
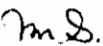


ACTIVITY REPORT

DATE: July 26, 2000

TO: Nancy A. Marlin, Provost and Vice President for Academic Affairs
Office of International Program

FROM: Dong I. Jung 
Department of Management

Moon H. Song 
Department of Finance

SUBJECT: International educational experience grant final report

The purpose of this report is to summarize our activities and accomplishments resulted from a grant we received from the Office of International Program in 1999. Both of us visited Kook Min University (KMU) in May and June of this year. We met several people including the president of the University, Dean of College of Business Administration, and Provost for External Affairs in order to explore potential exchange programs and international experiences for faculty and students between San Diego State University and KMU. Xerox copies of their business cards are attached in Appendix A. Information about KMU we received from the University is also attached as a separate package.

To begin with, the President of KMU, Dr. Soung-Jin Chung, was enthusiastic about the possibility of setting up exchange programs. Deans of undergraduate and graduate programs in the Business College at KMU were particularly interested in building a close relationship with the College of Business at SDSU for faculty and student exchange program. We exchanged a number of different ideas and we could clearly see their genuine interest in developing such relationships because one of their long-term strategic visions was to build a network of universities located in Pacific Rim areas. They seemed to consider us a strategically important footstep into North and South American regions.

Among many ideas we exchanged, we believe the following issues deserve further elaboration.

- 1) **Faculty Exchange Programs:** They have a sabbatical system, which allows faculty to spend up to a full year in a foreign country (fully-paid). They were very interested in developing exchange programs (potentially beginning with Business Schools at both universities first) so that faculty members at KMU may

come to SDSU and conduct collaborate (internationally oriented) research projects and vice versa. In particular, majority of faculty members in the Business School received their master's as well as doctoral degrees from US institutions. As such, outcomes of international joint research can be greatly enhanced if faculty from both colleges (and potentially universities) can bring their international perspective into their respective project.

- 2) **Student Exchange Programs:** There are two different areas in students exchange programs that, we believe, can be quite beneficial for both universities. Unlike faculty exchange programs, we discussed student exchange programs at the university level. First issue is to create international exchange and experience opportunities for both undergraduate and graduate students. Although we still need to work out specific contents such as type and length of exchange programs, we acknowledged mutual interest in providing international experience for the students. One example for such exchange program is to provide students with an opportunity to earn credits for one or two courses both at SDSU and KMU. In the long run, we can offer a joint degree program for international business major students at undergraduate and graduate level. Second issue, which we thought very interesting and quite profitable for SDSU, was to work out an agreement between SDSU language program (e.g., American Language Institute located on campus) and KMU. We found that ALI is already a well-known institution for training English as a second language in Korea. The president of KMU told us that there are between 200 and 300 students at KMU who go to foreign countries for their English training and obviously the US has been their most favorite destination country. We discussed several ways to create a strategic partnership between ALI and KMU. We believe that students at KMU can get a lot of benefits from this partnership by getting the language training they need from a prestigious institution in the US with some financial incentives that may result from the partnership. SDSU and ALI may be able to secure a steady source of students they need. We believe this will be a win-win situation where both parties can accomplish their goals with a greater level of efficiency and effectiveness.

In sum, we are happy to report a number of positive ideas that we discussed with leaders at KMU. With their enthusiasm and genuine interest, we believe the partnership between SDSU and KMU can result in numerous benefits that both universities can enjoy for years to come. Although there are a lot of things that need to be worked out before leaders from both universities can visit each other to establish an official relationship, both of us are willing to play a mediating role to materialize this potential partnership. We also are willing to visit KMU once again to do additional groundwork, if necessary, and draft our agreement toward a formal partnership between SDSU and KMU.

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