

OGS Academic Curriculum

■ Core Courses (Major Requirements)

Category	Course Title	Credits
Core Courses	Understanding the Asian Olympic Movement	3
	Olympic Policy and Sustainability	3
	Sustainability and ESG Management	3
	Global Administration of the Olympic and Paralympic Games	3

■ Asia Olympic Governance & Policy

Category	Course Title	Credits
Elective Courses	Public Policy and Management	3
	Policy on Public Relations	3
	AI Governance	3
	Olympics and International Development	3
	Olympics Integrity	3
	Sustainability & Tourism	3
	Capstone Seminar 1	3
	Capstone Seminar 2	3

*The above courses are subject to change based on the academic calendar or administrative considerations.

■ Global Sports Sustainability & ESG Management

구분	교과목	학점
Elective Courses	Strategic Management in the Olympics	3
	Case Studies in ESG	3
	Olympic and Global Event Management	3
	Olympic and Media	3
	Global Marketing	3
	Global Entrepreneurship	3
	Capstone Seminar 1	3
	Capstone Seminar 2	3

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OGS - Course Overview

■ Core Courses

1. Understanding the Asian Olympic Movement

This course explores the formation and development of the Olympic Movement in Asia, with a focus on the role and key activities of the Olympic Council of Asia (OCA). In-depth insights are provided through expert lectures and case discussions.

2. Olympic Policy and Sustainability

This course examines how Olympic-related policies are linked to global sustainability goals. It takes a multidimensional approach to policy formulation, implementation, and evaluation within the Olympic context.

3. Sustainability and ESG Management

Focusing on real-world cases, this course analyzes how ESG principles can be effectively integrated into the management strategies of global organizations and events.

4. Global Administration of the Olympic and Paralympic Games

Students learn about the global governance structures of the Olympic and Paralympic Games, including international cooperation and the roles of key stakeholders in the administration of these events.

■ Asia Olympic Governance & Policy

1. Public Policy and Management

This course covers the policy-making processes of governments and public institutions, along with key principles of public management. Students will gain theoretical and practical understanding of policy planning, execution, and evaluation systems.

2. Policy on Public Relations

Focusing on organizational communication strategies and public image management, this course explores real-world cases related to crisis response, stakeholder engagement, and media relations.

3. AI Governance

This course examines the legal, ethical, and institutional challenges posed by the use of artificial intelligence in the public sector, from a governance and regulatory perspective.

4. Olympics and International Development

Analyzes the impact of the Olympic Games on international development, global peace-building, and sports diplomacy. Case studies and institutional approaches are used to explore these themes.

5. Olympics Integrity

Focused on safeguarding fairness and transparency in the Olympic Movement, this course addresses doping, match-fixing, corruption prevention, and the development of integrity policies and international standards.

6. Sustainability & Tourism

This course investigates strategies to balance sustainable tourism development with environmental and cultural preservation, including analyses of the social impact of the Olympics and mega sporting events on host communities.

7. Capstone Seminar I & II

Students engage in hands-on research projects on key themes such as sports governance, sustainability, ESG, and international cooperation, culminating in actionable policy proposals or innovative business concepts.

■ Global Sports Sustainability & ESG Management

1. Strategic Management in the Olympics

This course explores strategic planning and execution in Olympic organizations and affiliated institutions, including goal setting, resource allocation, and performance management through real-world case studies.

2. Case Studies in ESG

Through analysis of real cases from the corporate sector, this course examines the practical implementation of ESG strategies. Students compare best practices and failures across the three ESG pillars—Environment, Social, and Governance—to gain applied insights into effective ESG management.

3. Olympic and Global Event Management

Focuses on the overall management of large-scale international sporting events, including planning, operations, partnerships, risk management, and the development of sustainable event legacies.

4. Olympic and Media

Covers the production and distribution of Olympic content and the structure of the global media industry. Students explore media strategy through case studies involving digital platforms, sponsorships, and audience engagement.

5. Global Marketing

This course provides an understanding of global marketing strategies and brand globalization. Topics include cross-cultural positioning, international consumer behavior, and market segmentation.

6. Global Entrepreneurship

Explores global business models and strengthens students' ability to create sustainable and innovative ventures, with a focus on ESG-driven social entrepreneurship and international business development.

7. Capstone Seminar I & II

Students engage in hands-on research projects on key themes such as sports governance, sustainability, ESG, and international cooperation, culminating in actionable policy proposals or innovative business concepts.