



This will be a tremendous opportunity for the participants at SKKU 2010 International Summer Semester to learn the leadership and wisdom of management from historical figures in the East and the West. No other school in the world can offer such a unique and integrated perspective on leadership and management. SKKU can do that because it is a truly globalized and forward-looking university on the one hand, and it has a thorough understanding of what history means for the past and future on the other.

Professor, **Pil Hwa Yoo** *Sungkyunkwan University, Korea*

I was fortunate to work with such an impressive group of professors and also to teach such a vibrant, bright group of students from around the world at the SKKU 2009 ISS. The program featured the perfect mix of stimulating courses, cultural excursions and social events. My time in Seoul was busy and intense, but very enjoyable and I can't wait to return.

Professor, **Andrea Insch** *University of Otago, NZ*



The 2009 SKKU Summer Program was a very meaningful and important experience for me. It was a unique opportunity to work with a cross section of talented and motivated students from around the globe. I am still in contact with several of my students from last summer. Finally, I am still absorbing the many things I learned and ideas I developed from my contact with the Korean people and students from around the world.

Professor, **Joseph Juhasz** *University of Colorado, USA*

As returning faculty to the 2009 International Summer School I was impressed for the second time by the quality and the diversity of the students and faculty. The new 2010 program at Sungkyunkwan on "Recovery and Prosperity: Post Crisis and New Future" seems to me a challenging topic for all concerned. I look forward to seeing you at SKKU ISS in 2010.

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



The SKKU Summer Semester is an exciting and innovative program in global education. By bringing together top scholars from around the world with bright and curious students from over forty countries in a beautiful campus in central Seoul, its thematic courses bring unusual focus and rigor. It is an inspiring experiment and a great opportunity. I can only applaud SKKU's vision and ambition. I am returning in 2010 and hope to see you there.

Professor, **John Lie** *University of California, Berkeley, USA*

Recovery & Prosperity:

Post Crisis & New Future



SKKU 2010
International
Summer
Semester

Sungkyunkwan University, Seoul, Korea
June 28 ~ July 23, 2010



Recovery and Prosperity:

Post Crisis and New Future

Dear students,

A warm welcome from Sungkyunkwan University (SKKU), one of the world's oldest universities. SKKU was founded in 1398 as the royal university in Korea's Joseon Dynasty, and it has fostered development of scholars and leaders for the past 612 years.

At the 2009 International Summer Semester at Sungkyunkwan University, we welcomed 600 students from 41 countries and 96 universities. Seeking to build on this success, in 2010, the International Summer Semester will present a unique offering of courses focusing on the theme of "Recovery and Prosperity: Post Crisis and New Future."

This is a very timely theme as global society struggles with the need to develop a pathway to a "New Future". We welcome you to join us!



Jung Don Seo

Jung-Don Seo M.D., Ph.D.
President
Sungkyunkwan University

Unique Origin, Unique Future

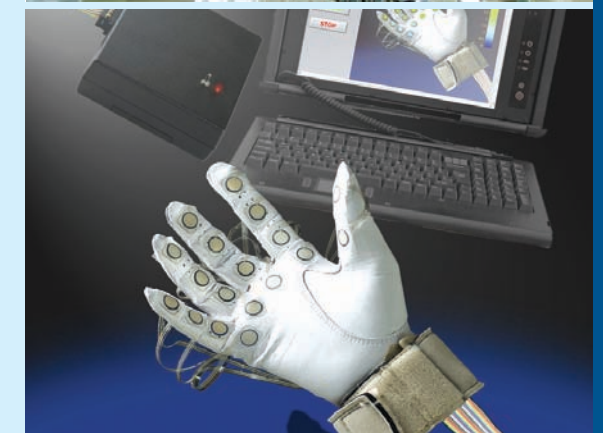
Established in 1398 as the royal university, Sungkyunkwan initiated higher education in Korea in the Joseon Dynasty (1392-1910).

In the 21st century Sungkyunkwan University has made remarkable advances towards becoming a global leader in research and education. This is especially true since Samsung joined our foundation in 1996 and through its generous investments made it possible to launch several programs. These include the Graduate School of Business in collaboration with the MIT Sloan School of Business, the Sungkyunkwan Advanced



Institute of Nanotechnology (SAINT), the Department of Semiconductor Systems Engineering, the Department of Global Business, the School of Mobile Telecommunications Engineering, the Department of Global Economics, and the Graduate School of China.

