1981 Changed to the Department of Home Management
- 2001: Started a Ph. D program (First in the region)
- 2003 Changed to the Major of Consumer Information Studies, the College of Social Science
- 2010 Changed to the Department of Consumer Information Studies, the College of Social Science

## 5. CURRICULUM

	1 <sup>st</sup> semester	2 <sup>nd</sup> semester
Fresher	Introduction to Consumer Studies (Required)	
Sophomore	Digital Economy Personal Financial Design Basics Distribution Environmental Theory Household Economics Understanding of securities investment Financial Law Foundation	Human development Housing Virtual society and e-commerce Financial Product Management Consumer decision theory Consumer distribution Consumer psychology and behavior Solution-oriented financial counseling program
Junior	Retail Distribution Information Management Consumer Law and Policy Customer service theory Insurance and Risk Management Consumer Research Product Planning Human Resources and Life Design Financial Law Foundation	Home Education Consumption culture theory Merchandising merchandise Apparel Construction and Practice GLOBAL CONSUMER BEHAVIOR (English lesson) Product and Service Planning Practice Consumer Informatics Major Writing Securities Investment Practice Behavioral Finance
	Home logic and essay E-commerce STARTUP Consumption trend and SNS establishment	
Senior	Home textbook research teaching method Consumer Education Financial Counseling Practice Consumer Trend Analysis	Consumer counseling Korean Family Culture Retirement and inheritance design Real Estate Investment Strategy
	Consumer Informatics Project Internship in Consumer Informatics CROSS-CULTURAL STUDY OF CONSUMER BEHAVIOR GLOBAL CUSTOMER SERVICES IN THE 21st CENTURY	
Major required	Consumer Research	
the others	International Finance (International Trade Major) Nutrition (Social Welfare Studies) Community Welfare (Social Welfare Studies) Department of Consumer Psychology (Department of Psychology) Marketing Principles (Business Administration) Understanding Digital Content Business (Electronic Trading Major) Microeconomics(Economic and financial majors) Macroeconomics(Economic and financial majors)	Consumer Information Studies (1) Consumer Information Studies (2) Consumer Informatics Semester Start-up Practice Business start-up and self-development Consumer Informatics Internships (1) Consumer Informatics Internships (2) Consumer Informatics Field Practice (1) Consumer Informatics Field Practice (2) Consumer Informatics Field Practice (3) Consumer Information Semester Field Practice

## 1) Course Pack

 EDWARD System → Academic Administration → Lecture  
→ Course Registration Manager → Application for Course Pack

Course Pack is the system where you can store your intended subjects prior to actual course registration like 'shopping cart'. There is a certain period for Course Pack before the date of course registration. The subjects saved in Course Pack are easily registered through the entry of simple code without any subject number on the date of course registration.

## 2) Course Registration

- ① Within the period of course registration  
"http://sugang.kmu.ac.kr"  
Log in (first-come-first-served basis)
- ② Website for course registration:  
EDWARD portal on the left of school  
website (http://portal.kmu.ac.kr)
- ③ How to check course registration details  
EDWARD System → Academic Administration → Lecture  
→ Course Registration Manager → Check Course  
Registration
- ④ How to check lecture schedule  
EDWARD System → Academic Administration → Lecture  
→ Course Registration Manager → Check Lecture  
Schedule

▶ For information on the change of subject, please visit "EDWARD System → Academic Administration → Lecture → Course Registration Manager → **Check Change of Lecture Schedule**" and fill up the relevant form and submit to the administration office within the period of additional registration.

## 3) Grade Evaluation


Grade Evaluation (General)

- ▶ Attendance: 10-20%
- ▶ Assignment, Presentation: 20-30%
- ▶ Examination: 50-70%
- ▶ Any grade of experiment, practice, practical work and other special subject equivalent can be evaluated separately.


