

**First ASEM Rectors' Conference:
Asia – Europe Higher Education Leadership Dialogue**

COMPETITION & COOPERATION

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WOOSUK UNIVERSITY



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UNITY of ASIA-EUROPE



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01. Arrival of a New Era



- The emergence of a new economic environment:

Globalization + Localization



Glocalization



- Demand for global leaders equipped with analytical skills, integration skills, intelligence and upright characters
- Need for highly skilled manpower with global competitiveness both at home and abroad

02. Required Capabilities of New Era's Talents



- **Command of multiple languages**
- **Regional knowledge**
- **Expertise on a particular field**
- **Refinement on the humanities**
- **Hands-on qualification**



03. Changing Environment in Global Education Market

3-1. EXTERNAL ENVIRONMENT

The emergence of new the global education environment with education industry openness

ASIA

- The increase of the academic exchange program among 10 ASEAN members
- The activation of Asia-EURO education market

Global Education Network (GEN)

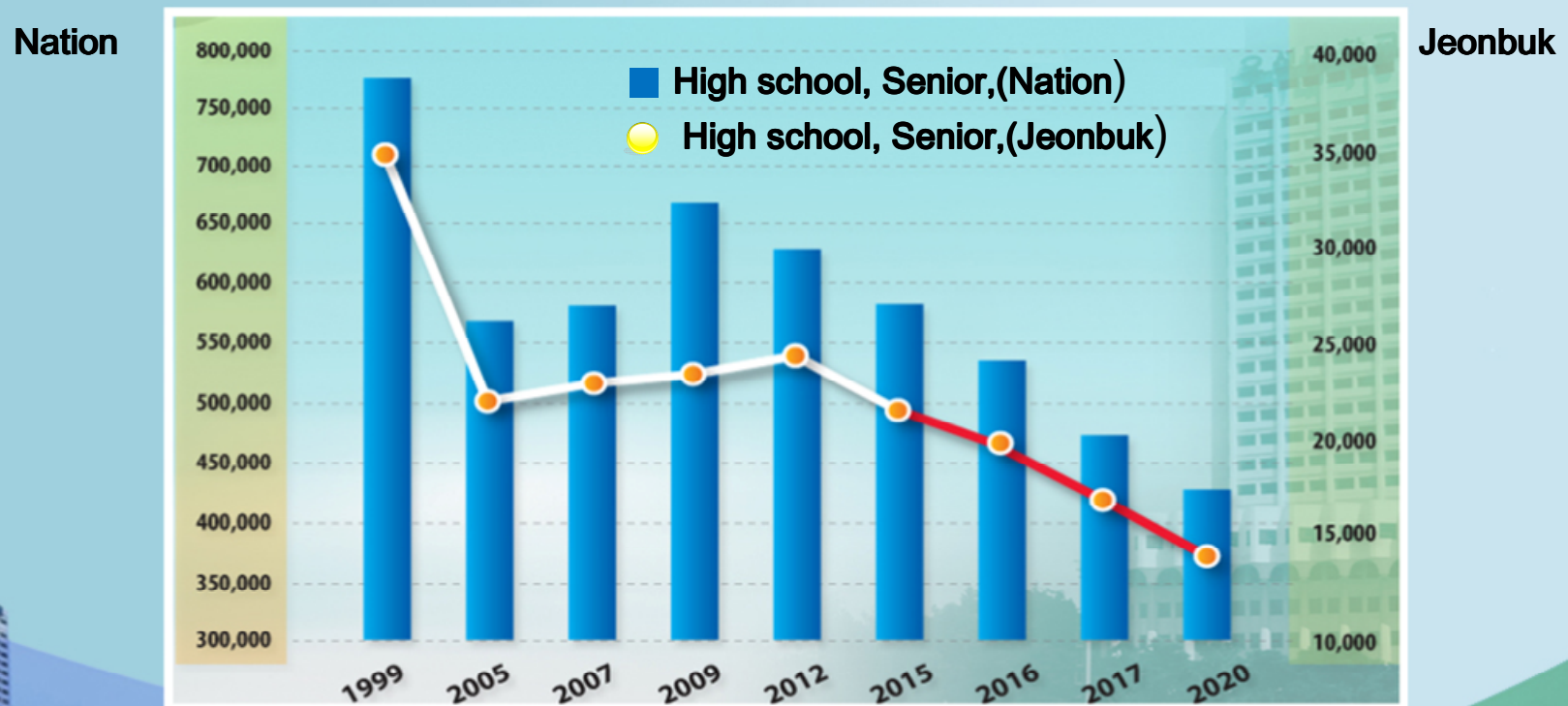
EUROPE

- Expansion of the **Bologna process** introduced in Europe to create a European higher education area
- Enacting the **Schengen agreement** to deal with the abolition of systematic border controls

03. Changing Environment in Global Education Market

3-2. INTERNAL ENVIRONMENT

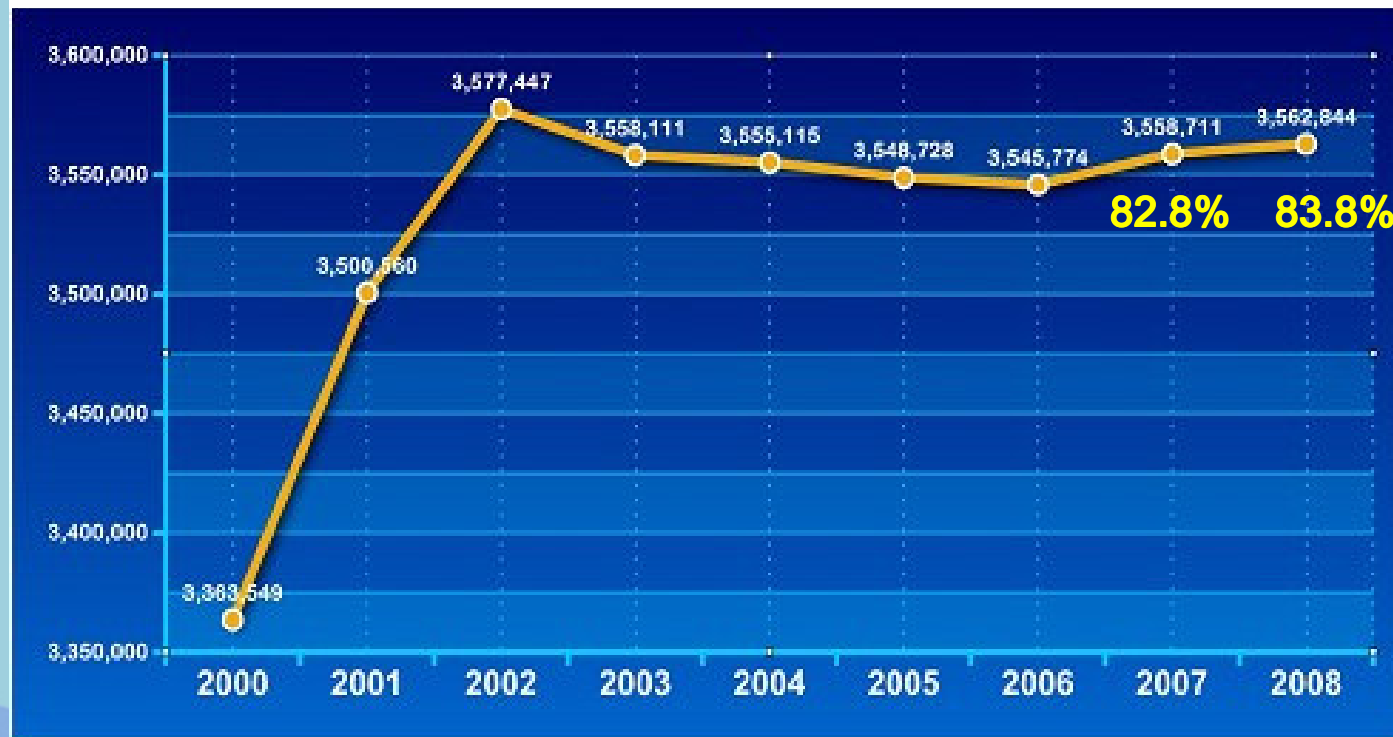
◆ Decrease in school-age children(1999-2020)



