



Woosong University Short-term Program Guidebook

WIDE

Woosong **I**nternational **D**iscovery **E**xperience

Global learning and cultural discovery program designed to broaden students' perspectives through academic, cultural, and industry experiences in Korea

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WOOSONG

Woosong University

Located in Daejeon at the center of Korea, Woosong University has a strong reputation as one of the most globalized universities, ranked by both Times Higher Education and QS World University Rankings as one of the top institutions in South Korea for international outlook and diversity. Currently 12,000 students are enrolled at Woosong University and among them are over 3,200 international students from more than 80 countries and make the institution truly open and diversified environment. Woosong University also runs over 20 English taught programs.

Global Reputation



**Times
Higher
Education**

Ranked #1 for
"International Outlook"
among universities
in Korea



**QS World
University
Ranking**

Ranked #42
Global MBA
in Asia



IEQAS

Certified by the Korean
Ministry of Education
(International Education
Quality Assurance System)

Diversity



International
Student

3000+

Student
Nationalities

86 countries



International
Partnerships

636 universities
located in
82 countries

Foreign
Faculty

172 from 40+
countries

About Daejeon

Why Daejeon, South Korea?

- 5th largest city with a population of more than 1.5 million people, known as Silicon Valley of Korea
- Centrally located, easy for transportation
- Affordable living expenses
- Unique blend of city and nature
- Vibrant expat community



Why WIDE?

Fully customized program designed to meet the specific needs of each study mission

Woosong University's Short-term Program is unique in that it is a fully tailored program designed to flexibly accommodate the specific needs and interests of each requesting school. The timing, duration, content, as well as accommodation, meals, and transportation are all arranged in consultation with the requesting school.

Co-designing Programs with Partner Institutions

Upon receiving a program request, Woosong University works closely with each partner institution to design a program that best meets its academic objectives and participant needs. The program development process generally follows the steps below:

- **At least 90 days prior to the program start date** : The initial program request is received, and preliminary discussions are conducted to identify specific goals and requirements.
- **By 60 days prior to the program start date** : The program structure, schedule, and detailed content are jointly finalized, and the total cost is determined in consultation with the partner institution.
- **By 30 days prior to the program start date** : Payment is completed, and necessary administrative procedures, such as visa issuance (if applicable), are carried out. Once the program design is confirmed, Woosong University makes thorough preparations to ensure a well-organized, academically enriching, and successful program experience.

Proven excellence through experiences

With years of experience in providing customized short-term programs for universities and high schools around the world, Woosong University has developed a strong reputation for quality and satisfaction. Drawing on extensive know-how, we work closely with each partner institution to design programs that meet their unique needs. Many universities continue to choose Woosong's short-term programs year after year, recognizing the high level of organization, engagement, and educational value they offer.



Primary Program Participants

Woosong University's short-term programs are designed to serve a wide range of participants, including:

- **University Students:**
Students participating in short-term programs as part of their home university's academic curriculum or exchange initiatives.
- **Pre-College Students:**
High school students seeking cultural enrichment and introductory Korean language learning experiences.
- **Executive and Corporate Trainees:**
Professionals and employees engaged in customized training programs that may include academic lectures, company visits, and industrial field experiences.



Participating institutions in the Woosong University's Short-term program (2023 to 2025)



TUINS (Toyama University of International Studies) High School, Japan



FH Northwestern University, Switzerland



Dominican University of California, USA



La Salle Campus Barcelona, Spain



Deusto Business School San Sebastian Campus / Bilbao Campus



Saint Mary's College of California, USA



USIU (United State International University)-Africa, Kenya



Aichi Reimei High School, Japan



Ohkagakuen University/ Nagoya College, Japan



ISM, Germany



Hungkuang University, Taiwan Taipei



Sancta Maria International School, India

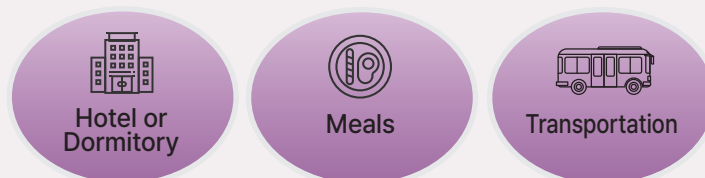
Program Modules

Woosong University's short-term programs offer a full-package service tailored to each client's needs. Programs can include classroom lectures, cultural experiences, outdoor activities, and company visits, as well as customized arrangements for accommodation, meals, and transportation.

