

2015 SKKU WISE

Exploring Korea's hidden depths



SKKU Winter International Student Experience (WISE) is a unique 3-week academic program dedicated to sharing and experiencing the fascinating story of Seoul, Korea's 600-year-old capital. The history of Sungkyunkwan University (SKKU) is deeply entwined with that of Seoul: founded as a royal university in 1398, SKKU is now a strongly industry-focused university, nurturing the talent and technology that is powering Korea's economic ascendancy.

January 6 ~ 28, 2015

ACADEMIC PROGRAM



SKKU WISE offers knowledge specific to Korea in business, culture, science and technology, presented by industry experts. The program consists of a 3-week session conducted in English, mixing together Korean students with international students. Courses meet every morning and afternoon, Monday to Friday, for three hours apiece.

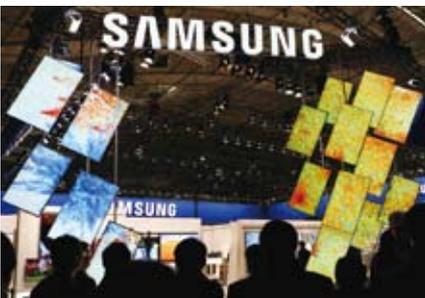
COURSE DESCRIPTION



Seminar on Korean Business in an International Context

Today, South Korea boasts the world's 12th largest economy. Large corporations such as Samsung, Hyundai, and LG are dominating global markets. What's even more amazing is that just 60 years ago, this was the most impoverished country on Earth. How was this transformation made possible?

This course explores the characteristics of Korea's largest corporations, known as chaebols. What is it about their organizational structure and history that has led to their global domination? What are some of the challenges they've faced in globalizing, and what are the big successes and failures? Also, what are the social and demographic factors that influence Korea's corporate culture, and how are they changing? This course focuses on these and other issues, challenging students to develop business strategies for the future. Guest lecturers from major Korean corporations such as Samsung will share their experiences. This course is intended for students with a background in business, economics or related fields.



Smart Phones: The Great Leap towards Ubiquitous Computing

Just as the Internet changed the world at the turn of the century, now smartphones are powering a new paradigm of mobile technology. Today, average users spend more time on their smartphones than computers. South Korea, as the world's foremost adopter of cutting-edge technology, plays host to the technology ecosystem of the future. With its advanced communications infrastructure, the country is a playground for new electronic gadgets. What lessons can we learn from this technological environment, and how can they be applied to the smartphone industry? Where are we heading with this new smart device revolution, and how will it shape global society and the economy?

This course focuses on the technological side of smartphones, from the macro level of data networks all the way down to the micro level of smart phone applications. Senior researchers from Samsung Electronics and SKKU will share their insights and guide student projects for developing mobile applications. This course is intended for science and engineering students or students from other majors who have an interest in technology.





Korean Culture and Society: A Regional and Global Perspective

Korea has a long history of absorbing foreign cultures, adapting them, and reproducing them as a uniquely Korean product. Starting with the long tradition of cultural exchange between China, Korea and Japan, to the modern rise of K-pop and K-dramas, this course explores how Korea's unique cultural products are packaged to reach global audiences and places them in a social context. Often this is done with government funding as part of a strategy to build Korea's "soft power." Every aspect of Korean cultural products has been promoted under a careful strategy – from K-pop and dramas to film and rock music, from food and medical tourism to art and literature – and consumers around the world have responded in their own unique ways.

This course looks at the unique challenges of these cultural sectors and the strategies they employ for success. K-pop is growing in popularity around the world, but how effective is it in raising awareness of Korea? Despite government efforts to promote royal Joseon food, Americans have embraced their own creation: the Korean taco. Currently, the Korean literature community is grappling with how to win a Nobel Prize for their country. What kind of distinctive brand do all of these elements create for Korea? This course is open to all students interested in contemporary Asia.

Intensive Korean Language

This course is appropriate to learn basic Korean language and experience Korea as well within three weeks. Students are assigned to the level that best suits their proficiency, according to their placement test, including interview and written test.

RECOMMENDED CREDITS

Each course is 45 hours long. SKKU awards 3 credits for each class, with a total of 6 credits for the full program. Credits may be weighted differently for different home universities.



WINTER IN KOREA



Climate

Koreans take much pride in the four distinct seasons of their country. From December to early March, Korea is transformed into a snowy wonderland. With temperatures in Seoul falling between -10 to +5 Celsius, it is recommended that everyone bring winter clothes, especially a winter coat, sweaters, and hat, as well as good shoes for snow, gloves, and scarf. There are many winter activities around Seoul including ice skating, snow sledding, and outdoor concerts. East of Seoul, in the mountainous province of Gangwon-do, there is heavy snowfall and temperatures may drop into the -20s. That is where you will find Korea's best winter attractions: its ski resorts, hot springs, and various winter festivals where you can try ice fishing, go sledding, or enjoy majestic snow and ice sculptures. In 2018, the Winter Olympics will be hosted in Pyeongchang, Gangwon-do, and preparations for the games are well underway. Experience warm comfort in chilly Korea in 2015!

