

WISE

SKKU Winter International Student Experience

Exploring Korea: Business, Technology and Culture

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. It is a legacy that is reflected in the program's curriculum, which is aimed at helping students understand the forces that have shaped and continue to transform Asia's most dynamic metropolis.

January 5 ~ 27, 2016



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(Afternoon)

What are the successes and failures of Korean companies abroad, and of international companies in Korea? What are the unique features of Korea's 'chaebol' (i.e. large businesses such as Samsung, Hyundai, and LG)? How can social and demographic issues be overcome? 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, LG, and SK Telecom as well as global companies in Korea 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(Morning)

As the world's most successful adopter of high technology, South Korea is home to the technology ecosystem of the future. What technological barriers are being pushed and how does the smart everything revolution shape society and business? 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 a strong interest in technology.

Korean Culture and Society: Dynamic Korea(Morning / Afternoon)

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 have reached global audiences and places them in a social context. This course is open to all students interested in contemporary Asia.

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. 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 2016!

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.

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 118th in the QS World University Rankings and 16th 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.





DATES & DEADLINES

Application	Start Date	End Date
Nov 9-Dec 18, 2015	Jan 5, 2016	Jan 27, 2016

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

PROGRAM FEES

Mandatory Fees	Application Fee	USD 100
	Tuition Fee (per course)	USD 850
	Cultural Activity Fee	USD 100
Optional Fees	Dormitory Fee	USD 500
	Field Trip Fee	USD 200

ACADEMIC CALENDAR

Dormitory Check-In	Jan 4, 2016
Orientation	Jan 5, 2016
Classes Begin	Jan 6, 2016
Weekend Field Trip -1	Jan 9, 2016
Weekend Field Trip -2	Jan 16, 2016
Classes End	Jan 26, 2016
Graduation Ceremony	Jan 27, 2016
Dormitory Check-Out	Jan 28, 2016

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.
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