## 4) Grade Appeals

- ▶ Call the Academic Affairs Team (580 - 6066)
- ▶ #104 on 1st floor, Main Building in Seongseo Campus  
Contact your professor personally via telephone or email during the period of grade appeals in each semester
- ▶ Change of grade is not normally expected unless there is an error in marking by your professor.

## 5) Leave and Return

 **Application for Leave of Absence**

EDWARD System → Academic Administration → School Register → Register Change Manager → Apply for Register Change (Leave of Absence)

 **Application for Return to School**

EDWARD System → Academic Administration → School Register → Register Change Manager → Apply for Register Change (Return to School)

## 6) Failure and Expulsion

- ▶ Academic Probation: A student holding a 1.50 GPA for a semester of the year concerned, but excluding final semester
- ▶ Expulsion due to Academic Probation: A student receiving academic probation for 3 consecutive semesters
- ▶ A student being regarded as being beyond hope of academic achievement due to disease
- ▶ A student not having registered or not having submitted the application for extension of leave of absence within the time specified after leave of absence
- ▶ A student entering another university
- ▶ A student not having registered within the time specified
- ▶ A student being subject to expulsion due to academic probation
- ▶ A student being subject to expulsion due to disciplinary action

## 07) Overseas Training Program

- ▶ Experiencing other cultures as a student studying tourism management is a very crucial opportunity to develop understanding of diversity, deep appreciation, and extended point of view. Therefore, we recommend you to join overseas training.
- ▶ Apply for overseas training program managed by relevant institution in the school. The selection process will sort out eligible students.
- ▶ Visit **school website or department notice board** occasionally to check any information on overseas training for the specialized project where our department belongs to.

## 08) Issuance of Certificate

▶ Issuance on Visit

Certificates are issued at the administration team of each college or at the Certificate Issuance Center on the 1st floor of the main building.

▶ Automatic Issuer

In front of the postoffice in Bauer Hall and on the 1st floor of Dongsan Library

▶ Other

Issuance by fax or via online

## 6. STUDY GUIDE

### 1) Student Counseling

#### A. Application procedure

How to Ask for Counseling: EDWARD System → Academic Administration → Counseling → Integrated Application for Counseling  
 Academic Advisor: EDWARD System → Academic Administration → Basic Register Manager → Personal Information → Academic Advisor can be checked.

### 2) Academic Difficulties

Receive help from your academic advisor through counseling or visiting the Student Counseling Center

#### ▶ Student Counseling Center

General counseling for students

Office administration, conducting aptitude test for freshmen

Counseling for sexual harassment, Website management

C, Counseling : Study, worry, employment

-The person in charge : Park Kyung Ok

☎ 580-5811

- Academic Counseling ☎ 580-6300

- Psychological Test ☎ 580-5745

- Counseling for Individual/Group ☎ 580-5743

- Educational Support ☎ 580-5744

- Location: #1125, 1st floor of Bauer Hall in Seongseo Campus

Website: <http://kmusangdam.org/>

### 3) Career Program

▶ After graduation, we systematically operate a variety of programs for successful employment that our students want, and also consult relevant departments and academic advisor on issues such as employment, business start-ups, and career path.

#### Confirmation of Employment and Acknowledgement of Attendance for Early Employment

▶ Eligibility: A student who gets a job during the graduating semester

▶ Acknowledgement of Attendance: Applicable to the lectures equivalent to the period of employment

A) The total period of employment confirmed as early employment during the graduating semester

B) Including the period of employment by transfer

#### ▶ Process of Employment and Acknowledgement of Attendance for Early Employment

##### A) Step 1: Confirmation of employment

(1) Application for confirmation of early employment (within 2 weeks from the date of employment)

(2) Confirmation of early employment (by the Employment Support Team)

(3) Printing out the certificate of early employment (within 1 week from confirmation)

(4) Submit the certificate of early employment to and consult the professor who teaches the subject (within 2 weeks from the date of employment).

##### B) Step 2: Acknowledgement of Attendance

(1) Application for acknowledgement of attendance : Edward System, A personal application.