Educational & Cultural Components



Logistical & Support Services



Academic Classes

Woosong University offers a wide range of lectures that can be flexibly combined and customized according to each group's academic interests and program goals. Drawing on expertise from Woosong's specialized schools—including SolBridge International School of Business, JCFS, and the Korean Language Center—these lectures cover topics such as the Korean economy and industry, entrepreneurship, artificial intelligence, Korean culture, and language. Each course is designed to provide both theoretical understanding and practical insights, allowing participants to engage deeply with Korea's dynamic business, technological, and cultural environment. For detailed information on the available class offerings including lecture topics and descriptions, please refer to the end of this brochure.



• Special Experience class in K-Pop and K-Beauty

Woosong University offers engaging courses that allow participants to experience Korea's vibrant cultural trends through K-pop and K-beauty. The program combines interactive lectures with hands-on activities—students explore the world of K-pop through discussions and practice sessions that include learning real choreography guided by experienced instructors. In the K-beauty class, participants gain practical experience with Korean skincare routines and cosmetic products while discovering the secrets behind Korea's global beauty trends. These immersive classes provide a unique opportunity to feel the creativity and energy of Korean pop culture firsthand.



Hands-on Korean Cultural Experiences

• Korean Culture class (3hours)

This class is provided by the Korea Institute of Hyo Culture Promotion located at the Korean Family Root Park. In this class, students will learn the tea ceremony, traditional Hanbok Etiquette, and Korean Hand craft.

- **The Korean tea ceremony**, also known as darye, is a traditional practice of preparing and serving tea. It is a way to show respect and hospitality to guests, and it is often performed in formal settings such as Buddhist temples or traditional Korean houses. The ceremony involves several steps, including the preparation of the tea, the presentation of the tea to the guests, and the drinking of the tea. The ceremony is also accompanied by various rituals and gestures, such as bowing and the use of specific utensils. Overall, the Korean tea ceremony is a way to connect with others and appreciate the beauty of nature and the simplicity of life.
- **The traditional Korean Hanbok etiquette** is a set of customs and manners that are observed when wearing the Hanbok, which is a traditional Korean dress. The traditional Korean Hanbok etiquette emphasizes grace, elegance, and respect for others.
- **Korean traditional hand crafts** encompass a wide range of artistic and practical creations that have been passed down through generations. These crafts often reflect the rich cultural heritage of Korea. In this class, students will learn the Korean traditional knots (made-up) craft.



• Korean Cooking Experience (half day)

This Korean cooking class, provided by Chansaem-maul, located near Daecheong Lake, just outside Daejeon, offers a hands-on Korean Cooking Experience where participants can learn to make simple yet beloved Korean dishes such as gimbap (rice rolls), jeon (savory pancakes), and bibimbap (mixed rice with vegetables). After the cooking session, guests can take a relaxing walk around Daecheong Lake, the largest lake in the Daejeon area and a major source of drinking water, known for its stunning natural scenery and tranquil atmosphere. This program offers a perfect blend of cultural discovery, local flavor, and scenic beauty.



Outdoor activities

• One-day Seoul Tour

This one-day tour offers visiting international students an opportunity to explore key cultural and modern landmarks of Seoul. The program includes a visit to Gyeongbokgung Palace, the main royal palace of the Joseon Dynasty, where students can learn about traditional Korean architecture and history. The tour continues to Bukchon Hanok Village, a well-preserved neighborhood featuring traditional Korean houses, and Insadong Street, known for its art galleries, craft shops, and tea houses. Other alternative destinations include Namsan Tower, a popular observation point offering panoramic views of the city, and Lotte World, one of Korea's largest indoor theme parks, providing a glimpse into contemporary Korean leisure culture.



• Half-day tour to Baekje Cultural Land in Buyeo

This half-day tour introduces participants to Baekje Cultural Land, a large historical theme park that recreates the culture and architecture of the ancient Baekje Kingdom (18 BCE–660 CE). Located in Buyeo, South Chungcheong Province, the site offers a comprehensive view of Korea's early history and heritage. Students can explore detailed reconstructions of key Baekje landmarks, including the Sabigung Palace Complex, Neungsa Temple Site, and Baekje Historical Museum, which display the artistic and architectural achievements of the period. The open-air setting allows visitors to experience the atmosphere of the ancient capital while learning about Baekje's role as one of Korea's Three Kingdoms and its cultural exchanges with neighboring countries.



