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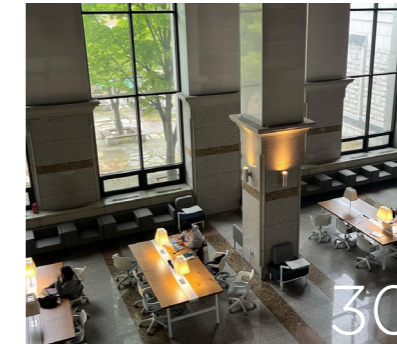
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KU Sejong Secures Government Budget of 76 Billion Won, Emerges as Leading University for Advanced Field Human Resources Development

Korea University Sejong Campus secured a total budget of 76 billion won in the first half of this year through its participation in three major projects: the 'Advanced Semiconductor Processing Equipment' field of the Semiconductor Specialized University Support Project, the 'Eco-Up' field of the High-tech Field of Innovation Convergence College Project, and the 'Healthcare ICT' field of the University Information and Communication Technology Research Center (ITRC) Project. The campus is set to establish itself as a future focal point for the cultivation of human resources in cutting-edge fields. Additionally, winning these projects is expected to not only enhance national competitiveness but also contribute significantly to the assertion of Sejong City as a future strategic hub.

Reporter/Photographer Public Relations & Fund Management Team

Translator Choi Jeongwon, **Editor** Conrad Brubacher

1 Selection in the 'Advanced Semiconductor Processing Equipment' Field of the Semiconductor Specialized University Support Project

Securing a total budget of 28 billion won until 2026

Korea University Sejong Campus was selected for the field organized by the Ministry of Education and the Korea Institute for Advancement of Technology, ensuring financial support in the amount of 28 billion won until 2026.

As the only private university selected in the stand-alone (non-metropolitan) category nationwide, the campus is taking the lead in fostering specialized R&D human resources through innovative and convergence educational processes.

The project is a government initiative aimed at concentrating efforts on nurturing universities with the educational capacity and determination to lead the global market, addressing the demand for semiconductor industry professionals.

Establishment of Convergence Majors for Advanced Semiconductor Processing Equipment to Foster Human Resources Development

The school offers four optional specialized tracks in semiconductor technology: exposure, etching, deposition, and measurement/analysis. These curricula emphasize advanced theory and practical skills required for the development of next-generation equipment. This is expected to help strengthen the research and development capabilities of domestic semiconductor equipment companies. Additionally, support for employment and higher education is provided through both domestic and foreign on-site internships and research lab internship programs. Furthermore, a combined bachelor's and master's/doctoral program is introduced to cultivate professionals, and a research program for top students offers research participation opportunities for undergraduates. In Sejong City, which actively pursues accumulation of semiconductor manufacturing companies to realize its aspiration of becoming a future strategic hub and self-sustaining economic city, the cultivating proficiency in semiconductor equipment is essential. The campus is anticipated to contribute to securing core technologies in the field and nurturing human resources for the future by leveraging its state-of-the-art research infrastructure.



2 Sejong Campus of Korea University Selected for 'Eco-Up' Innovation Convergence University Project

Secured 40.8 billion won until 2026

The Sejong Campus of Korea University has been selected for the 'Eco-Up' field in the Innovation Convergence University Project led by the Ministry of Education and the Korea Research Foundation. Until 2026, a total of 40.8 billion won will be allocated for this initiative. The Innovation Convergence University Project aims to cultivate national-level human resources in cutting-edge fields through the convergence, mutual exchange, and collaboration of universities in both metropolitan and non-metropolitan areas. The campus will focus on producing 'Green Technology Innovators,' specialists tailored to meet the needs of six key areas in the Eco-up industry.

Consortium Formation with Sejong City, Korea University Seoul Campus, and Konkuk University

Sejong City, with KU Sejong Campus as the leading university, has formed a consortium with Korea University Seoul Campus, Konkuk University, and three other universities. This collaborative system was created to streamline Sejong City, a smart city and national pilot city, in its steps to develop Eco-Up. The scope of the consortium covers the Chungcheong, Gyeonggi, Honam, and Daegu-Gyeongbuk regions, thus encouraging comprehensive development of all six Eco-Up sectors by containing the strengths of each university in a Best of Breed approach.

Development of 86 Courses for Environmentally Friendly Convergence Human Resources

To foster interdisciplinary human resources reflecting the characteristics of the green sector, a curriculum has been designed that consists of 86 multilevel courses linking the six Eco-Up sectors and three key technologies. Micro degrees and a Smart Eco City convergence major will also be introduced, and enhanced flexibility in the academic system is underway. A unified platform, 'Hub-LMS,' will be implemented for efficient management of joint educational programs and academic administration among consortium universities. Leading figures from research institutions, academic societies, and industries will be invited as adjunct professors to co-develop courses and deliver lectures in line with the latest trends.