(2) Acknowledgement of attendance :

Acknowledged by the Employment Support Team from time to time after the application.

(3) Submission of attendance certificates :

Submit it to the Professor in charge of the subject prior to the end of the regular exam.

※ Submit the acknowledgement of attendance for early employment to the professor who teaches the subject (prior to the dosing date of regular test).

▶ Supporting Document by Type of Employment: The Employment Support Team will verify supporting document for confirmation of employment and acknowledgement of attendance, and the student will print out the relevant certificate and submit it to the professor who teaches the subject.

Type of Employment	Supporting Document	Remark
Business with Registration	Certificate of qualification for health insurance/ Certificate of employment insurance/ Certificate of employment + Certificate of pay slip	Select One  Excluding employment in business or academy without registration
One Person Business	Business registration and confirmation of working hours for one person	
Overseas Employment	Employment contract and certificate of entry and exit	

#### 4) Volunteering Scholarship

##### ▶ How To Apply for Volunteering Scholarship

EDWARD Portal → System → Academic Administration  
→ Scholarship → Apply for Scholarship → Apply for  
Volunteering Scholarship → Print out the application  
for scholarship after filling up → Submit to the  
administration office

- ▶ What is volunteering scholarship? It is a system that gives a tuition waiver to students who volunteer at the department office for 50 hours. These students are called 'Volunteering Scholars'.
- ▶ Period of Application: To be notified on Kakao Talk chat room by year
- ▶ Eligibility: A student belonging to within the 8th income class as a result of examination for provision of national scholarship
- ▶ A student has not applied for national scholarship will be excluded from the eligibility for volunteering scholarship.
- ▶ It gives a tuition waiver when the payment of tuition is made, and there is no notice regarding the scholarship. (necessary to report the name of volunteering scholarship and amount of scholarship on the tuition bill.
- ▶ Students selected as a volunteering scholar will have voluntary activities at the department office.
  - \* In the event of non-fulfillment of 50-hour voluntary activity, the violating student will be excluded from the application for volunteering scholarship for the following semester, and the student must return the amount of scholarship.

#### 5) Compass K

##### ▶ Introduction of Program

- Developed to enhancing learning capability and competitiveness in employment of current students
- Consisting of 7 sectors:objectives management, major, globalization, IT, volunteering, creativity, career and employment
- Classified student's learning capability into 18 items to be managed.

##### ▶ Purpose of Point System

- To set career objectives earlier and to give motivation for developing learning capability
- To manage competitiveness in employment through preparation for individual portfolio
- To manage job seekers and successful candidates in

employment

- To organize program: career search, career counseling, capability management
- To grant scholarship in the form of point for capability development
- Regarding the approval of point, the items related to grade evaluation and credit acquisition are automatically processed on the system.
- For students, please fill up the information on the web system and get your supporting document such as license or certificate confirmed and approved by the staff of the college administration team.
- One achievement is recognized as an ability in a single sector. (One achievement cannot be recognized in two or more sectors.)

How To Use: EDWARD System → Academic Administration → See user guide on Compass K

#### 6) Health and Counseling

- ▶ Health Examination Center: Implementing free physical checkup service on an annual basis to help students to find disease in advance

-Period of Application: Mid March (to be notified on website) / EDWARD System (early March)

EDWARD System → Academic Administration → Student Support → Apply on Student Health Examination

- ▶ Counseling Center for Preventing Sexual Harassment
  - Providing appropriate education and counseling services for coping with and overcome the damage from sexual harrassment and violence and for continuing healthy life
  - Aims at contributing to the establishment of sense of values about sex and the settlement of healthy sexual curiosity through preventive education.
  - A open place not only for healing damaged mind from sexual harrassment or violence but also counseling students who worry about sex and dating.
- ▶ Contact and Website of Related Centers
  - Human Rights Counseling Center of National Human Rights Commission(1331 <http://www.humanrights.go.kr>)
  - Korea Sexual Violence Relief Center (02-338-2890~1,<http://www.sisters.or.kr>)
  - Sexual Violence Counseling Center of Womenlink 02-739-5796 <http://womenlink.or.kr/>
  - Daegu Women's Hot Line 053-471-6484~6 <http://www.dwhotline.or.kr/>

## 7) Department Student Council (Student Council)

- ▶ Role: To support academic affairs of students, collect suggestions, closely communicate with student council at college and school, and to play a role of channel for communication with professors association of our department, and plan and conduct events organized by our department.