• Half day tour to Jeonju (Jeonju Hanok Village)

This half-day tour offers participants an opportunity to experience traditional Korean culture at Jeonju Hanok Village, one of the most famous cultural heritage sites in Korea. The village features over 700 well-preserved hanok (traditional Korean houses) that showcase the architectural style of the late Joseon Dynasty. During the visit, students can walk through narrow alleys lined with traditional houses, cultural workshops, and local food stalls. In addition, various cultural experiences such as hanbok (traditional clothing) wearing and craft making are available. This program provides an insightful introduction to Korea's traditional lifestyle and architecture.



Company visits

This program provides participants with opportunities to observe and learn about key sectors of Korea's modern industry through guided company visits. The visits include major facilities such as a car manufacturing plant, a shipbuilding dock, and the Korea Ginseng Corporation.



❖ Sample One-week Program Schedule

Date	Time	Activities
Day 1 Sunday -Arrival-	Afternoon	Arrival @ Incheon Airport
		Incheon Airport -> Daejeon
		Hotel (dormitory) Check in
Day 2 Monday	Morning	Welcome and Orientation
		Campus Tour
		Lecture – Korean language and Culture (3 hours)
Day 3 Tuesday	Afternoon	Downtown Tour (Skyroad, traditional markets)
	Morning	Lecture 2 – K-beauty Basic Skincare Class (3 hours)
	Afternoon	Korean Cultural Experience Class (3 hours)
Day 4 Wednesday	Morning	Lecture 3 – K-pop dance class 1 (3 hours)
	Afternoon	Expo Park (Expo Bridge, Daejeon Innopolis)
Day 5 Thursday	Morning	Lecture 4 – K-pop dance class 2 (3 hours)
	Afternoon	Jeonju Hanok Village
Day 6 Friday	Morning	Lecture 5 – AI x K-culture mindset (3 hours)
	Afternoon	Korean Sauna Experience
Day 7 Saturday	Morning	Move to Seoul
	Afternoon	Seoul Tour (Gyeongbokgung Palace, Insadong st.)
Day 8 Sunday -Departure-	Morning	Breakfast
		Seoul tour (if time allows)
		Move to Incheon Airport

❖ Program Cost by Category

(USD)

Item		Unit	Cost
Lectures	Lecture (per hour)	Class	250
	Korean Language class (per hour)	Class	150
	K-beauty class (3 hour)	Class	800
	K-pop dance class (2 sessions 6 hours)	Class	1,500
Korean Cultural Experience (3 hours)		Person	25
Korean cooking Experience		Person	30
Accompanying student assistants (2 students)		Day	200
Dormitory	twin room (Available only during vacation periods)	Person/day	20
Hotel	Daejeon (twin room)	Person/day	40
	Seoul (twin room)	Person/day	70
Meal	lunch	Serving	15
	Dinner	Serving	20
Transportation (bus)	Airport pickup	Day	770
	within Daejeon	Day	330
	Jeonju tour	Day	550
	Buyeo tour	Day	550
	Seoul tour	Day	660
	Airport drop-off	Day	770
Admission fee and others		Actual cost	

Participant Reflections

Over the past three years, a total of 721 participants from 27 training groups across 10 countries have joined Woosong University's short-term program, WIDE. The program has received a high level of student satisfaction, and as a result, most participating institutions now send their students to WIDE on a regular, annual basis.



Kristina Zabala Berriozabal

Professor
Deusto Business School.
Management Department.
Deusto Business School, Donostia,
Spain

The summer program at Woosong University has been a truly enriching experience for our Deusto Business School students. Through intensive courses on Management and Digital Transformation, our students gain global perspectives and hands-on experience in one of Asia's most innovative environments. The combination of academic excellence, company visits, and cultural immersion - all with a distinctive Korean flavor through its traditions, business culture, and real-life experiences - makes this program uniquely impactful.

Our partnership with Woosong University has proven to be highly fruitful—built on shared values, professional collaboration, and a strong commitment to student development. We strongly recommend this program to other universities wishing to expand their students' global mindset and international exposure.