Addressing Regional Issues with Sejong City for Smart City Finalization

In collaboration with Sejong City, practical solutions to regional issues will be sought through industry-tailored problem-solving

programs in the environmental sector, a living lab for shaping Sejong into a green environmental city, and extensive education for re-training current employees and the general public. Through the collaboration between the university, industry, and government, the consortium actively strives to resolve local problems with Sejong City, contributing to the completion of a smart city. Furthermore, Sejong City serves as the administrative capital where three quarters of national affairs are carried out and is also a pilot smart city designated by the state, strategically building an industrial ecosystem related to Eco-Up. Through this initiative, it is expected that the project will provide momentum for fostering innovative convergence professionals required for eco-industries and smart green cities, and provide opportunities for simultaneous growth throughout the local eco-friendly industry.



3 Selection for the 'Healthcare ICT' Field of the University Information and Communication Technology Research Center (ITRC) Project

Establishment of the 'Smart City Intelligent Healthcare Research Center'

The campus will receive a total budget of up to 7.5 billion won over a maximum period of eight years as assigned by the 2023 ITRC of the Ministry of Science and ICT. Under this project, the task is to carry out the development of large-scale AI-based smart city healthcare technologies utilizing multimodal biomimetic data and strengthen R&D for innovative human resources in the field. Through these efforts, a plan is in place to establish the 'Smart City Intelligent Healthcare Research Center' and introduce a new 'Healthcare ICT Convergence Major' graduate course.



Developing Groundbreaking Healthcare Technologies Based on Large-scale AI, Contributing to the Growth of Sejong City's Bio-Health Industry

In collaboration with Sejong City, the project aims to advance the 'New Healthcare Technologies Based on Large-scale AI' project to cope with daily health concerns such as immunity, diabetes, obesity, and intestinal wellness. Additionally, the research will focus on supporting the industrialization of the healthcare ICT sector as a smart city hub industry, with the ultimate goal of facilitating the growth of Sejong City. The research results of the Smart City Intelligent Healthcare Research Center will be used to enhance the 'Smart Health Zone' healthcare platform developed in collaboration with Sejong City for the well-being of local residents. This platform has solid potential for nationwide expansion. Furthermore, by fostering innovative human resources in the field of healthcare ICT, the project aims to contribute to the growth of Sejong City's key industry, the bio-health sector, by providing the master's and doctoral level professionals needed in Sejong City.

똑똑건강존 고도화

SW 영역	HW 영역
 똑똑건강	기존 똑똑건강존 
 HI-GPT	멀티모달 생체데이터 측정용 포터블 디바이스 

※ 세종시 스마트시티 아파트 단지마다 "똑똑건강존" 설치 예정

세종시 바이오헬스케어 산업 성장 도모





MIT Meta Immune Tech 메타이뮤넥	렌즈프리 그림자 이미징기술 기반의 면역세포 활성 측정 기술	<div style="background-color: #800000; color: white; padding: 5px; margin-bottom: 5px;">관내 5개 창업</div> <div style="font-size: small; color: gray;">교수 및 석박사급 고급 인력 세종 시내 창업</div>
season 시즌	인공지능 기술을 활용하여 데이터를 분석하고, 백혈병과 같은 질병을 예측	
MotionDT. 모션데이터	웨어러블 근전도 센서 기반 근피로도 모니터링 헬스케어 플랫폼 개발	
Farmkit. 팜킷	온톨로지 AI 기술 기반 개인 맞춤형 선호 음식 및 건강 식단 추천 서비스	
LumanLab Inc. 루먼랩	온라인 발달 코칭 프로그램 및 생체리듬 기반 수면 분석/개선 플랫폼 개발	<div style="background-color: #800000; color: white; padding: 5px; margin-bottom: 5px;">석박사급 220명 배출</div> <div style="font-size: small; color: gray;">배출인력의 30% 세종시 정주 및 정착 기대</div>

Joint Campus Occupation: A Step Forward in Realizing the Vision of Sejong Campus

Amid the Fourth Industrial Revolution, the digital shift, and demographic changes, the pace of societal transformations has accelerated across various sectors. The higher education environment is also evolving rapidly, prompting universities to proactively adopt forward-looking educational programs.

Reporter/Photographer Public Relations & Fund Management Team

Translator Choi Jeongwon, **Editor** Conrad Brubacher

In early 2023, Korea University Sejong Campus was selected as one of the institutions to partially relocate to the Joint Campus of Sejong City. The Joint Campus represents an innovative approach to higher education, uniting various universities and research institutions to share faculty resources and facilities, fostering convergence education. Envisioned as a focal point for streamlining collaboration between industry, universities, research, and the local community, the campus stands as a pioneering model for integrated education in the future.