Extracurricular Activities

Visiting Korea in the winter offers many opportunities to enjoy seasonal activities in the snow. Extracurricular activities focus on cultural experiences, visits to companies and historic sites, and opportunities to experience the best of Korea's winter season. Take a special scenic train ride through the snow-capped mountain range of Gangwon Province to the city of Taebaek, host of the Taebaek Mountain Snow Festival.

ABOUT SKKU

UNIQUE ORIGIN, UNIQUE FUTURE

One of Asia's oldest universities, Sungkyunkwan University (SKKU) was founded in 1398, shortly after Seoul became the capital of the Joseon Dynasty. For more than 500 years, the university educated the leadership of Korea and served as one of the world's most important centers of Confucian learning. The only university campus built within the ancient Seoul city walls, much of SKKU's historic Seoul

campus has been preserved and is now designated as a national heritage site. Today, SKKU is a full-fledged university with its Humanities and Social Science campus built on a mountain slope in central Seoul and its Natural Sciences and Engineering campus in Suwon, 30 minutes south of Seoul. Since 1996 SKKU has been generously supported by Samsung, the world's largest technology company, and

through this unique partnership SKKU has developed world-leading academic programs in software development, mobile communications engineering, energy engineering, and nanotechnology. SKKU recently ranked 162th in the QS World University Rankings and 23rd in the Times Higher Education Asian University Ranking. SKKU's Graduate School of Business (SKK GSB) was ranked 45th in the Financial Times Global MBA Ranking in 2014.





SKKU International Summer Semester

SKKU International Summer Semester (ISS) is a 4-week summer experience that you will never forget. By bringing together talented students and faculty from around the globe, the ISS is not only academically stimulating; it also offers an opportunity to make new friends and to discover Seoul and Korea.

The Words of Our Students

"I have made friends in Singapore, Switzerland and Korea, and all of them made my time during the ISS really special. For me it was not only about studying, but also discovering and experiencing Korea in a unique way and I felt like SKKU offered the perfect combination of those two aspects."

- **Elia Beks (Radboud University, The Netherlands)**

"SKKU was an easy choice for me because of its long and rich history, its beautiful buildings and its convenient location in Seoul. The campus was very beautiful and the fusion of ancient and modern buildings made it a pleasure just to walk to class. Another attractive trait for me specifically was the large amount of research that is done in SKKU: I have aspirations to be a research microbiologist so this university offered the strong research backing I was looking for. I feel very proud to have won an international debate and it was an excellent achievement to take back home with me."

- **Robert Dixon (University of Sheffield, UK)**

Our Star Faculty

"I have been teaching at the SKKU ISS for seven consecutive years. It is a unique, rigorous and transformative academic program that has an indelible influence on every single one of its participants. It is something that is not to be missed"

- **Professor Charles Hampden-Turner (University of Cambridge, UK)**



Schedule

June 25 ~ July 22, 2015

Registration

February 4 ~ June 11, 2015

Telephone

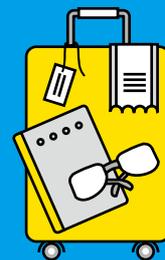
82-2-760-0152~8

E-mail

issoffice@skku.edu

Homepage

<http://summer.skku.edu>





DATES & DEADLINES

Application	Start Date	End Date
Nov 4-Dec 18, 2014	Jan 6, 2015	Jan 28, 2015

** Please note, program dates are subject to change.*

PROGRAM FEES

Mandatory Fees	Application Fee	USD 100
	Tuition Fee (per course)	USD 790
	Cultural Activity Fee	USD 100
Optional Fees	Dormitory Fee	USD 500
	Weekend Field Trip Fee	USD 200

ACADEMIC CALENDAR

Dormitory Check-In	Jan 5, 2015
Orientation	Jan 6, 2015
Classes Begin	Jan 7, 2015
Weekend Field Trip -1	Jan 10, 2015
Weekend Field Trip -2	Jan 17, 2015
Classes End	Jan 27, 2015
Graduation Ceremony	Jan 28, 2015
Dormitory Check-Out	Jan 29, 2015

FURTHER INFORMATION

Following SKKU's successful track record hosting the International Summer Semester (ISS) every July, SKKU Winter is a smaller program with a more refined focus. You can find out more about the International Summer Semester at <http://summer.skku.edu>.

For further details about the program, please contact Office of International Affairs.
Tel: +82-2-760-0028 · Fax: +82-2-760-0159 · E-mail: issoffice@skku.edu