

Promoting a Partnership between SDSU and Korean Universities

Activities Report

By

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Travel period : May 18-27, Seoul, Korea

Universities visited:

1. Kookmin University, Seoul (May 19)
Had a seminar on e-commerce
Met Dr. Heung Sik Choi, Dr. Seoug Ryul, Dr. Sunghyun Juhn, and Dr. Young Keun Yoon
The college of business administration
2. Seoul City University, Seoul (May 22):
Had a seminar on e-commerce
Met Dr. Namsik Chang, Dr. Chang-Young Chung, and Dr. Yeong-Seon Joh
The college of business administration
3. Sogang University, Seoul (May 23)
Met Dr. JunHwan Im, Dr. Chong Sup Kim, and Dr. Se-Young Ann
The graduate school of international studies
4. Semyung University, Jechun (May 25)
Had a seminar on e-commerce
Met Dr. Jonggak Shin and Dr. Hoon Kim
The college of business administration

Meeting results: Two universities (Kookmin U. and Sogang U) showed much enthusiasm in developing partnerships with SDSU.

A. Kookmin University is interested in the student as well as faculty exchange program, especially in the field of information systems and technology. To attract SDSU students, the university offered followings.

1. Exchange students from SDSU can stay at Kookmin for a semester and can extend the stay as needed.
2. Kookmin will open an English course per semester.
3. Kookmin will provide internship opportunities for SDSU students at the Korean industry. A faculty will be assigned to director the student internship.
4. Kookmin will offer the school owned lodging for SDSU students or the school will arrange host families if needed.
5. Kookmin will arrange scholarship opportunities for SDSU students via ESL classes or English conversation programs.

Besides, the SDSU professor who visit Kookmin University as an exchange faculty will be offered following opportunities:

1. A faculty office
2. Both teaching and research opportunities
3. Joint research projects and consulting for the Korean industry
4. Exchange faculty will direct exchange students from SDSU

B. Sogang University already has a number of sister universities in US including Boston College, Brandeis University, Creighton University, Fordham University, and Georgetown University. It showed special interest in creating a partnership with SDSU in the field of e-business and e-commerce,

1. To provide short-term learning opportunities for SDSU and Korean students and
2. To collaborate in developing an e-business program and share resources.

As all lectures at the graduate school of international studies in Sogang are conducted in English, SDSU students can take advantage of the learning opportunities. Furthermore, although designed for graduate students, these courses will be open to SDSU undergraduate students.

Sogang's ESL (English as a second language) program is the best in the nation. The institute employs foreign instructors and, accordingly, qualified SDSU students may take advantage of it as a venue for additional income.

Overall Prospect: Two universities were enthusiastic in creating a partnership with SDSU for the student as well as faculty exchange programs. The meetings with faculties from two universities were limited at the college level, college of business administration at Kookmin and the graduate school of international studies at Sogang. They showed a special interest in developing a partnership in the field of e-commerce and information systems. E-commerce is an application SDSU is pushing hard to take advantage of its strategic location and to support burgeoning local ventures. The e-commerce fever in Korea is at least at par with that in US and realizing cooperation with the Korean universities can bring significant benefits to SDSU students and faculty.