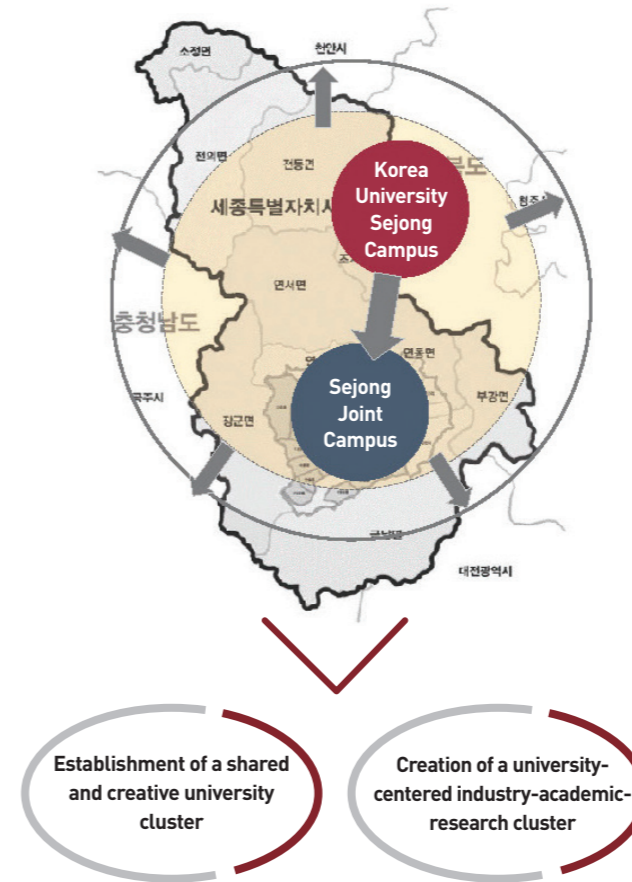
The Joint Campus offers two occupancy options: full-time ownership

and fixed-term lease, accommodating 2,000 and 1,000 students, respectively. Three universities, including KU Sejong Campus and Chungnam National University, plan for full-time ownership. On



Type	Institution-Lot Number	Site Area
Type 2 Sale	University 4-16	17,029m ²
Type 3 Sale	University 4-15	16,931m ²

Location Near joint campus(provided by naacc)



the other hand, five universities, such as Seoul National University, KDI School for Public Policy Management, and Chungnam National University, are opting for fixed-term leases. In order to optimize the management of the joint campus, the National Agency for Administrative City Construction (NAACC) is in the process of establishing a public interest foundation.

The campus, which includes the Graduate School of Public Administration and majors related to AI and ICT, with a total capacity of 790 students and a land area of 32,370 square meters, aims to complete construction of the Sejong City Joint Campus by February 2026 and to occupy it by 2028.

Sejong Campus is actively participating in the design and operation of joint education programs with other universities on the Joint Campus, focusing on fostering human resources in emerging fields. It is developing educational programs tailored to local research institutions and corporate professionals and contributing to the growth of Sejong City's specialized industries through research and business collaboration education customized for on-site needs. The collaboration framework with Sejong City will be used to expand and operate organizations that support the growth of companies in the five emerging industries and to provide assistance to startup businesses.

By building a collaborative network with companies and regional

innovation institutions in Sejong Tech Valley, the campus aims to create a university-centered cluster based on the education-research-technology commercialization-startup cycle model. Plans include enhancing expertise by employing specialized personnel, providing technology consultation and featured lectures for companies and research institutes, and restructuring governance to strengthen technology transfer and commercialization capabilities.

The Sejong Branch of the technology holdings company will be established with the purpose of providing technology entrepreneurship programs for departments at the joint campus. This initiative is set to create a shared and creative university cluster based on the open platform of Korea University.

Additionally, collaborative efforts with the Graduate School of Law at the Seoul Campus are being planned with the aim of designing and operating specialized government and public sector education programs. The collaboration between campuses is expected to function as a cluster for training national public officials and conducting interdisciplinary education. Through this, a tailored infrastructure for cultivating human resources who can address various national issues and lead both the local community and the country will be established.

The joint campus will also enhance synergy with the Seoul Campus. Sejong Campus will actively utilize the 'Seoul Campus Outstanding Faculty Dual Employment System', established in July 2022, to facilitate collaboration between departments, promote joint lectures, and boost collaborative research.

The joint campus is set to foster innovative human resources that will lead the development of specialized industries in Sejong City and contribute to the realization of 'Future Strategic Capital Sejong' vision. Through cooperation, the joint campus is expected to contribute to the completion of Sejong City as an administrative capital for future strategic cities. As a collaborative campus that works with universities, businesses, local governments, and institutions, it is expected to strengthen the position of the joint campus as a leading university in the new capital region. 



