



July 11<sup>th</sup> - July 21<sup>th</sup> 2022 (10 DAYS)

# AJOU UNIV SUMMER IN KOREA

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## Globalization and the K-Culture

Intrigued by Globalization and K-Culture?  
Explore Korea with Ajou University



AJOU UNIVERSITY



## AJOU UNIVERSITY AT A GLANCE

Ajou University is a leading Research University in South Korea established in 1973, with 11 schools and colleges, located in the greater Seoul area. We have 15,000 students (including 1,000 international students) with Biotechnology, Business, Engineering, Energy Science, Information Technology, Medical Science, Nanotechnology, and International Studies among the most prominent majors. Our beautiful tree-lined campus offers study and relaxation areas, gyms and sporting facilities, outdoor parks and al fresco cafes along with individual and group study and collaboration rooms, modern high-tech facilities, and even an advanced semiconductor cleanroom. The campus is surrounded by a vibrant college neighborhood on one side along with a mountain with lovely hiking trails quickly leading to a beautiful Buddhist temple and majestic lake park on the other. Students may also take the driverless, fully automated Seoul Metro Line from Ajou University Station to Gangnam in a 34-minute journey.

- Ranked 4th in Korea and 138th in the world by 2022 THE Young University Rankings.
- Ranked 8th in Korea and ranked in the top 601-800 in the 2022 THE World University Rankings
- Ranked 12th in Korea and 130th in the world by 2021 THE Asian University Rankings.
- Ranked 13th in Korea and ranked in the top 531-540 in the world by 2021 QS World University Rankings.
- Ranked 11th in Korea by 2021 Joong-Ang Daily Newspaper's University Rankings.
- Ajou University Hospital was ranked as the 6th best medical center in South Korea and the best hospital outside Seoul by Newsweek magazine in 2019.

Students will stay in our International Dormitory, opened in 2015. Our co-educational facilities include study rooms, student lounges and full kitchens for each floor, laundry services, a student gym, 24-hour security, 100 megabit ultra-high speed internet access, secure mail and package delivery, and vending services.

- Students will have a double occupancy room with a shared bathroom
- On-campus dining services for breakfast, lunch and dinner, along with a wide variety of Korean and international cuisines available off campus for reasonable prices



## COURSE DESCRIPTION: GLOBALIZATION AND THE K-CULTURE

Ajou International Summer School (AISS) is pleased to offer a new summer course, "Globalization and the K-Culture".

Korean Cultural and Commercial products have exploded into the world's consciousness in recent times. K-Pop groups tour all inhabited continents. Korean movies and dramas have wowed Eastern audiences and Western critics. Korean gaming firms churn out an endless supply of hits that are enjoyed by players and viewed everywhere in the exploding e-sports sector. Korean companies dominate the world in industries as varied as mobile phones, shipbuilding, construction, televisions, heavy machinery, and microchip fabrication. How did a small, divided peninsular nation with just north of 50 million residents come to wield such outsized influence on world culture and commerce?

Our newly designed "Globalization and the K-Wave" provides you with first-hand experiences and understandings about globalization and the K-wave generally, with focal points including Korean pop-culture, language, and business. During this 10-days intensive program, participants will gain academic, cultural and linguistic appreciation through thoughtful academic lectures. Outside of the classroom, the program will also provide excursions to the Samsung Electronics Innovation Museum (SIM) and Pangyo Techno-Vally for Globalization. Additionally, students will explore the modernity and history of Seoul on a Seoul tour and gain a change to experience of making and having Korean food. Overall, students will learn about the different components of hallyu, or the K-wave, both from its developmental aspects along with site visits to meet its creators and experience their actualizations of their visions of cultural products. It will be an educational and cultural adventure never forgotten.



The course will be comprised of lectures, experiential learning and team activities. Together with our Korean student facilitators, student groups will be aware of rapidly changing business trends in the era of the Fourth Industrial Revolution, where things move too fast. They will learn Korea's innovative business mindset, fast decision-making processes and a more spirited corporate culture by visiting the museum.

Overall, students could improve their Korean language ability so that they get to appreciate the culture and the people, as well as the Korean business model. Also, they can gain an understanding on the dynamic start-up ecosystems and explore the various technological advancements in a variety of industries in Korea.

## IMPORTANT DEADLINES & FEES

**Credit : 1 credit (30 hours)**

**Application Deadline :**

**1st Round - May 20th, 2022 / 2nd Round - Jun 3rd, 2022**

**Fees : approximately 1,160 USD (1.40m KRW)**

**Program cost includes tuition, on-campus accommodation (2 students in shared dormitory), social and cultural events, application fee and welcoming/closing receptions.**

**Email contact : Ms. Amy Kim, [iss@ajou.ac.kr](mailto:iss@ajou.ac.kr)**

## INSTRUCTOR INFORMATION

Faculty from Ajou University's Schools of Business, History, Humanities and Sociology along with distinguished industrial and cultural leaders will provide students with extensive expertise in Korean cultural, commercial, and educational sectors. Our diverse faculty of Korean and International scholars publish works on these topics in well-regarded global academic journals. And they frequently travel worldwide to share the results of their research at international conferences. But teaching is always a primary passion of all Ajou faculty, so students will receive dedicated, passionate lectures from experts in their fields.