(Source : The Ministry of Education and Human Resources Development)

04. The Function of Higher Education in Global System

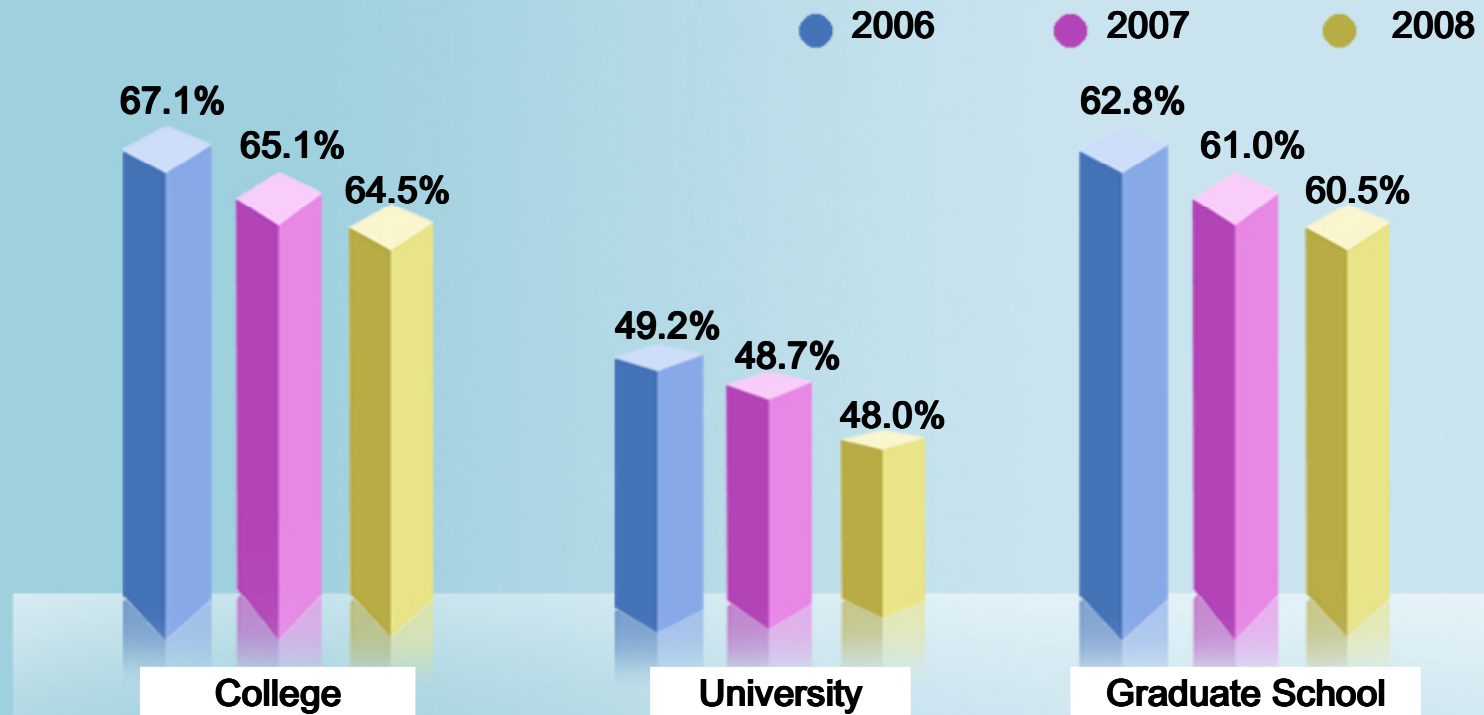
4-1. THE RATIO OF STUDENTS WHO GO ON TO UNIVERSITY(KOREA)