Master plan of the joint campus(provided by naacc)

Korea University Sejong Campus Tops 2023 University Innovation Support Project

Building a University Innovation Model through the Success of Breaking Down Barriers

Reporter/Photographer Public Relations & Fund Management Team

Translator Kim Hyunwoo, Editor Conrad Brubacher

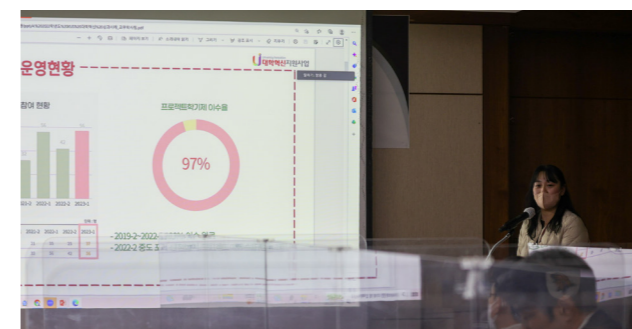


The Fourth Industrial Revolution and the New Normal era are calling for changes in education. Accordingly, Korea University Sejong Campus is quickly adapting to this new paradigm through the University Innovation Support Project (UISP), which aims to revamp industry collaboration in research. To underscore this, the school has been rated “S” for innovative education and “A” for proactive management in annual evaluations, outperforming all others. The UISP, a block grant funded by the Ministry of Education, promotes future-oriented development of lifelong education,

research, and industry-university cooperation. It encourages universities to acquire specialized characteristics and succeed in self-driven innovation, thus facilitating the cultivation of creative human resources that the nation will depend on in the coming era. Engaging in the UISP is anticipated to advance the school’s sustainable vision. The project is organized around three main frameworks: education, research, and other fields, further segmented into 10 innovation programs and 29 branch programs. These branch programs are intricately linked to the “Future-oriented



2022 University Innovation Support Project Achievement Dissemination Forum



2022 KUS Innovation Support Project Achievement Presentation

Innovative Competencies” scheme. In addition to the baseline subsidy, additional benefits can be earned depending on the level of progress in innovation and proactive management. Sejong Campus will receive a total of 99.34 billion won owing to its outstanding performance. Korea University is at the forefront of integrating education, research, and administration, aiming to promote innovative approaches for future societal adaptations. The recently installed University Innovation Committee has been

a key facilitator in formulating long-term specialization plans and conducting self-assessments. Concurrently, the Convergence Communication Committee serves as a communication channel, streamlining concerted innovation efforts. These initiatives enable Sejong Campus to appropriately respond to societal demands, as exemplified by the introduction of high-tech departments, various student-designed convergence majors, project courses led by students, and elective courses for digital literacy. Moreover, there are ongoing plans to incorporate flexibility and connectivity into the general school policy.

A new project, “ALL Day KUS,” is also in the works to help first-year students adjust to college life more comfortably by scheduling periodic sessions with a team of consultants composed of advisors and counselors. Sharing similar intentions, the Self-Directed Future Design (S-DFD) program functions to encourage students to actively develop their talents via educational and institutional support. Furthermore, the implementation of regulation-free interdisciplinary transfers can soon be expected as well. Aiming to broaden students’ competencies in diverse academic fields, the school plans to increase accessibility to different majors by hosting online boot camps which will serve as an introductory medium. Sejong Campus is taking proactive steps to stay ahead of the ever-changing educational landscape. Driven by the UISP, the school is set to renew its dedication to pioneering innovative education, research, and industry-university collaboration. Such motives are expected to bring the institution closer to realizing its visionary goals. 



SEMO Class, Sejong Campus' Distinctive Educational Innovation Model

As we transition into the era of the New Normal, characterized by increased ambiguity about the future, the urgency of cultivating creative and interdisciplinary human resources is more apparent than ever. Universities are proactively embracing educational innovations that break down boundaries to meet the demands of the times. By turning the challenges brought about by the COVID-19 crisis into opportunities, Korea University Sejong Campus has developed and successfully implemented a trailblazing model in teaching methods.

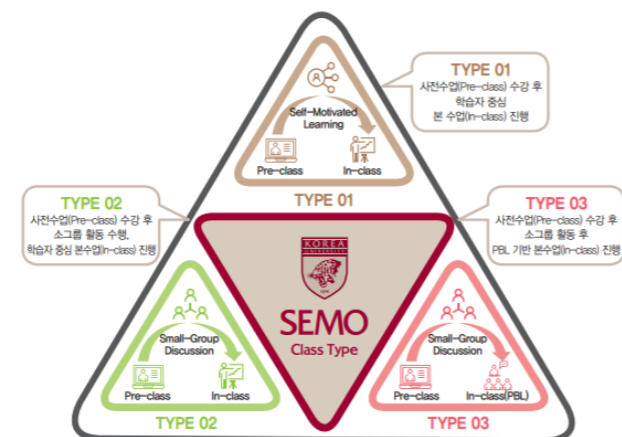
Reporter Public Relations & Fund Management Team

Photographer Kim Junggon

Translator Choi Jeongwon, **Editor** Conrad Brubacher

Introducing "Flipped Class," aka SEMO CLASS at Sejong Campus

SEMO (Student Engaged MOdular) Class, introduced in 2020, is a unique form of Flipped Class devised by Korea University Sejong Campus. This model aligns with the rapidly evolving paradigm of education, emphasizing a learner-centered approach through communication rather than the traditional instructor-centered, one-way lecture format.



