



JULY 6th-JULY 17th 2020 (2 WEEKS)

AJOU UNIV SUMMER IN KOREA

Globalization and
the K-Wave

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 Seoul suburbs. 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 11th in Korea by Joong-Ang Daily Newspaper's University Rankings and 146th in Asia by the 2018 QS Asian University Rankings
- Ranked 21st in 2018 Reuters, 'Asia's Most Innovative Universities'
- Received Accreditation of the International Education Quality Assurance System (IEQAS) from the Korean Government for excellent management and services for international students
- Strong international programs based on collaborative partnerships with 320 universities in 70 countries and an active member of many international education associations
- 1,000 international students from 65 countries (ranked 4th in 2018 in the diversity of international students by the Joong-Ang Daily Newspaper) with about 400 exchange students per year
- About 200 courses offered in English per semester
- 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-WAVE

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

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 2-week 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 K-Style Hub, a Korean TV studio, a K-Pop dance class, Samsung Electronics Innovation Museum (SIM) and Samsung Human Resources Division (HRD) for Globalization, and a Digital Media Firm. Additionally, students will explore the modernity and history of Seoul on a walking tour visiting the royal palace grounds, a Bukchon pilgrimage route, the Dongdaemun Design Plaza and even the Demilitarized Zone (DMZ) bordering North Korea. 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 choose one area of the K-Wave to focus and dive more deeply, create a collaborative project, and present their findings.

Overall, students will gain an understanding behind the dynamo that created the Korean wave along with the different parts of this cultural phenomenon and how they worked together to give Korea such global cultural and commercial influence.

IMPORTANT DEADLINES & FEES

Credit: 3 US credits (45 hours) 5 ETCS credits

Application Deadline:

1st Round- March 31st, 2020 / **2nd Round-** April 24th, 2020

Fees: approximately 1,200 USD (1.45m KRW)

Scholarships available for partner universities.

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

Email contact: iss@ajou.ac.kr

INSTRUCTOR INFORMATION

Faculty from Ajou University's Schools of Business, Digital Media Studies, and Sociology along with distinguished industrial and cultural leaders will provide students with extensive expertise in Korean music, movies, gaming, 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



	Sun (7/5)	Mon (7/6)	Tue (7/7)	Wed (7/8)	Thu (7/9)	Fri (7/10)	Sat (7/11)
AM	Arrival & Check-in	Orientation	Lecture : Korean Society and Culture	Lecture : Korean Language Education	Lecture : K-Movies, K-Dramas, and K-Pop	Lecture : Korean Language Education	Field Trips (Optional)
PM		Campus Tour & Team Building	Visit Historic Seoul sites	Visit K-Style Hub	Visit Korea Broadcast Studio	K-Pop Dancing Experience	
			Team Activities	Team Activities	Team Activities	Team Activities	
	Sun (7/12)	Mon (7/13)	Tue (7/14)	Wed (7/15)	Thu (7/16)	Fri (7/17)	Sat (7/18)
AM	Free Day	Lecture : Korean Business Climate and Development	Lecture : New Economy Startups: K-Digital Media	Lecture : The Dream and Challenges of Unification	DMZ Tour	Team Presentation	Departure
PM		Visit Samsung Electronics SIM and HRD	Visit Startup K-digital Media Firm	Preparation for Team Presentation		Closing Ceremony	
		Team Activities	Team Activities				



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

2020 SUMMER in KOREA, AJOU UNIVERSITY

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AJOU UNIV.

Campus Plaza ❶

Athletic Field ❷

Gymnasium ❸

Central Library ❹

Amphitheater ❺

Songjae Hall ❻

Aju University Hospital ❼

Well-Being Health Center ❽