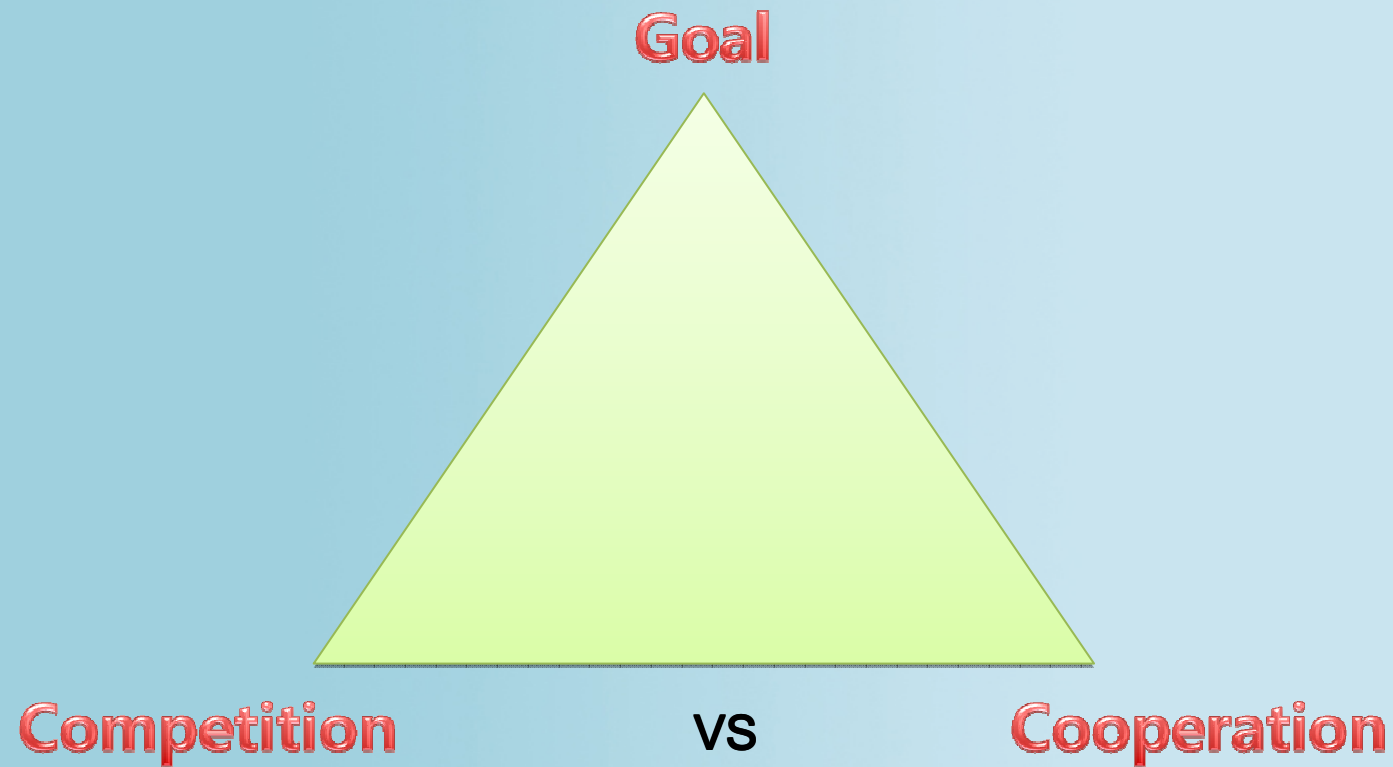
Source : The Ministry of Education-Science and Technology(2008)

04. The Function of Higher Education in Global System

4-2. Employment rate of students (Korea)



