

# Ajou Bespoke College Program 2025

## Understanding Korean Industries and Entrepreneurship

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



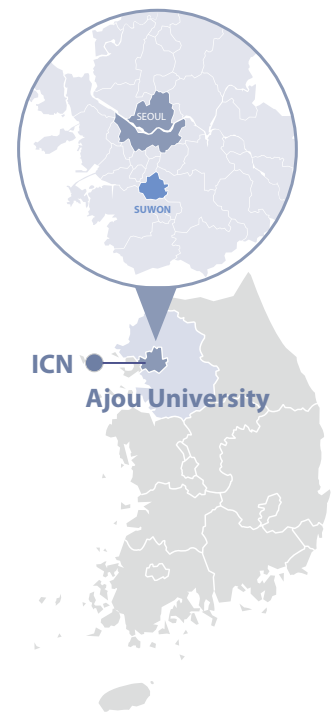
**AJOU UNIVERSITY**

# 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.



1<sup>st</sup>

**In Korea**

among the Korean  
comprehensive universities

THE Young Universities Rankings 2023

1<sup>st</sup>

**In Korea**

among the Korean  
comprehensive universities

Nature Index 2021 Young Universities

12<sup>th</sup>

**In Korea**

and 113<sup>th</sup> in the world

THE Young Universities Rankings 2023

16<sup>th</sup>

**In Korea**

and ranked in the  
top 488 in the world

2023 QS World University Rankings

13<sup>th</sup>

**In Korea**

2023 Joong-Ang Ilbo Newspaper's  
University Rankings

7<sup>th</sup>

**In Korea**

best hospital, Ajou University  
Hospital awarded  
best hospital outside Seoul

THE Young Universities Rankings 2023

# 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 :** July 1(Tues) 2025 ~ July 15th(Tues), 2025
- **Participants :** International students and Ajou University students
- **Course and Credit :** Korean Studies / 3 Credits
- **Application deadline :** March 28th
- **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.

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



# Ajou Bespoke College Program Schedule

Bespoke College Program Schedule		Tue. (7/1)	Wed. (7/2)	Thu. (7/3)	Fri. (7/4)	Sat. (7/5)
		Arrival Check-in	Orientation	K-Enterprises Class 1	K-Enterprises Class 2	Lotteworld
			Capstone Orientation	Dentium	Samsung Electronics Hwaseong Fortress	
Sun. (7/6)	Mon. (7/7)	Tue. (7/8)	Wed. (7/9)	Thu. (7/10)	Fri. (7/11)	Sat. (7/12)
Free Exploration	K-Culture Class 1	K-Culture Class 2	K-History Class 1	K-History Class 2	K-Pop Dance	Free Exploration
	National Museum of Korea	Cookapps (Ajou Alumni start-up)	Han River Night Cruise	Samsung Biologics		
Sun. (7/13)	Mon. (7/14)	Tue. (7/15)				
Free Exploration	Capstone Project Presentation	Depart				

## 2025 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](mailto:global_strategy@ajou.ac.kr)

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

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

<< Inquire here for more information!