In addition, through the efforts of our outstanding faculty the Korean Government awarded SKKU 28 long term Brain Korea 21 Research Grants. Today SKKU is recognized as one of the most progressive institutions in the country and will emerge to become a world-class university.



Our Concept

The theme of our 2008 SKKU International Summer Semester focused on the synergy of 'Culture, Business and Technology in East Asia'. This was followed by our 2009 SKKU International Summer Semester which involved defining the fundamental issues around 'Sustainable Global Prosperity'. Future International Summer Semesters will build on these foundations while continuing on the path of becoming a center of thought-leadership and diversity within both East Asia and globally.

The 2009 SKKU International Summer Semester on 'Sustainable Global Prosperity' enrolled over 600 students from 41 countries and 96 universities. Our professors were recruited from world-class universities. Faculty and students had the opportunity to debate and define current issues of this theme. Overall, our program was highly successful.

Ironically, the 2009 SKKU International Summer Semester theme of 'Sustainable Global Prosperity' was chosen a year in advance of the worst economic crisis since the 'Great Depression' of the 1930's. Certainly, the very idea of sustainable prosperity became an important one for our students who were confronted with the reality of diminished traditional opportunities. In spite of this, what emerged across this diverse and global student group was a sense of hopefulness, passion and quality of intellect.



We are beginning to see signs of economic recovery albeit weak. However, given the severity of the economic downturn and the predicted slow pace of recovery, this issue is likely to remain an area of great concern for the near to medium-term. This is mostly related to the need for global society to find alternative paths to prosperity, as we should not repeat past mistakes. Therefore, we have decided to pursue the timely and important theme of 'Recovery and Prosperity: Post Crisis and New Future' for our 2010 SKKU International Summer Semester.



Program Uniqueness

The 2010 International Summer Semester at Sungkyunkwan University is unique in that this is the only summer program in Korea to focus on the theme of 'Recovery and Prosperity: Post Crisis and New Future.' We will offer participating students the chance to understand the local, regional, and global interplay involved in shaping the problems and opportunities that confront global society in the post crisis era. Our ultimate intent is to deliver to our students a world class program which is recognized as being internationally competitive.

Of course, presenting an integrated perspective remains a core goal of our program as it did in our previous summer semesters. This will be achieved through our professors' commitment to approaching problems from an interdisciplinary perspective and context based analysis on the main theme 'Recovery and Prosperity: Post Crisis and New Future,' and the 5 sub-themes: 'Recovery,' 'Post Crisis,' 'Prosperity,' 'The Future,' and 'East Asia.' Such a perspective is necessary given the fact that the post crisis' dilemmas severely threatening the prosperity of global society do not fit within the confines any one discipline.

In both the 2008 and 2009 International Summer Semesters, we actively sought to encourage diversity amongst our students and faculty. In doing so we created a learning context that allowed students to understand first hand how diversity can lead to new ideas if harnessed properly. Given the cultural dimension of problems facing global society, we will again seek to increase the level of diversity both to enhance cultural awareness and to understand its role in shaping the various dilemmas we face.

During the 4 week intensive 2010 SKKU International Summer Semester we are offering an expanded program. The program includes 21 courses divided into 5 tracks as follows:



4 Weeks



February

1st 2010

Online Registration Begins

April

25th 2010

Early Bird Registration Deadline

May

23rd 2010

General Registration Deadline

June

28th 2010

Orientation, Classes Begin

July

23rd 2010

Graduation, Farewell Party



**Korean Language Classes (Free)*

2010 Distinguished Faculty



Professor Charles Hampden-Turner

"In every crisis there is an opportunity. We need to rethink what wealth creation is about and separate 'Casino Capitalism' from the creation of solutions to our global crises which are desperately urgent."

Profile : *University of Cambridge, UK*

- Institute of Manufacturing, School of Engineering
- Associate Faculty of the Judge School of Business for the past 17 years

Research Area :

- Management Philosophy, Cross-Cultural Management, Innovation, and Entrepreneurship
- Founding Partner: Trompenaars-Hampden-Turner
- Globally recognized as a leading management philosopher

Courses :

- **Corporate Leadership in Recovery**
- **Rethinking of Capitalism**



Professor Pil Hwa Yoo

"One major implication of globalization is that a balanced understanding of both East and West could be a decisive competitive advantage for young and ambitious students. Particularly those potential entrepreneurs who are strongly interested in developing their career in global business will benefit a lot from such a differentiated perspective. When it comes to leadership and management, East and West have really a lot to learn from each other."