SEMO Class Type



Beginning as a pilot project with three SEMO Classes in the second semester of 2020, continuous research for improvement led to the operation of 233 classes in 2021 and 318 in 2022. In the first semester of 2023, 151 classes are scheduled to be offered, followed by 176 classes in the second semester, representing 13.1% of all courses.

There are three different forms of SEMO Classes: Type 1 involves individual learning by students after completing online pre-lectures provided by instructors, followed by a learner-centered main lecture. Type 2 involves group discussions with mentors after online pre-lecture learning, which forms the basis for the subsequent learner-centered main lecture. Similarly, Type 3 classes feature post-lecture group discussions with mentors, except that it culminates in problem-solving and self-directed learning through a Project-Based Learning (PBL) main lecture. During the main lecture, students engage in higher-order thinking activities and develop knowledge based on the content covered in pre-lectures, spending time with instructors. Post-class instructor feedback and peer interaction stimulate an active learning environment.

SEMO Class provides continuous interaction and feedback for learners, enabling them to cultivate abilities to think creatively and to articulate their ideas. Through small group activities, students enhance their collaborative skills, and the process of reviewing pre-lectures helps them maintain focus during the actual class time. This approach enables students to engage in discussions, fosters a stronger grasp of materials, and encourages real-life application of course content.

For professors, the pre-education of SEMO Class grants them an opportunity to explore theoretical content more extensively, thereby

making the material easier to understand for students. It helps mitigate variance in students' performance levels, especially in courses with significant differences in learning goals. Moreover, in large lectures, effective communication among teams aids in the monitoring of all team activities. Activity-centered teaching methods, such as discussions and debates, further enable the assessment of understanding in multifaceted forms.

High-tech Hybrid Classroom SEMO

Last year, a high-tech hybrid lecture space designed exclusively for SEMO Class was installed, consisting of 20 debate rooms, a "makerspace," and a lounge area. This space is optimized for students to freely engage in brainstorming and self-directed learning. The debate rooms vary in size to accommodate groups both small and large, and are equipped with the latest tools and furniture. Furthermore, this space is open to the local community and provides easy access for residents.

Student Kim Dongmin, a frequent user of these debate rooms, stated, "Attending SEMO Classes consistently requires dedication, and it really helps me to recall the lessons. Keeping my own records of what I have learned allows me to review and better understand and apply the course content."

There is considerable interest and anticipation surrounding SEMO Class. From President Jung Jintae to the alumni of the class of 1990, various contributions are being made through donations to create creative LAB spaces within Classroom SEMO.

The journey has commenced successfully. SEMO Class and Classroom SEMO are undoubtedly evolving into steppingstones, bridging us closer to Sejong Campus' vision of 'Creative Education-Practical Research.'



2023 Korean Council for University ALL PASS 'University Institutional Evaluation Certification'

Korea University Sejong Campus has obtained certification from the Korea University Accreditation Institute in all areas of the '2023 Second Half University Institutional Evaluation Certification,' securing government recognition until 2028.

Reporter/Photographer Public Relations & Fund Management Team

Translator Choi Jeongwon, **Editor** Conrad Brubacher

The certification has been implemented by the institute, an organization affiliated with the Korean Council for University Education, since 2011. The purpose is to establish a system for improving the quality of university education, thereby enhancing the sustainability of universities. This certification assesses whether universities meet the basic requirements as educational institutions, and the results are publicly disclosed to instill societal trust in universities.

The evaluation process includes self-diagnostic reports, on-site evaluations, and deliberations on the evaluation results. In this

third cycle of certification, Sejong Campus has satisfied all thirty evaluation criteria across five areas: University Philosophy and Management; Educational Programs and Teaching-Learning; Faculty and Staff; Student Support and Facilities; University Performance and Social Responsibilities.

The attainment of certification eligibility is a crucial factor, signifying compliance with higher education related laws and regulations, as well as continuous efforts to enhance the quality of education and improve university operations. Sejong Campus will maintain its status as a government funded university for the period from



The Challenge [Season 1] 2023 > Entrepreneurship Competition Held



KUSSO - Jongchon Comprehensive Social Welfare Center, Signing



2023 University Institutional Evaluation and Accreditation Certificate Award Ceremony

January 2024 to December 2028.

Lee Jongmu, the head of the evaluation analysis team, expressed, "Thank you for the dedicated efforts of the university members and deep respect for everyone who faithfully fulfilled their roles." He further stated, "I will do my best to fulfill my responsibilities for the further development of Korea University Sejong Campus in the future."

