

Ajou Bespoke College Program 2024

Understanding Korean Industries and Entrepreneurship

Intrigued by Globalization and K-Culture?
Explore Korea with Ajou University!



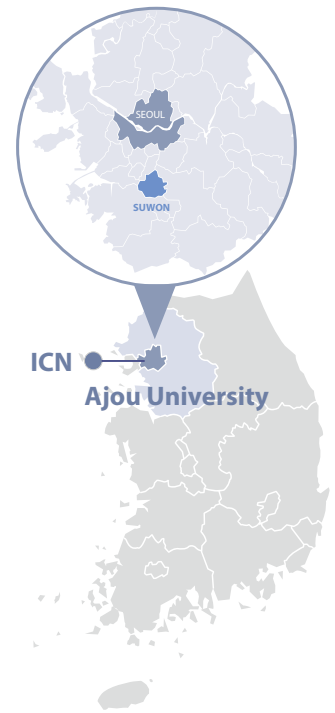
AJOU UNIVERSITY

AJOU UNIVERSITY

Ajou University is a leading research university in South Korea established in 1973, located in the greater Seoul area. We have 13,700 domestic students and 1,400 international students from 67 countries. The university consists of 12 colleges with leading programs in fields such as artificial intelligence, future automobiles, molecular science and technology, energy systems, a medical center, and a law school.

Our beautiful tree-lined campus offers study and relaxation areas, gyms and sporting facilities, outdoor parks and alfresco 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 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.



| | | |
|--|--|--|
| <p>1st</p> <p>In Korea among the Korean comprehensive universities</p> <p>THE Young Universities Rankings 2023</p> | <p>1st</p> <p>In Korea among the Korean comprehensive universities</p> <p>Nature Index 2021 Young Universities</p> | <p>12th</p> <p>In Korea and 113th in the world</p> <p>THE Young Universities Rankings 2023</p> |
| <p>16th</p> <p>In Korea and ranked in the top 488 in the world</p> <p>2023 QS World University Rankings</p> | <p>13th</p> <p>In Korea</p> <p>2023 Joong-Ang Ilbo Newspaper's University Rankings</p> | <p>7th</p> <p>In Korea best hospital, Ajou University Hospital awarded best hospital outside Seoul</p> <p>THE Young Universities Rankings 2023</p> |

Ajou Bespoke College(ABC) Program

Introducing our two-week summer program tailored for U.S. university students, international students, and Korean students, designed to immerse participants in the dynamic world of Korean corporation and entrepreneurship. Throughout the program, participants will have the exclusive opportunity to visit renowned establishments such as Samsung Electronics, a global leader in technology and innovation, and Cookapps, a company established by Ajou alumni, providing invaluable insights into the strategies and practices driving success in the IT sector. Additionally, visits to start-up companies will offer first hand exposure to the burgeoning entrepreneurial ecosystem in Korea, equipping students with practical knowledge and inspiration to pursue their own ventures.

Moreover, visits to iconic cultural landmarks such as Gyeongbokgung Palace and Han River coupled with adventures to destinations frequented by native Korean university students such as Everland, will give students an opportunity to immerse themselves into Korean culture. Students will additionally be encouraged to explore Korea on their own, giving them a chance to experience Korean food culture, university culture, and much more. Unique opportunities to interact with fellow Korean university peers will be facilitated by these visits. By fostering a diverse learning environment and facilitating meaningful interactions, this program promises to be a transformative experience, enriching participants culturally, academically, and professionally.

With experiences spanning industry visits, entrepreneurship insights, and leadership development, this program promises to be a transformative journey, equipping students with the tools and mindset to thrive in the fast-changing global economy. Ajou asks students to join the program for a once in a lifetime opportunity to expand their global business knowledge while immersing themselves in a new culture and meeting like-minded future business leaders from all over the world.

- **Duration : June 25th(Tues) 2024 ~ July 9th(Tues), 2024**
- **Participants : International students and Ajou University students**
- **Course and Credit : Korean Studies / 3 Credits**
- **Application deadline : April 26th**
- **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 located on campus.

*** Two meals per day will be provided during the weekdays.



Ajou Bespoke College Program Schedule

| | | Tue. (6/25) | Wed. (6/26) | Thu. (6/27) | Fri. (6/28) | Sat. (6/29) |
|---------------------|-----------------------------|---------------------------------------|------------------------------------|--|---|----------------------|
| | | Arrival Check-in | Orientation | K-Enterprises Class 1 | K-Enterprises Class 2 | Hwaseong Fortress |
| | | | Discussion Session | CJ Blossom Park, Dentium, Park Systems | Samsung Electronics | |
| Sun. (6/30) | Mon. (7/1) | Tue. (7/2) | Wed. (7/3) | Thu. (7/4) | Fri. (7/5) | Sat. (7/6) |
| Everland | K-Culture Class 1 | K-Culture Class 2 | K-History Class 1 | K-History Class 2 | National Museum of Korea, Gyeong- bokgung Palace | Free Exploration |
| | Amore Pacific R&I Center | Cookapps (Ajou Alumni start-up) | Samsung Biologics, Celltrion | Korea Folk Village | | |
| Sun. (7/7) | Mon. (7/8) | Tue. (7/9) | | | | |
| Free Exploration | Joint Symposium | Depart | | | | |

2024 ABC : Korean Industry and Entrepreneurship

International Exchange and Cooperation.
Office Of International Affairs

206 Worldcup-ro, Yeongtong-gu, Suwon 16499, Korea

global_strategy@ajou.ac.kr

<http://oia.ajou.ac.kr>

Tel: +82-31-219-2922, 2172

<< Inquire here for more information!