Profile : *Sungkyunkwan University, Korea*

- SKK Graduate School of Business
- Associate Dean and Professor of Marketing

Research Area :

- Pricing, Marketing Strategy, Global Marketing
- Corporate Culture, History and Management

Courses :

- **Leadership and Wisdom of Management from East and West**



Professor John Lie

"In any sustained contemplation about the future, diaspora - the irrepressible flow of people across national boundaries - plays perforce a significant role. Indeed, we cannot make sense of globalization, past and present, without making sense of diaspora. This is especially the case for Korea and the Korean diaspora."

Profile : *University of California, Berkeley, USA*


- Class of 1959 Professor
- C.K. Cho Professor of Sociology

Research Area :

- Social Theory, Political Economy, Social Identity, East Asia and Human Rights

Courses :


- **Diaspora and the New Generation**



Professor *Joseph Juhasz*

“There is East Asia, Korea, Seoul, SKKU – a series of places that narrow to an ever increasing importance and significance as we take stock of the events that have transpired since fall 2008 – and as we look to a future that is not a mere continuation of the past. That is the general theme of the ‘Recovery and Prosperity: Post Crisis and New Future.’ A more timely discussion to be held would be hard to imagine!”

Profile : <i>University of Colorado, Boulder, USA</i> <ul style="list-style-type: none">• College of Architecture and Planning	Research Area : <ul style="list-style-type: none">• Environmental Psychology, Design and Human Behavior, Architecture and Planning• Who’s Who in America: Environmental Psychology	Courses : <ul style="list-style-type: none">• City Design and Renewal• Creative Mind in Life
---	--	--



Professor *Caecilia van Peski*

“Due to economical and geopolitical changes on a global level, our world as we had gotten to know it underwent an imminent transformation. This change may scare people and could back bold initiatives into a corner. Yet this sort of crisis might as well open doors that up till now had been locked or forgotten. A new generation of flexible learners holds the tools for recovery and prosperity towards a more equitable world.”

Profile : <i>Fontys University of Applied Sciences, the Netherlands</i> <ul style="list-style-type: none">• PhD Researcher• Maastricht University• BAZN Academy of Public Administration in Tilburg	Research Area : <ul style="list-style-type: none">• Human Rights• Instruments for Democracy and Human Rights• Global Citizenship	Courses : <ul style="list-style-type: none">• Social and Political Risks after the Crisis• Human Rights Development
--	---	---




Professor *Edward Romar*

“In the post financial crisis world, social enterprises, those organizations not focused only on profit, and social entrepreneurs, creative people seeking to the change the plight of the less well off, will be increasingly more important as the world faces multiple challenges from poverty, food insecurity and climate change.”

Profile : <i>University of Massachusetts, Boston, USA</i> <ul style="list-style-type: none">• College of Management	Research Area : <ul style="list-style-type: none">• Comparative and Business Ethics, Technology in Marketing, Marketing Technological Products• Formerly with IBM Corporation, USA	Courses : <ul style="list-style-type: none">• Social Enterprise• Confucianism in a Global Era
--	--	---

Professor *Raymond Ferris Abelin*



“Individuals, companies, as well as national interests learning how to grow out of the inevitable crisis can lead to new knowledge and surprising opportunity that was not there before the trouble started. By studying the hard lesson, facing the difficult problem, surviving great hardship, we can also expect to become more than we are today. It should be remembered that technologies are just tools, if we master them, perhaps we can become better rather than anticipate recovering from the inevitable future and the things we do not yet understand.”

Profile : <i>Nanyang Technological University, Singapore</i> <ul style="list-style-type: none">• Interim Director, Technopreneurship Center• Director-Member, Directors Guild of America	Research Area : <ul style="list-style-type: none">• Scientific Innovation, Digital Media, Technology and Entrepreneurship	Courses : <ul style="list-style-type: none">• Successful Innovation: Case Studies• Emerging Technologies and Future Business
--	--	--


Professor *Dong Hee Shin*



“The future of business requires a holistic approach to adopting and integrating emerging technologies. Various converging technologies have emerged in the integration of different systems. We need to be able to evaluate emerging technologies in a new business environment. We need to investigate emerging technologies and systems from a socio-technical-business perspective with a view to adopting a range of appropriate technologies.”