04. The Function of Higher Education in Global System



05. Overview of Cooperation

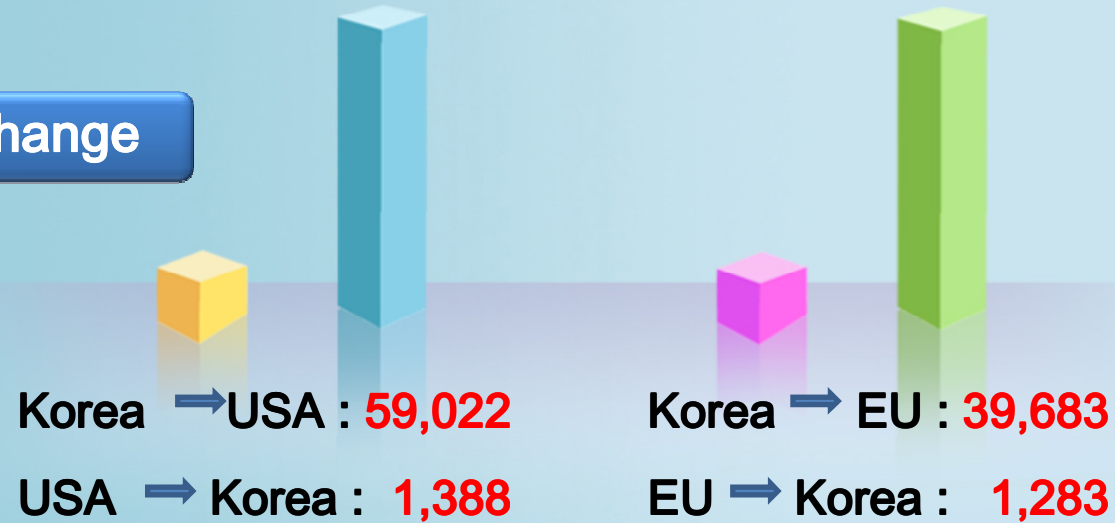
5-1. Woosuk Network with Asia-EU Universities (2008/07)



05. Overview of Cooperation

5-2. Asia-EU Higher Education Cooperation in Korea (2007/04)

● Student Exchange



● University Relationships

Korea/USA → Sign MoUs for cooperation : 1,454
Korea/ EU → Sign MoUs for cooperation : 658

06. Structural Cooperation in Woosuk University

6-1. To develop Communication Skills of Woosuk members

Faculty – overseas Study Program

- ▶ Offer Woosuk faculty the opportunity to study abroad in Canada, Singapore every year

Global Academy Program(GAP)

- ▶ For giving all the freshmen “Think Global” mind, provide all of them the chance to study abroad for about 15 days
- ▶ Foreign language with culture experience



06. Structural Cooperation in Woosuk University

6-2. Example of Cooperation between Woosuk and Korea universities

Research-based Collaboration

- ▶Regional Innovation Center(RIC) in cooperation with local University, for which Woosuk University is getting 16.5 billion won of funding for 10 years in the field of Hydrogen & Fuel Cell
- ▶Health Care Center(HCC) in cooperation with local University, for which Woosuk University is getting 5 billion won of funding for 10 years



06. Structural Cooperation in Woosuk University

6-3. Example of Cooperation between Woosuk and foreign universities

Exchange Program

- ▶ Operating joint curricular programs including a dual degree (2+2, 3+3) with Shandong Normal University in China
- ▶ Faculty exchange with Miyazaki International College in Japan, Shandong Normal University and Physical Education College of Zhengzhou University in China
- ▶ Culture experience program with China, Japan, Mongolia, Russia and Vietnam



06. Structural Cooperation in Woosuk University

6-4. Example of Cooperation between Woosuk and foreign Associations and Companies

16th ASEF University in Woosuk University

- ▶ **Tentative Main Theme:** Understanding Migration and Multi-cultural Society
- ▶ **Date:** 29 June – 11 July 2009

Intern Program

- ▶ For culturing competent experts needed for our society and the world, Woosuk sends students to Shanfari Groups of Companies in Oman, and electronics companies, welfare facilities and hotels in Japan, etc.



06. Structural Cooperation in Woosuk University

6-5. Higher education cooperation based on bilateral arrangements

- ▶ Woosuk University plans to sign MoUs with Europe Universities, in an effort to foster cooperation between the higher education Institutions.
- ▶ For example, operating joint curricular programs including a dual degree program(2+2, 2+2+2, 4+2) with Europe Universities.