In this evaluation, Sejong Campus, as a convergence-specialized campus, received recognition for its achievements in education, research, research and business, university management, and regional collaboration based on the three innovation agendas: 'Educational Innovation', 'Research Innovation', and 'Regional Innovation.' The campus was acknowledged for realizing educational objectives and cultivating human resources in line with its mid-to long-term development plans.

In the era of the new normal, Sejong Campus has been operating its distinctive educational innovation model, the 'SEMO (Student Engaged MOdular) Class,' which is a learner-centered, self-directed flipped class. To foster a balanced cultivation of creative human resources in the era of the fourth industrial revolution, the campus has dedicated significant efforts to flexible and integrated academic operations, including the comprehensive introduction of a digital literacy (DS/AI) general education course.

The campus has actively pursued continuous 'Research Innovation'

in the Fourth Industrial Revolution era, demonstrating steady growth in external research contract performance each year. Achievements include: reaching 620 billion won in external research funding in 2023; operating 24 research support projects through innovation in research support administrative systems; ensuring sustainable development and financial stability; promoting activation of institution research (IR) in graduate schools. Through these initiatives, the campus is conducting new research essential for future industries, leading the way in cultivating outstanding human resources and establishing itself as a research innovation university at the forefront.

As a 'Central University in the New Capital Area,' the Sejong Campus collaborates with Sejong City, focusing on 'Regional Innovation' to build a system for shared values and collaboration with the local community. Since 2020, the campus has been engaging in comprehensive cooperative projects with Sejong City through the 'Regional Contribution Committee', encompassing government, industry, and research. Particularly, by securing a cycle aligned with Sejong City's specialized strategic industries (autonomous mobility, smart city, bio, etc.) through initiatives such as the establishment of advanced departments and shared campuses, the campus is making strides to become a glocal university leading regional and university innovation.



“KU to Brand Itself as ‘Premier University of Administrative Capital’, Declares Sejong Campus VP”

On September 1, Professor Kim Young was reinstated as the 17th Vice President of Korea University Sejong Campus, becoming the first to serve three consecutive terms starting from 2019. In the following interview, he shares his aspirations for the future.

Reporter/Photographer Public Relations & Fund Management Team

Translator Kim Hyunwoo, **Editor** Conrad Brubacher

What are your objectives for this term?

In the previous term, my efforts revolved around asserting our school's reputation as the premier university in the de facto administrative capital; now, the focus is on consolidating that position. To achieve this, I intend to advance our three key initiatives—transformative education, pioneering research, and regional innovation—leveraging active communication and feedback.

In addition, I plan to enhance our financial oversight to ensure the stability of Sejong Campus. We will meticulously scrutinize budget management plans to streamline allocations. Last but not least, we aim to strengthen our engagement in global and local business and affairs via university-municipality cooperation.

You mentioned innovation in the areas of education, research, and the region as three key strategies. Can you elaborate on relevant initiatives?

KU Sejong has successfully developed a student-led, transformative educational model centered on the trinity of education, research, and regional innovation. This endeavor has yielded remarkable research results that were rewarded by substantial grants, not to mention the continuation of innovative collaborations with the local community.

Our unparalleled novelty in educational systems, as exemplified by the student-designed courses, the Student Engaged MOdular Class (SEMO), and the Crimson Brain, helps students maximize their competencies in multiple domains. We are also proactively

embracing the demands of the future, as seen in the five newly established high-tech departments. I plan to refine our current teaching methodologies and foster greater collaboration across educational disciplines.

Our school's innovation efforts are also evident in the field of data-driven research. Thanks in large part to the renewal of research-related administrative systems, Sejong Campus' research budget has climbed from 31 billion won to 60 billion won since 2019. Going forward, we plan to further promote graduate institutional research for greater novelty.

Regarding the pressing concerns of universities, such as declining student demographics and depopulation in non-metropolitan areas, we plan to work with Sejong City to create a virtuous circle of multi-skilled human resource development, employment support, and population retention policies. Such initiatives will greatly contribute to the mutual growth of the university and the local community, and thus to regional innovation.

The school's endeavors in human resources development bore fruit in the form of a 28.5 billion won budget grant, an amount that equates to 46% of enrollment fees. These efforts are tied to the University Innovation Support Program (UISP), the LINC 3.0 Foundation, the Convergence and Open Sharing System, and the Semiconductor Specialization Support Program. Incidentally, Sejong Campus has been acknowledged by the Ministry of Education for its educational progress, having achieved top ratings in the 2023 basic funding UISP annual evaluations.

In conjunction with Sejong City, our plan going forward is to solidify our position as a leading institution in regional and educational innovation.

Tell us what preparations are being made for the joint campus occupation scheduled for 2028.

Ever since our school secured occupancy in the joint campus last February, we have been making arrangements with the Ministry of Education to fully prepare for the transfer.


An open platform at the joint campus that facilitates faculty exchange with KU Seoul Campus will greatly enhance the quality of teaching and education. Furthermore, plans are underway to establish region-based technology commercialization platforms, such as expanding Korea University's tech company to Sejong City and providing entrepreneurship programs for transferred departments.