Profile : <i>Sungkyunkwan University, Korea</i> <ul style="list-style-type: none">• Graduate School of Interaction Science	Research Area : <ul style="list-style-type: none">• Human Computer Interaction• Social Informatics; Web Sciences• Digital Media and Contents• Telecommunications Policy and Management	Courses : <ul style="list-style-type: none">• Virtual Communities: The Age of the Avatar
---	--	--

Professor *Andrea Insch*



“‘If you build it, they will come’, the words of Theodore Roosevelt spoken almost a century ago are less certain in this post crisis era. The global economic crisis has served as a reminder of the fragility of economic growth and the intensity of competition between places(cities, nations, regions) for tourists, investment, residents and resources.”

Profile : <i>University of Otago, New Zealand</i> <ul style="list-style-type: none">• Department of Marketing, School of Business	Research Area : <ul style="list-style-type: none">• Green Marketing, Corporate Social Responsibility, Place-based Marketing and Strategy	Courses : <ul style="list-style-type: none">• City Branding• Business Success and Failure: Learning from the Crisis
--	---	---



Professor *Thomas Bishop*

"In the post crisis era it is important to understand how the current policies of central banks around the world have been utilized to promote recovery. In addition, we need to assess whether such policies will stave off future crises. More importantly, it is vital to clearly comprehend the nature and cause of the financial sectors' underlying problems such that they led to the crises in the first place."

<p>Profile : Sungkyunkwan University, Korea</p> <ul style="list-style-type: none">• School of Economics	<p>Research Area :</p> <ul style="list-style-type: none">• Decision-making under Uncertainty and Monetary Economics	<p>Courses :</p> <ul style="list-style-type: none">• Global Recovery: Reality and Weakness• Economic Collaboration: East and West
--	--	---




Professor *Thomas Christiansen*

"We need to understand the way in which regional cooperation and integration has been affected by, and has responded to, the global economic crisis. In that sense we can examine the European Union as a particular example, and pay attention to the institutional and regulatory mechanisms that are being developed at the regional level. Looking to the future, we will examine the ways in which global governance increasingly interacts with regional cooperation structures."

<p>Profile : Maastricht University, the Netherlands</p> <ul style="list-style-type: none">• European Institutional Politics• Department of Political Science	<p>Research Area :</p> <ul style="list-style-type: none">• European Institutional Politics	<p>Courses :</p> <ul style="list-style-type: none">• Regionalism in a Global Era
--	---	--




Professor *Navrati Saxena*



"Industrial Ecology is an interdisciplinary field that focuses on the sustainable combination of environment, economy and technology. The central idea is the analogy between natural and socio-technical systems. In any "New Future" this idea ought to be the foundation."

<p>Profile : Sungkyunkwan University, Korea</p> <ul style="list-style-type: none">• School of Information and Communications Engineering	<p>Research Area :</p> <ul style="list-style-type: none">• Ubiquitous and Pervasive Computing	<p>Courses :</p> <ul style="list-style-type: none">• Industrial Ecology: Business and the Environment
---	--	---

Professor *June Won Seo*



"Looking through the history of East Asia focusing on its spiritual and intellectual common ground through history is an essential activity in order to surmise the future of East Asia. Also, understanding poetry, thus becoming able to abstract ideas into a schema appealing both to reason and emotion, is certainly a quality that can shed light on our current dilemmas."

<p>Profile : Sungkyunkwan University, Korea</p> <ul style="list-style-type: none">• Academy of East Asian Studies (AEAS)	<p>Research Area :</p> <ul style="list-style-type: none">• Chinese Philosophy• Religious Studies	<p>Courses :</p> <ul style="list-style-type: none">• History in the Triangle: Korea, Japan, and China• Classical Oriental Poetry
---	--	--



The 2009 International Summer Semester at Sungkyunkwan University was again the most globalized International Summer Semester in Asia, in which over 600 students from 41 countries and 96 universities participated.

Geert, The Netherlands, Leiden University

Making New Friends

It was great to join together with other young people from around the globe. Many of the friendships I established are sure to become life-long. Overall, it was a great experience.



Young, USA, University of Pennsylvania

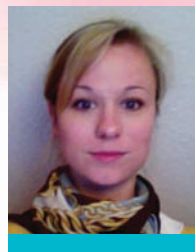
Great Faculty and Interesting Classes

I was impressed with the quality of the faculty. Also, the experience in the class was really student focused and case based.

