

# Ajou Bespoke College Program 2026 Summer

Understanding Korea's Innovation and Entrepreneurship Ecosystem

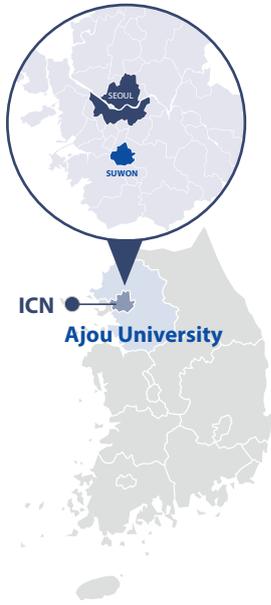
Intrigued by Globalization and K-Culture?

Explore Korea with Ajou University



# AJOU UNIVERSITY

Ajou University is a leading research university in South Korea, established in 1973 and located in the greater Seoul metropolitan area. The university has approximately 15,000 students, including over 2,200 international students from 67 countries.



Ajou consists of 13 colleges and is known for its strong programs in areas such as artificial intelligence, mobility engineering, molecular science and technology, energy systems, medicine, and law.

Our beautiful tree-lined campus provides an ideal environment for both study and student life, offering modern high-tech facilities, individual and collaborative study spaces, sports and fitness centers, outdoor parks, and alfresco cafés. The campus is also home to advanced research infrastructure, including a state-of-the-art semiconductor cleanroom.

Ajou's campus is surrounded by a vibrant college neighborhood on one side and scenic natural landscapes on the other, with nearby hiking trails leading to a large lake park. Conveniently located, students can travel directly from Ajou University Station to Gangnam via the fully automated Seoul Metro Line in approximately 30 minutes.



# Ajou Bespoke College(ABC) Program

The Ajou Bespoke College (ABC) Program is a two-week intensive summer program held in early July, bringing together students from Ajou University and partner universities worldwide to explore Korea's innovation and entrepreneurship ecosystem.

Designed as an interdisciplinary and collaborative learning experience, the program combines interactive lectures, industry-focused sessions, and a team-based collaborative project. Through these components, participants gain a comprehensive understanding of how innovation operates in Korea-across industries, organizations, and entrepreneurial environments.

While maintaining a broad perspective on Korea's key industries, the 2026 program places particular emphasis on emerging sectors within the innovation ecosystem, including Korea's bio and healthcare industry, through special lectures delivered by industry leaders and Ajou University faculty members.

These sessions provide participants with insights from both academic and practical perspectives, highlighting how innovation is developed, commercialized, and scaled in the Korean context.

The program culminates in a collaborative project, where students from diverse academic and cultural backgrounds work in mixed teams to develop creative business or startup ideas inspired by the Korean innovation ecosystem. This project-oriented approach encourages critical thinking, cross-cultural communication, and entrepreneurial problem-solving.

- **Duration** : June 30th(Tues) 2026 ~ July 14th(Tues), 2026
- **Participants** : International students and Ajou University students
- **Course and Credit** : Korean Innovation and Society : Collaborative Project / 3 Credits
- **Application deadline** : May 8th
- **Participation Fee** : None

\* Participants are responsible for their own travel expenses including round-trip air fare.

\*\* Participants will stay at Ajou International Dormitory, which is a two-person shared dormitory on campus.

\*\*\* Lunch will be provided during the weekdays.



# ABC Program 2026



Day			6.30(Tues)	7.1(Wed)	7.2(Thurs)	7.3(Fri)	7.4(Sat)
AM			Arrival Check-in	Orientation	K-Enterprises Class	K-Bio Industry	Lotteworld
PM				Capstone Project Introduction	Dentium	Celltrion Hwaseong Fortress	
Day	7.5(Sun)	7.6(Mon)	7.7(Tues)	7.8(Wed)	7.9(Thurs)	7.10(Fri)	7.11(Sat)
AM	Free Exploration	Entrepreneur- ship Class	K-Culture Class	K-History Class 1	K-History Class 2	K-Pop Dance	Free Exploration
PM		Daewoong Pharmaceuticals	National Museum of Korea	Samsung Electronics	NAVER  Project Meeting		
Day	7.12(Sun)	7.13(Mon)	7.14(Tues)				
AM	Free Exploration	Collaborative Project Presentation	Depart				
PM		Farewell					

## 2026 ABC

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