Further plans also include developing shared curricula with other universities, providing extracurricular courses tailored for local workers, and enhancing entrepreneurship support. All in all, the joint campus is expected to evolve into a hub for nurturing skilled individuals who will play important roles in Sejong City's university-industry collaborations and regional development.

Could you go into more detail about the collaborations with Sejong City?

An even closer business relationship with Sejong City is on the horizon. Specifically, we will collaborate on joint projects with the assistance of the Community Contribution Committee, an innovation-driven mutual development organization established in 2020.

Korea's standing in the global market depends on the development of human resources in high technology. This is particularly relevant to Sejong City, as the city aims to become an economically self-sufficient administrative capital. Our school, in collaboration with Sejong City and supported by our distinguished faculty and abundant research infrastructure, will strive to produce the most competent future professionals.

In brief, Sejong Campus aims to pioneer new approaches for local community development via strategic industry-university partnerships. 

As an aside, Vice President Kim graduated from Korea University's School of Civil Engineering in 1988 and obtained an M.S. in the same faculty in 1990. He then pursued further studies in Civil and Construction Engineering at Oregon State University, completing master's in 1996 and earning a Ph.D. in 2000. In 2002, Kim joined the Department of Environmental Systems Engineering at KU Sejong and has since served in various positions, including planning director and head of the Sejong Research & Business Foundation.



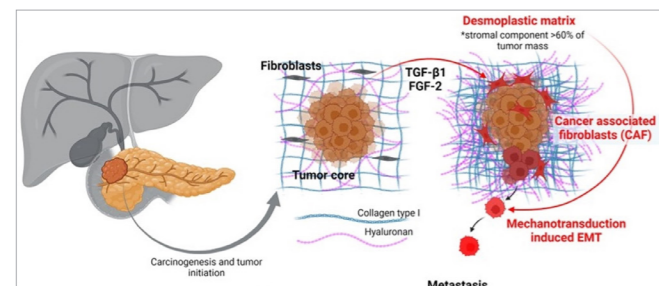
Extracellular Matrix Stiffness Calibration: The Cornerstone of Pancreatic Cancer Treatment

Cancer stands as an undefeated foe of humanity, and effective treatment remains mostly elusive. Different types of cancer can originate in various parts of the body, and pancreatic cancer, in particular, is notorious for its high mortality rate, with a 5-year survival rate of only 10%. To gain insight into this matter, we turn to Professor Kim Han-jun* who has dedicated his career to studying the extracellular matrix (ECM) of pancreatic cancer.

Student Reporter Lee Juheon, **Photographer** Kim Donghyeon

Translator Kim Hyunwoo, **Editor** Conrad Brubacher

*** Professor Kim's research shows that science has the potential to conquer pancreatic cancer once and for all. The disease is often viewed as a stroke of misfortune that randomly strikes those who least expect it. Korea University supports anti-cancer research that can bring hope to millions of people who struggle to remain resilient in the face of its devastation.**



Materials schematizing the experimental design for each stage to understand the development process of pancreatic cancer and the initiation of the tumor

Hello, first of all, could you please introduce yourself?

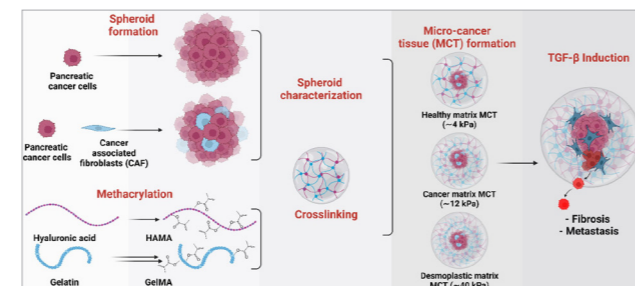
Greetings, I'm Professor Kim Hanjun, who teaches pathophysiology and preclinical medicine in the College of Pharmacy. As for my academic career, I received a B.S. in veterinary medicine and a Ph.D. in pathology from Konkuk University. After that, I worked as a researcher at UCLA, and then in 2020, joined the Terasaki Institute for Biomedical Innovation(TIBI), LA, as an assistant professor, leading a team for evaluating the efficacy of biomaterials. My tenure at Korea University Sejong started in March 2022.

Tell us about your research in pancreatic cancer modeling.

Our cross-border research involves Professor Ali Khademhosseini of TIBI and domestically with Professor Lee Junmin from the Pohang University of Science and Technology. Possessing a notoriously high mortality rate, pancreatic cancer spreads in the human body in the form of a tumor. These tumors protect themselves with a dense ECM that impedes the effects of therapeutic drugs. To strategically combat this defense mechanism, we have focused our efforts on developing an in vitro cancer model using multicellular tumor spheres, hybrid hydrogels, and microenvironment engineering.