07. Cooperation between Woosuk University and ASEF

Construction of ASEM Education Hub (AEH) Korea

ASEF Summer School at Woosuk University

Voluntary Service

ASIS Educational Program / Professor & Student Support



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Constructing ASEM Education Hub (AEH) Korea

Purpose

- To reinforce understanding and co-operation among ASEM countries through the people-to-people and cultural exchange
- To combine efforts with Korean government and Woosuk University for encouraging educational and cultural exchange among ASEM countries

Major role

- General management ASEM Education Hub
- An official channel between research institutions and universities of ASEM countries

7. Cooperation between Woosuk University and ASEF



ASEF Summer School at Woosuk University

Purpose

- Woosuk University will host an international summer school for enhancing the cooperation and understanding through cultural, educational and people-to-people exchange between ASEM countries

Main goal

- Prepare ASEF summer school from 2008 and host the school in 2009
- Expand the scale of ASEF summer school by increasing the number of attendees and the period of the program



ASEF Summer School at Woosuk University

Major program

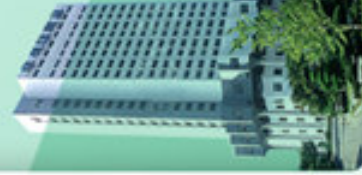
- Provide a good opportunity to learn Korean tradition and culture by using various resources available at Woosuk University and Jeonbuk Province

Major Course

- Major course will be determined by ASEF and Woosuk University

Elective Courses

- Basic Korean language
- Taekwondo
- Korean traditional foods
- Understanding Korean folk music
- Oriental medicine and Pharmacy (Dept of Oriental Medicine & Oriental Pharmacy)
- Korean movies (Jeonju Film and Art Center, Dept of Theatre and Film)
- Various field trips (Seoul, Jeju island, Jeonbuk province)



Voluntary Service

Main programs

1. Domestic volunteer service

- Korean volunteers will participate in voluntary service with international students from all over the world through cooperation with the local community, educational institution, public institution, etc.

Purpose

- Cultural interchange with local residents and adolescence
- Domestic cultural facilities visiting program
- Character development by living in a group

Operation plan for main program

- Conducting voluntary service program connected with the Department of Children's Welfare, Early Childhood Special Education, and Special Education
- Participating in medical voluntary service connected with Department of Oriental Medicine and Pharmacy
- Voluntary service for rural communities
- English education for local students



Voluntary Service

Main programs

2. Overseas volunteer service

● Program for Korean students

Purpose

- To learn how to tolerate and coexist through multi-cultural experiences
- To cultivate autonomy and democracy through living in a group
- To visit overseas cultural facilities
- To spread out Korean language and culture

Voluntary service program

- Health work: regular health checkups and vaccination
- Educational environment improvement
- Participation in overseas voluntary service through IWO and KOICA

7. Cooperation between Woosuk University and ASEF

Voluntary Service

Main programs

2. Overseas volunteer service

● Program for Korean students

To encourage adolescence to feel connection to school

- Operating overseas voluntary service and culture experience program by visiting universities of ASEM countries (for 1~2 week)
- Culture awareness program for adolescence (traditional dance, Taekwondo, Korean language, etc.)

● Requests for co-operation with ASEF

- Inducing ASEM countries to participate in voluntary service and advertising voluntary interchange program
- Organizing the society for presidents of universities of member countries to embody the program

7. Cooperation between Woosuk University and ASEF

8. National Policies on the Mobility of Human Resources

(1) The ASEM-DUO Fellowship Program

(2) Korean government scholarships for foreign and domestic students

(3) Exchanging excellent scientists with EU

(4) Student exchanges with EU



9. Obstacles to Cooperation and Mobility

(1) Lack of a cross-border credit transfer system

- European education institutions not allow the transfer of credits taken at Asian partner institutions
- For giving exchange programs more strength and significance, set up schemes for quality assurance and mutual recognition of credits earned

(2) Imbalance of exchange

- A less number of European students study seeking opportunities in Asia
- Special care to minimize any imbalance for developing new exchange programs
- Diverse cooperation networks and publicity programs
- Increasing the number of university courses taught in English



9. Obstacles to Cooperation and Mobility

(3) Compete with each other for student recruiting too much

- Korean universities compete with each other for foreign potential student recruiting rate due to enrollment rate decrease of domestic students
- Also, Korean universities compete with each other for domestic potential student recruiting rate



10. Competition+Cooperation → Co-petition

(1) Competition is necessary for effectiveness and development

(2) Competition is different from battle for surviving

(3) Universities must cooperate and compete to learn from each other for mutual benefits



Thank You



WOO S U K U N I V E R S I T Y

