



SEJONG UNIVERSITY

2017

# JOHNSON & WALES UNIVERSITY

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International summer program  
in SOUTH KOREA

July 3 ~ July 28, 2017



Johnson & Wales University and Sejong University have joined hands to offer an international summer program that shares academic knowledge on BUSINESS and HOSPITALITY with the rich cultural experience of South Korea and East Asia. Sejong University is located in Seoul, which makes it an ideal place for students to enjoy East Asian culture with proximity to both China and Japan. Students will participate in academic courses, cultural excursions, industry visits, gaining first-hand experience and knowledge of Korean history, business, culture, and society



## COURSE INFORMATION

Johnson & Wales University and Sejong University Summer Program brings students from universities around the world together in an exploration of Korea and East Asia. Students participate in academic courses, cultural excursions, and industry visits, spending over thirty academic hours in the classroom and many more hours gaining first-hand experience and knowledge of Korean history, business, culture, and society.



## PROGRAM CONTENT

The four-week program includes 90 hours of classroom teaching, personal study time, presentations by guest speakers, and company visits. In addition to classes, students will take part in a variety of team-building projects during the program. The teaching content provides an integrated view of the functional areas of BUSINESS and HOSPITALITY.



### SPECIFIC TOPICS INCLUDE (provisional)

- Managing International Assignments for Expats in Korea
- Economic Development in Post-War Korea
- Global Business Mindset
- Managerial Challenges
- Culture in Economic Development: South Korea
- Negotiations in the South Korean Context I & II

## ORGANIZED AND SUGGESTED EXCURSIONS IN AND AROUND SEOUL

### Samsung Public Relations Center

Samsung Electronics recently completed this very impressive three-story gallery to showcase their newest technological products, as well as those currently under development. Guests are invited to touch, see, and fully experience Samsung's latest innovations.

### Hyundai Motors Manufacturing Plants

Hyundai Motor Company has become a leader in Korea's automobile industry. Today Hyundai has advanced its global market management and overseas operations by investing in Hyundai manufacturing plants in North America, India, and China, as well as R&D centers in North America, Japan, and Europe.

### Namdaemun / Dongdaemun Market

Korea's two largest and oldest traditional markets, Namdaemun and Dongdaemun offer shoppers thousands of products—from the commonplace to the exotic. Information is available for local residents and tourists, and free interpretation services are readily offered to foreign tourists.

### Sejong University Museum

The Sejong University Museum was constructed on the model of a 1500 year-old Paekje pagoda to house more than 4,000 valuable relics and artifacts. The museum is designed to encourage and facilitate research in many academic areas including Korean culture, art, folklore, and archaeology.

### Pukhansan National Park

Pukhansan National Park is a rare national park in that it lies within a city. The park is ecologically isolated, surrounded by the Seoul Metropolitan area; yet, it plays an important role as a "green lung" for the city. More than five million people visit the mountain every year.



## PROGRAM FEES AND EXPENSES

\$3,450 USD per student (Includes application and tuition fees, accommodation fees, certificate, transportation and ticket costs for excursions and company visits, service and support.)

### APPLICATIONS

#### APPLICATION PERIOD

From March 26 to April 7, 2017

#### APPLICATION PROCEDURE

1. Application website: <http://oia.sejong.ac.kr/contents/oia/cor/onlineas.html>
2. The Office of International Affairs will contact students accepted into the program.

### CONTACT

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