Josephine, Germany, Fontys University of Applied Sciences

Understanding Korean Culture

I had a great time with my new Korean and international friends and was able to learn a lot about Korean culture.



Junyoung, USA, University of Wisconsin Madison

New Perspectives

This whole idea of sustainable global prosperity is an important one for us all. What I took away from the summer school was a new perspective on how we can achieve this sort of outcome.

Jana, Slovakia, Masaryk University

Across Cultures

I think learning with so many different cultures was great. It was an important aspect of this program for me.



Enrico, Italy, University of Bologna

Cultural and Academic Learning

The 2009 SKKU ISS was an outstanding experience that I will cherish the rest of my life. The faculty, students and staff were great! I highly recommend you attend in 2010.

Kukhwa, Sungkyunkwan University, Korea

The SKKU ISS was something very special to me! Some of that was quite tangible. Other parts existed in the relationships I evolved. I am really looking forward to connecting with faculty and students alike at the 2010 International Summer Semester!



Jurgen, Upper Austria University of Applied Science, Austria

I was surprised with how many different perspectives I was introduced to. I enjoyed the multicultural environment which provided me with the chance to think beyond borders. Furthermore, I met a lot of new friends and learned a lot about the Korean culture! I was impressed with the quality of the offered courses therefore I highly recommend everybody to attend the 2010 ISS at Sungkyunkwan University, Seoul!



Marika, Waseda University, Japan

As I'm very interested in learning about other cultures, it was an excellent choice for me to study at the 2009 SKKU ISS. There were so many students from so many countries, and we participated together in lectures, cultural events, group discussions, and presentations. To my delight the 2009 SKKU ISS exceeded my expectations. I strongly recommend attending.





Korean Traditional Game



Tour of Gyeonggi Province



Korean Folk Village



Learning Korean Traditional Music



Enjoying Korean Pop Culture



Learning Korean Traditional Manners



Boat Cruise on the Han River



Cheonggye Stream



Korean Food Festival

Touching Memories

Culture and Field Trips

During the 2009 SKKU ISS, students and faculty established relationships and created beautiful long lasting memories through participating in various cultural events and field trips. Such activities will again be an integral part of our program at the 2010 International Summer Semester "Recovery and Prosperity: Post Crisis and New Future."



Attending a Performance in Seoul



Seoul Plaza



Seoul City Tour



Gyeongbok Palace



Pizza Party



Watermelon Festival



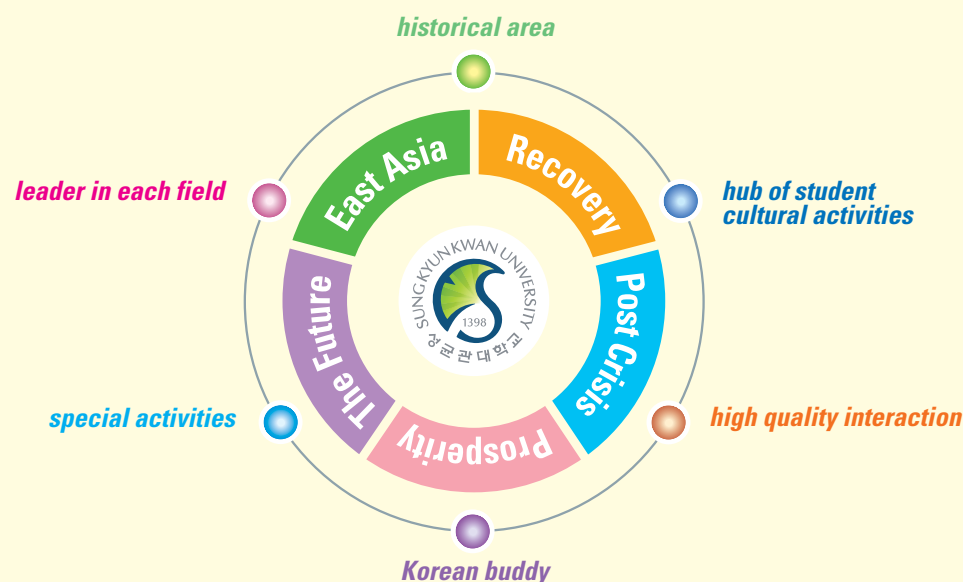
Global Forum



Watermelon Game

As a center of higher learning, Sungkyunkwan University has strategic advantages that make it an outstanding place to host an ISS.