## 8) Orientation for Freshmen

- ▶ Target : 2019 Freshmen
- ▶ Objectives
  - To make freshmen well adapted in new environment. It is an opportunity to acquire various information about school or academic course.
- ▶ Program
  - Guide on Campus life (See blue book)
  - Guide on Course timetable and registration
  - Introduction of department and professors' meeting
  - Guide on issuance of student ID
  - Guide on entry of student data

## 9) Circles

- ▶ 'SORI' is the abbreviation of the **Leader of the consumer**. It is a society made in April, 2013 by people who are interested in consumer or want to work. The sound is accompanied by studying the consumer related qualification such as the second grade certificate of the consumer counselor and the cs reader certification, and it progresses to the study together with the examination period. During the semester, the Consumer Happiness cAffairs held 2 PM & 3PM and consumer education activities, as well as a wide range of other activities and competitions. Senior and junior high school students are also mentors

- ▶ 'VIP' is a job club operated by students who are majoring in Consumer Science. We attend various types of national and local awards in order to be more competitive in the job market by taking advantage of the experiences. We also encourage club members to share job information with one another and give feedback on

other members' cover letter, resume, and etc for effective job searches

- ▶ If you wish to apply for a club, please submit the Naver Form form to the Grand Office

⟨Previous year's club schedule⟩

March - Circle's orientation

June to July - Consumer Happiness Center of Gyeongbuk Provincial Office of Consumer Affairs held 2 PM & 3PM and consumer education activities, as well as a wide range of other activities and competitions. Senior and junior high school students are also mentors

- ▶ If you wish to apply for a club, please submit the Naver Form form to the Grand Office

⟨Previous year's club schedule⟩

March - Circle's orientation

June to July - Consumer Happiness Center of Gyeongbuk Provincial Office of Consumer Affairs held 2 PM & 3PM and consumer education activities, as well as a wide range of other activities and competitions. Senior and junior high school students are also mentors

- ▶ If you wish to apply for a club, please submit the Naver Form form to the Grand Office

⟨Previous year's club schedule⟩

March - Circle's orientation

June to July - Activities of Gyeongbuk Provincial Office

July to August - Practicing of Gyeongbuk Provincial Office

March to October - Certificate and Competition

Present Circle Status	
SORI (consumer leader)	17 person
VIP (Job Club)	10 person
Contact president for club opening	

## 7. SCHOOL LIFE

### 1) Major news

Keimyung University Homepage

- ▶ <http://www.kmu.ac.kr/english/>

College of Social Science

- ▶ <http://newcms.kmu.ac.kr/ssc/index.do>

- ▶ [http://www.kmu.ac.kr/english/page.jsp?mnu\\_uid=556&](http://www.kmu.ac.kr/english/page.jsp?mnu_uid=556&)

Department of Consumer Information Studies

- ▶ <http://newcms.kmu.ac.kr/consumer/23710/subview.do>

- ▶ [http://www.kmu.ac.kr/english/page.jsp?mnu\\_uid=556&](http://www.kmu.ac.kr/english/page.jsp?mnu_uid=556&)

### 2) Student ID

Application and Issuance: Submit an application through EDWARD System

- ▶ Period of Issuance: 1 to 2 weeks

### 3) Library

- ▶ Utilization time

During the semester : 09:00~22:00(Weekdays)

09:00~13:00 (Saturday)

During the vacation : 09:00~17:00(Weekdays)

Saturday(Rest)

- ▶ General Reading Room : 06:00~24:00 (Chuseok, Seollal recess)

- ▶ Number and duration of loan books

14 days on 10 books.

