HANYANG UNIVERSITY

Hanyang International Winter School

Faculty Information	Name	Hyoung-Goo Kang (A038945)				
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	Home University	Hanyang University				
	Department	Department of Finance				
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Course Information	Class No.	18522	Course Code	ISS1203	Credits	3
	Course Name	Culture, Content, Creative Industry and Financial Strategies				
	Lecture Schedule	Mon-Fri / 13:00 ~ 17:30				
	Course Description	This course offers an interdisciplinary exploration of the dynamic intersection between cultural production, creative industries, and financial strategies. Students will engage with the principles and practices that drive the creation, distribution, and monetization of cultural content within the global economy. The course emphasizes the role of innovation and entrepreneurship in the creative industries, analyzing how cultural content is shaped by and, in turn, shapes economic frameworks. By integrating theoretical insights with practical financial strategies, students will develop the skills to navigate and influence the evolving landscape of creative industries.				
	Course Objective	The objective of the course "Culture, Content, Creative Industry and Financial Strategies" is to equip students with a comprehensive understanding of the interrelations between cultural production, creative industries, and financial frameworks. Students will learn to critically analyze and apply financial strategies within the context of creative enterprises, fostering their ability to innovate, manage, and lead in the global creative economy. By the end of the course, students will be able to develop and implement effective financial strategies that support sustainable growth and success in various sectors of the creative industries, while also understanding the cultural and economic impacts of their decisions.				
	Prerequisite	NA				
	Materials/Textbooks	Harvard Business Cases				
Evaluation	Attendance	20%	Quiz	0%		
	Assignment	20%	Mid-term Exam	20%		
	Presentation	10%	Final Exam	20%		
	Group Project	0%	Participation	10%		
	Etc.	Evaluation Item		Ratio		
				%		
				%		

Daily Lecture Plan	Day 1	Introduction to the Course
	Day 2	Future and Economics of Movie Theaters and Streaming Services
	Day 3	Business Models and Strategies in Entertainment and Media
	Day 4	Role of AI and Technology in Media and Entertainment
	Day 5	Global Influence and Expansion of Entertainment

	Day 6	Art and Creativity in Business
	Day 7	Sports and Data Analytics
	Day 8	Music Industry and Economics
	Day 9, 10	Consumer Engagement and Pricing Strategies

Appendix: Detailed Plan

1. Future and Economics of Movie Theaters and Streaming Services
- Will Movie Theaters Survive When Audiences Can Stream New Releases?
- The battle for consumers' attention (economist.com)
- Does Original Content Help Streaming Services Attract More Subscribers?
- Tackling the Problem of Subscribers Who Binge...Then Bail
- The economics of streaming is changing pop songs (economist.com)

2. Business Models and Strategies in Entertainment and Media
- Marvel's Blockbuster Machine
- How Marvel Went from Bankruptcy to $4B Buyout
- Why Every Company Needs to Think Like an Entertainment Company
- Lessons from Hollywood's Digital Transformation
- Adapting to Digital Disruption
- Disney weighs options for TV networks as cord-cutting accelerates | Financial Times (ft.com)
- The future of entertainment (economist.com)

3. Role of AI and Technology in Media and Entertainment
- The Impact of Generative AI on Hollywood and Entertainment
- Some Barclays analysts explain "why Hollywood writers misunderstand the role of AI in content creation" | Financial Times (ft.com)
- Writers vs AI bots is more than a Hollywood drama | Financial Times (ft.com)
- AI's sudden big leap forward into usefulness | Financial Times (ft.com)
- Blockchain Could Help Artists Profit More from Their Creative Works
- Blockchain Is Changing How Media and Entertainment Companies Compete

4. Global Influence and Expansion of Entertainment
- How Netflix Expanded to 190 Countries in 7 Years
- K-Pop's Global Success Didn't Happen by Accident
- Big Hit Entertainment and Blockbuster Band BTS: K-Pop Goes Global
- SM Entertainment (By: Mooweon Rhee, Sang-Hoon Kim, William Barnett)

5. Art and Creativity in Business
- Career Crush: What Does It Take to Be a Freelance Artist?
- How Artists Can Transition into the Business World
- Cirque du Soleil's Daniel Lamarre on How to Put Creativity at the Center of Your Strategy
- Generative AI should pay human artists for training | Financial Times (ft.com)

6. Sports and Data Analytics
- Lessons from sports to compete with AI
- What Baseball Can Teach You About Using Data to Improve Yourself
- A Sports Analogy for Understanding Different Ways to Use AI
- Lessons on Customer Engagement from Fan Controlled Football
- Pro Sports Has a Piracy Problem
- Will AI Replace the Front Office in Pro Sports?
- The financial engineers behind Shohei Ohtani's $700mn mega-contract https://on.ft.com/481wi4q (real option contract)

7. Music Industry and Economics
- What the music industry reveals about economics
https://www.economist.com/books-and-arts/2019/06/22/what-the-music-industry-reveals-about-economics
- The incredible resilience of the music industry | Financial Times
- A new generation of music-making algorithms is here
https://www.economist.com/science-and-technology/2024/03/21/a-new-generation-of-music-making-algorithms-is-here
- How Spotify and TikTok Beat Their Copycats

- Apple, Spotify, and the Battle over Freemium
- [Taylornomics] How to get rich (Taylor's version) (economist.com)

8. Consumer Engagement and Pricing Strategies
- Netflix and the Economics of Bundling
- Why I'm Happy Netflix Raised Its Prices
- Amazon to join peers with ads on streaming services | Financial Times
- Of Course Disney Should Use Surge Pricing at Its Theme Parks
- The rise of surge pricing: 'It will eventually be everywhere' | Financial Times (ft.com)
- Why Is Every Streaming Service Using the Same Pricing Model?
- Pro Sports Has a Piracy Problem
- Will AI Replace the Front Office in Pro Sports?
- The financial engineers behind Shohei Ohtani's $700mn mega-contract https://on.ft.com/481wi4q (real option contract)