

Business & Hospitality

**Fashion & Beauty
Management**

ENGLISH EDITION

세종사이버대학교

패션비즈니스학과

내일을 배우다 내일을 바꾸다

SEJONG CYBER UNIVERSITY



세종사이버대학교

Fashion & Beauty Management

패션뷰티경영학과

패션과 뷰티산업의 비즈니스를 이끌어 나갈 핵심인재 양성소

Department Introduction

Sejong Cyber University's Department of Fashion Business develops the wide range of competencies needed in the fashion-business field and produces professional talent ready to meet industry needs. The department is positioned as a solid "base camp" for people building a career in the fashion world.

Department Description

The program offers four specialization tracks matched to today's fashion industry needs: Smart Fashion Business (fashion business based on big data & digital marketing), Shop Master Fashion Business (VMD & consumer shopping-experience management), Fashion Design & Product Planning (fashion product development), and Personal Image Making (personal color diagnosis & image styling). Beyond online classes, students also get a variety of offline programs: brand startup, personal color, digital marketing, personal image making, as well as garment-making and leather-craft workshops to add hands-on practical experience.

FACULTY

Business & Hospitality

경영·호텔

OFFICIAL COURSES

24 courses

NEXT INTAKE

March 2027

DEGREE

Bachelor of Fashion Business

Bachelor of Fashion Business · 패션뷰티경영학사

STUDY FORMAT

100% online (taught in Korean)

What makes Sejong Cyber University's Fashion & Beauty Management different?

01 **Offers preparation classes for the Colorist**

VMD, and Digital Marketing certifications.

02 **1:1 guidance from an advising professor for study**

employment, entrepreneurship, and career change, including help writing your CV/motivation letter.

03 **An alumni network spanning many professions**

fashion brand MD, shop master, stylist, VMD, model, make-up artist, designer, and image-making coach.

04 **Offers 4 specialization tracks**

Smart Fashion Business, Shop Master Fashion Business, Fashion Design & Product Planning, Personal Image Making.

05 **Offline workshops in garment-making (의복제작) and leather craft (가죽공예) to add practical experience.**

Curriculum

Official courses (Korean name · English rendering)

야사와함께하는서양복식사	Western Costume History Through Unofficial Tales
패션마케팅과머천다이징	Fashion Marketing and Merchandising
컬러의기본	Basics of Color
패션스타일링	Fashion Styling
패션일러스트	Fashion Illustration
퍼스널이미지메이킹	Personal Image Making
패션과패션산업	Fashion and the Fashion Industry
소재학	Materials Science
나도모르는나의구매심리	My Own Buying Psychology I Never Knew
토탈스타일링	Total Styling
디지털패션디자인	Digital Fashion Design
패션디자인	Fashion Design

브랜드창업론	Brand Startup Theory
VMD	VMD
퍼스널컬러	Personal Color
나는왜이컬러에끌리는걸까?	Why Am I Drawn to This Color?
온라인비즈니스의이해 아마존에서쿠팡까지	Understanding Online Business — From Amazon to Coupang
미국실리콘밸리현지에서배우는마케팅실무	Practical Marketing Learned Directly from Silicon Valley, USA
의복구성의실제	Actual Garment Construction
온라인패션쇼핑몰창업과경영	Online Fashion Shopping-Mall Startup and Management
이미지메이킹과스피치	Image Making and Speech
패션트렌드분석과빅데이터활용	Fashion Trend Analysis and Big Data Application
컬러마케팅	Color Marketing
패션사진	Fashion Photography

Certification Guide

Certifications supported by the department

패션머천다이징 산업기사

컬러리스트 기사

컬러리스트 산업기사

샵마스터 자격증

비주얼머천다이징(VMD) 자격증

브랜드마스터 자격증

디지털패션마케팅 전문가

패션머천다이징 전문가

DEGREE UPON GRADUATION

Bachelor of Fashion Business

Bachelor of Fashion Business · 패션뷰티경영학사

How to apply from Indonesia

- 01 Free consultation with Annyeong Academy on WhatsApp to check the fit of the major.
- 02 Prepare the 5 apostilled documents — no TOPIK required to apply.
- 03 Apply for the March 2027 intake; Annyeong Academy guides you through to admission.

Annyeong Academy

Official admission partner for Indonesia · Sejong Cyber University, Seoul

Free consultation via WhatsApp +62 823-1956-9256 · hello@annyeongbless.com · annyeongbless.com/sjcu

English translation of Sejong Cyber University's official 2026 e-brochure, re-set by Annyeong Academy in a design that follows the original. Not an official university document; course, certification, and institution names are kept in Korean.