Extension only once

### 4) Locker

Apply to each major student council for use

### 5) Lost Property

If you have found a lost property, give it to the department office.

If you want to release a lost property found, write down the details of the lost property and submit it to the assistant.

(If the owner appears after the release of the lost property by the assistant's judgment, there will be a corresponding legal penalty.)

### 6) Emergency Notice

In the event of any emergency situation, announce quickly and clearly through contact system by year (Department Office / President of Society → Representative by year → All students)

## 7) Disaster Evacuation Training

- ▶ Earthquake

※ The campus buildings are built from concrete without earthquake resistant design.

- ① When you sense an earthquake, open the closest door wide.

- There is a possibility that you cannot evacuate as the door may not be opened due to the twisted status of the building.

- The person who first opened the door should shout fire and keep others informed about a fire escape

- ② Protect your head with a book, laptop or other article which can protect your head.

- Underground facility is relatively safer than on-ground facility, but you should keep waiting at your place until the shaking stops.

- As delay of evaluation to underground facility may occur due to a massive number of people flocked. Therefore, start evacuation from letting people near the exit out under the direction of the leader.

- If you are staying on third or fourth floor which is relatively upper floor of the building, get under the desk or the table when the earthquake occurs as it is likely to evacuate depending on the condition of damages on the building (Evacuate immediately when the strength of earthquakes is lowered.)

- ③ Evacuate quickly through where a door is opened

- Run crouching down and covering your head

- Evacuate avoiding windows

(Do not evacuate through windows as those on the first floor tend to be seriously damaged during earthquake.)

- ④ After evacuation, move to a wide empty lot

- Wait for rescue standing up for preventing damages from additional minor shakes (It is dangerous to squat or lie on the ground after evacuation.)

- ▶ How to evacuate building on fire

- Activate a fire alarm.

- If you cannot go downstairs, go onto the rooftop.

- Make your face and body covered with wet blanket or towel when you should ran into flames.

- If door handles are too hot to turn, do not open the door and find another way.

- Once you evacuate, do not go into the building again.

- After evacuation, wait for rescue at the windward side.



※ How to deal with fire following earthquake

1. Shout 'Fire!' immediately after feeling minor quakes before the next big quake to alarm around and turn off the heat,
2. Shout 'Fire!' when big quake stops. Put out the fire
3. The big aftermath is exhausted within one to two minutes, so you can put out in its early stages. Keep fire extinguisher or big fire-extinguishing bowl at any possible spot of fire for immediate action.

**8) Holidays - See Academic Calendar**

▶ 1st Semester

May 07: Substitute Holiday

May 22: Buddha's Birthday

June 13: Local Elections

August 15: National Liberation Day

▶ 2nd Semester

September 24 to 26: Chuseok Holidays

October 03: National Foundation Day

October 09: Hangeul Proclamation Day

**8. CONTACTS**

**1) Department Office**

- ▶ Department of Consumer Information Studies  
: #144 of Bongkyungkwan  
☎ 053-580-5485

**2) Professor's office**

- ▶ Hong Sung Hee #314 of Uiyanggwan  
☎ 053-580-5863
- ▶ Kim Min Jung #313 of Uiyanggwan  
☎ 053-580-5862
- ▶ Kim Sung Sook #248 of Bongkyungkwan  
☎ 053-580-5888

**3) Administration Team of College of Social Science**

Inquiry for academic administration

Office hours for the Administration staff run from 8:30 A.M. to 5:30 P.M., Monday through Friday.

Location: Room 163, Social Science Building

☎: (+82-53) 580-5391~3, 5472

Location: Room 125, The Ruth Shattuck Hall

☎: (+82-53) 580-5882~3