# COURSE SCHEDULE



	Mon (7/11)	Tue (7/12)	Wed (7/13)	Thu (7/14)	Fri (7/15)	Sat (7/16)
A)M	Arrival & Check-in	Lecture : Korean Language	Lecture : Korean Language	Lecture : Korean Language	Lecture : Korean Pop-Culture	One-day Field Trip (Optional)
PM	Orientation	Lecture : Korean Business	Lecture : Korean History	Lecture : Korean IT/Startup	Korean Food & Seoul Tour	
	Dinner with Buddy	Visit Samsung Innovation Museum	Visit Hwaseong	Visit Pangyo Techno-Vally		
	Mon (7/18)	Tue (7/19)	Wed (7/20)	Thu (7/21)		
AM	Lecture : Korean Language	Lecture : Korean Language	Lecture : Korean Language	Departure		
PM	Team Activities	Lab Tour	Closing Ceremony (Farewell Luncheon)			

■ The above schedule is subject to change according to the given circumstances



If you have any questions, please feel free to contact us:

# 2022 SUMMER in KOREA, AJOU UNIVERSITY

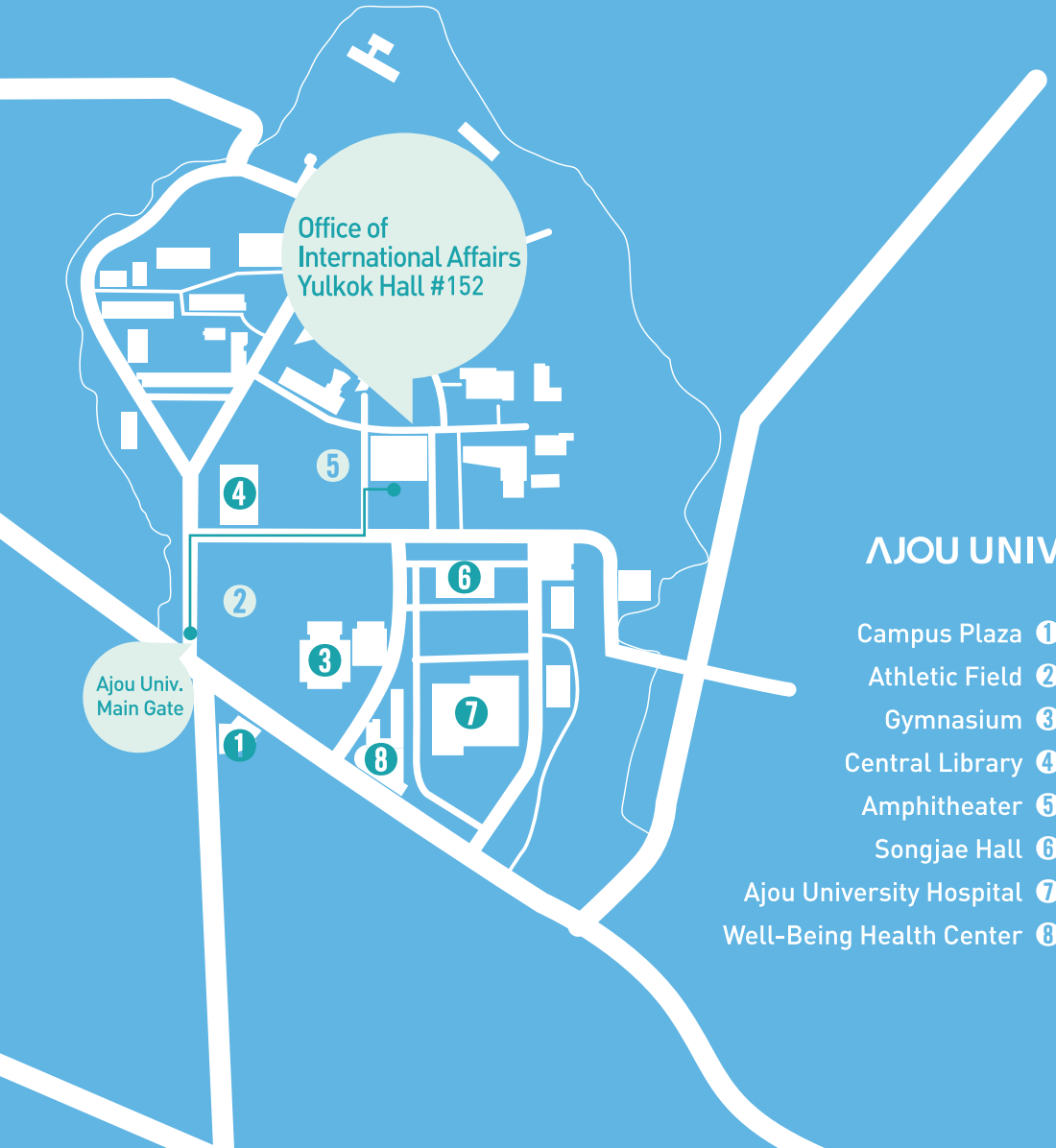
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## AJOU UNIV.

- Campus Plaza ①
- Athletic Field ②
- Gymnasium ③
- Central Library ④
- Amphitheater ⑤
- Songjae Hall ⑥
- Ajou University Hospital ⑦
- Well-Being Health Center ⑧