Tina Xiaotian Zhang

Professor
School of Economics and Business
Administration
Saint Mary's College of California,
USA

The Woosong University Short-term Program was truly an unforgettable experience for our American students. Our visit took place in January during the winter season, yet from the moment we arrived, we were touched by the warmth and kindness of the staff and local people who made us feel right at home. The program's customized itinerary beautifully combined insightful lectures by passionate local experts with engaging cultural activities. Our students were fascinated by Korea's dynamic economy, innovative technology, and beautiful traditions. The immersion experience deeply inspired our students. They hope to continue learning about Korea and to return someday to this remarkable country!



Chinyere Ada IROHA
Global Executive MBA – USIU–Africa
Class of 2025

The global tour to South Korea was an incredible opportunity to understand how South Korea transformed from a war-torn, aid-dependent nation in the 1960s to a fully developed, innovation-driven economy.

The five-day event featured various professors who introduced us to the Korean language and culture, the startup ecosystem, and the nation's soft power through the global appeal of K-Pop and K-Dramas... Through our visits to institutions, industries, historical sites, and cultural centers, it became evident that South Korea has mastered the art of balancing tradition with modernity.

The entire program was well organized, with meticulous attention to detail and maximum respect for time. If given the opportunity, it is a tour I would take again in a heartbeat.

List of Available Classes

1. Lectures on the Korean Economy and Industry, and Business Administration (offered by SolBridge international School of Business)

1.1. Unders tanding Chaebols (Hyundai, Samsung, LG, and SK) and their impact on Korea's economic growth 3 hours

This course covers the history and influence of Korea's major conglomerates like Hyundai, Samsung, LG, and SK and their vital role in the nation's economic rise. Students will learn how these chaebols shaped Korea's industrial and global competitiveness while addressing challenges in governance and social responsibility. Through actual cases and examples from these companies, the course provides insights into their continuing impact on Korea's modern economy

1.2. Korea's entrepreneurship and startup ecosystem 3 hours

This course will cover how South Korea has been fostering a vibrant entrepreneurship and startup ecosystem. It will also discuss the different government support and initiatives, strategic location of Korea's startup hubs, the strong technology infrastructure, the corporate investment opportunities and innovation and the educational institutions support in this ecology. Additional real-world examples will be provided highlighting the dynamic and rapidly evolving technological advancement, and the growing culture of innovation in Korea.

1.3. Student Startup venture pitching session with SolBridge students 2~3 hours

This session highlights the focus on student-led initiatives and the opportunity for participants to present their startup ideas or proposals to the group. A simple case problem or a potential product will be provided where the group of combined (SolBridge students and visiting students) will present their pitch using a given case or product. Instead of having a separate judging panel, the different teams will provide questions and serve as panel for the team presenting their idea and concept. At the end of the session, the facilitator will collect and summarize the inputs of all the teams leading to a more meaningful business venture.

1.4. Korean Soft Power and Its Influence on Business Practices in Korea 3 hours

This course covers how Korea's soft power which is expressed through its culture, media, and innovation shapes modern business practices and global competitiveness. Students will understand how K-pop, K-dramas, cuisine, and technology influence marketing, consumer behavior, and Korea's national brand. Through real-world examples and discussions, the course highlights how cultural influence and government initiatives drive both domestic and international business success.

1.5. Lean and Six Sigma in Korea's manufacturing 3 hours

This course will cover the principles and practical applications of Lean and Six Sigma within Korea's manufacturing industry, focusing on how major companies such as Samsung, Hyundai, and LG implement these methodologies to drive efficiency, reduce waste, promote sustainability and enhance quality. Students will gain insights into the DMAIC (Define, Measure, Analyze, Improve, Control) framework, Lean tools (5S, Value Stream Mapping, Kaizen), and data-driven decision-making strategies.

1.6. Understanding the Korean Financial Market 3 hours

This course offers an overview of South Korea's financial markets, institutions, and regulatory framework. It explores the roles of the Korea Exchange (KRX), banking sector, and key regulators such as the Financial Services Commission (FSC) and Bank of Korea (BOK). Students will understand how government policy, chaebols, and global trends influence Korea's stock, bond, and foreign exchange markets, gaining practical insights into investment practices, risk management, and financial instruments in the Korean context.