SKKU Unique Summer Semester



- At our 612-year-old campus we embrace a student friendly culture
- The ISS provides well-planned curriculum and distinguished professors from leading universities
- Various field trips enhance cross-cultural awareness and practical learning

Moreover, there are special activities scheduled relating directly to the ISS theme:

- **Global Forum:** Invited speakers will present on selected themes concerning "Recovery & Prosperity: Post Crisis & New Future."
- **Unique Field Excursion**
- **Prof. John Lie** will lecture on the Korean diaspora.
- **Prof. Charles Hampden-Turner** will present his new book **"Teaching Innovation & Entrepreneurship"** which was published by Cambridge University Press 2009.

Online Application Online application begins February 1 at <http://summer.skku.edu>. If you have any questions please e-mail us at eass@skku.edu, contact us by phone at +82 2 760 0153~5 or fax +82 2 760 0159.

Visa Requirement We will assist you in securing the appropriate student visa to be eligible to study at SKKU for the duration of the summer program. We would also recommend you contact the nearest Korean Embassy and obtain information related to the visa issuance process. Please contact us if you have any questions about your student visa.

Accommodation and Meals University sponsored accommodation on or near the campus is guaranteed. The cost of your accommodation for a shared room for the duration of the summer semester will be 400 USD. There are many options for dining both on and near the campus.

Scholarships A number of scholarships will be made available and awarded based on either merit or proof of financial need.

Fees

Tuition Fee	Dormitory Fee	Registration Fee	Cultural Activity Fee
700 USD / Per Course*	400 USD	100 USD	150 USD

* 'Diaspora and New Generation' is 2 credit course and the fee is therefore reduced to 500 USD.

Transferring Credits Students who wish to transfer credits earned at Sungkyunkwan University to their home university should indicate the mailing address where they would like their transcripts to be sent. All of SKKU's academic programs are accredited by the Korean Ministry of Education. As such you should not have any problem with your home institution and we will support you in the credit transfer process by providing official letters and transcripts.

Grading and Credit Weight Each course has a weight of 3 credits (6 ECTS). Grades will be awarded by the SKKU ISS faculty.

Sungkyunkwan University's Seoul Campus has an excellent location close to a student-centered district and historic cultural hub, in Seoul, Korea.

Old Sungkyunkwan • Old Sungkyunkwan, which was founded in the Joseon Dynasty, is the 612-year-old campus located at the front gate of present day Sungkyunkwan University. Students studied and lived at the original campus. It had all of the facilities of a modern university including a dormitory, cafeteria, lecture hall and library, and a shrine.

Directions : Hyehwa Stn. Exit 4 (Subway line 4)

Cheong Wa Dae(President's Residence) • Known as the Blue House or Cheong Wa Dae, this is the official residence of the Korean President.

Directions : Gyeongbokgung Stn. (Subway line 3)

Daehak-no • Daehak-no is a student commercial and theater district in Seoul. On weekends it is a hotspot for university student nightlife.

Directions : Hyehwa Stn. (Subway line 4)

Changdeok Palace • Built in the Joseon Dynasty (1392-1910) Changdeok Palace was constructed for King Taejong. The palace was recognized as a UNESCO World Heritage Site in 1997.

Directions : Anguk Stn. Exit 3 (Subway line 3)

Samcheong-dong Street • With its galleries, Samcheong-dong has been at the forefront in representing the most current and significant tendencies in Korean and international contemporary art.

Directions : Anguk Stn. Exit 1 (Subway line 3)

Gyeongbok Palace • It was built in 1395, three years after the Joseon Dynasty was founded by Yi Seong-gye, when Seoul became the new capital of ancient Korea.

Directions : Gyeongbok Stn. Exit 5 (Subway line 3)

Insa-dong Art District • Insa-dong is a trendy art district of Seoul and so if you are an art lover or want to enjoy the ambiance of a traditional tea shop, this is the place to visit.

Directions : Anguk Stn. Exit 6 (Subway line 3)

Seoul Castle • Seoul Castle was built in 1396, in the Joseon Dynasty and was meant to fortify the city and its important structures including the King's Palace and other key governmental institutions of the time. It is one of Korea's National Treasures.

Directions : Hyehwa Stn. (Subway line 4)