List of Available Classes

2. Lectures on Artificial Intelligence and Korean Culture (offered by JCFS and Endicott College of International Studies)

2.1. Survival Korean Language and Culture 3 hours

Students will learn the essential Korean language skills and communication to navigate basic conversational situations. This course also includes some fundamental Korean vocabulary, phrases, and expressions necessary for greetings, introductions, ordering food, and other practical scenarios. It also includes basic writing and reading Hangul (Korean alphabet) to recognize and understand common signs, menus, and simple texts. Additionally, students will learn various aspects of Korean culture, traditions, customs, and societal norms.

2.2. AI x K-Culture Mindset 3 hours

This course will cover how South Korea has been fostering a vibrant entrepreneurship and startup. This course connects Korea's "Ppalli-Ppalli" spirit, efficient thinking, and pursuit of excellence to the essential skills of the AI era. Students learn to view AI not as a tool, but as a creative teammate that amplifies human imagination. Through the fusion of AI and K-Culture, they explore how to Think Fast, Design Smart, and Create Original ideas. Interactive demonstrations and mobile-based activities provide an engaging experience of leadership and creativity as future AI Team Leaders.

2.3. Cross-Cultural Communication 2-3 hours

This class explores how to communicate effectively in diverse global settings. It emphasizes understanding culture's influence on communication and behavior, drawing on Erin Meyer's Culture Map to explain eight key dimensions such as communication style, leadership approach, decision-making, trust, and time orientation. The session highlights how these differences shape relationships and collaboration across cultures. It also introduces three foundational theories: Hofstede's Cultural Dimensions, which explain key cultural values; Hall's High- and Low-Context Theory, which distinguishes between implicit and explicit communication; and Giles' Communication Accommodation Theory, which shows how people adjust their communication to connect across differences. By combining these frameworks, the session encourages empathy, flexibility, and cultural intelligence as essential skills for educators and global professionals. Visual tools like Yang Liu's pictograms further illustrate contrasts between Eastern and Western perspectives, promoting awareness and mutual respect in cross-cultural interactions.

2.4. Understanding K-pop lecture, 3 hours

This course explores the cultural, historical, and economic contexts that shape K-Pop. Students apply academic frameworks to analyze K-Pop not only as a media phenomenon but as an industry, a product of Korean society, and a creative space with art worthy of critical study. Through readings, discussions, and multimedia analysis, the course invites students to look beyond the surface of fandom and performance to understand K-Pop's global significance as a cultural form.

2.5. K-pop dance Experience class 2 sessions 6 hours

The class offers international students an opportunity to experience one of the most dynamic and influential aspects of contemporary Korean culture. This program consists of two sessions (totaling 6 hours) designed to introduce participants to both the fundamentals and applied techniques of K-pop dance. The class is led by an experienced instructor and student assistants who have extensive backgrounds in choreography and stage performance. In the first session, participants will learn and practice basic dance movements, rhythm coordination, and posture essential to K-pop choreography. The second session focuses on applied movements and group choreography, allowing students to practice actual dance routines inspired by popular K-pop performances.

2.6. K-beauty: Basic Skincare Class 3 hours

In this course, students will learn about Korean beauty culture and skincare practices, and gain hands-on experience with basic skincare steps and product usage. The class focuses on daily skincare routines including cleansing, toner, essence, and moisturizing, while also introducing care methods tailored to different skin types. Students will also broaden their understanding of K-Beauty trends and products, and briefly explore why K-Beauty has gained global attention. Hands-on activities using actual Korean cosmetics enhance engagement and provide practical learning experience.

List of Available Classes

3. Korean Language Camp (offered by Woosong Korean Language Center)

The Korean Language Camp is designed for high school and college students from abroad who wish to gain both linguistic skills and cultural understanding of Korea. The program's primary goal is to foster communicative competence in everyday Korean through interactive lessons focusing on speaking, listening, reading, and writing. Each class is taught by experienced instructors using a student-centered, activity-based approach that encourages participation and practical language use. The duration, total hours, and instructional level of the program can be flexibly adjusted to meet the needs and proficiency levels of participating groups.



WIDE

Woosong International Discovery Experience



For further information

Short-term Program Team
International Affairs Office
Woosong University
171 Dongdaeyeon-ro, Dong-gu, Daejeon, Korea 34606
E-mail: adminsupport@wsu.ac.kr
Website: www.wsu.ac.kr