How does your new model differ from existing models? What are its groundbreaking features?

As mentioned earlier, cancer shields itself from medication with its ECM. In our research, we developed multicellular tumor spheroids that incorporated not only pancreatic cancer cells but also relevant fibroblasts. To study this spheroid, it was imperative to create a similar environment encapsulated by the ECM; this was done by coating the sphere with a hybrid hydrogel of photocrosslinkable hyaluronic acid methacryloyl and gelatin methacryloyl. Based on this tissue-engineered sample, we further developed microscopic tumor models and analyzed them by fluctuating the density of their environment. This allowed us to observe exactly how the tumor was affected by its stiffness.



Materials schematizing the experimental design for each stage for conducting the research

Can you elaborate on the significance of ECM? What new discoveries have been made?

The ECM has long been a focus of cancer research. In addition to hampering the effects of drugs, the ECM itself acts as a stress factor that exacerbates the effects of cancer. While our research has shown that stiffening tumor cells stimulates cancer, it also inhibits its spread after stiffening beyond a certain point. In particular, we discovered that transforming growth factor beta (TGF beta), which triggers the ECM to develop faster, can in fact be harnessed to function as a tumor suppressor.

How do you expect your research to be applied in the medical field? Can patients expect more sophisticated treatment?

While our research does not directly result in an immediate cure, the in-depth examination of how engineered microtumors respond to different factors is a substantial achievement. Although it is a model-based study, the findings have implications for organ-on-a-chip development. Moreover, the cell lines employed in the models can be substituted by cells from actual patients, which will contribute to the advancement of personalized treatment.

What new possibilities does this research open up in the field of anticancer? How can the results be practically utilized?

Our in vitro model replicates only a portion of the biologically complex structures of pancreatic cancer cells. Cancer is an asymptomatic disease, manifesting only with dyspepsia and non-specific symptoms. Our study enhances predictability through advanced analysis of multiple data sources, including cell lines, the cancer cell microenvironment, and transcriptome chip analysis. Undoubtedly, this can open up new avenues in cancer prevention and diagnosis.

Finally, what are your plans for advancing your studies? Do you have upcoming research projects or relevant programs in mind?

My research also includes evaluating the therapeutic efficacy and safety of biotechnology using laboratory animals. However, these studies are limited in assessing biological responses in humans. To compensate, I am currently working on the development of organ chips using human cells. In hopes of contributing to the advancement of cancer and biomarker research, I plan to modify my pancreatic cancer model into an organ chip and ultimately a tumor-on-a-chip. These efforts can potentially provide innovative and practical opportunities for those suffering from cancer.



Education Data Management System: The Key to Transformative Digital Teaching



The Public Policy Research Institute (Director Jo Hyun-gu) conducted a policy study to examine the need for establishing an education data management system in Sejong Special Autonomous City. This research, carried out in the second half of 2023, aimed to overcome the limitations of information management of the Sejong City Office of Education. Professor Jo Hyun-gu, who led the research for the exploration of mid- to long-term policies for digital education innovation to build a future education and educational welfare safety net, provided detailed insights into the research findings.

The data management system was proposed to address the evident necessity for optimizing educational administration and data utilization. To ensure the most effective implementation, the research team created its blueprint by conducting a thorough scrutiny of the administrative landscape of Sejong City's Office of Education and universities, as well as drawing insights from global cases.

The research focused on data management specifications, step-by-step process exploration, compatibility with global policies, and other education-related strategies. This ultimately culminated in a comprehensive examination of Sejong City's education data management. In addition, insight from focus group interviews and stakeholder gap mappings shed light on the current state of affairs within the Office of Education. Further refinement of the management roadmap was achieved through case studies on 17 other education offices in Korea and abroad.

All in all, the research enabled the Sejong City Office of Education to reflect on its internal dynamics and straighten out its new data management blueprint. The pivotal element of this plan is the envisioned 'data governance', a data history management medium that encompasses data standardization, quality monitoring, metadata, time-series processing, and version updates. Researchers assert that the governance will provide the groundwork for unified data control, streamlining data collection, analysis, and visualization capabilities. What's more, it holds prospects for contributing to the public domain after a steady expansion of services.

As the administrative capital of Korea, Sejong City necessitates optimal administration in line with the digital landscape, with a special emphasis on preparing for a digital transition in the field of education. In this context, this research is expected to play a key role in facilitating a systematic digital shift. 🏆

Student Reporter Hong Eunju

Photographer Public Relations & Fund Management Team

Translator Kim Hyunwoo, **Editor** Conrad Brubacher

Professor Jo Tae-jin of the Department of Food and Biotechnology at Korea University Sejong Campus was honored with the Young Scientist Award. This recognition, part of a recurring scholarly competition, was presented during the Korean Society of Food Science & Nutrition (KFN) International Symposium held at BEXCO in Busan.

The Young Scientist Award is granted to aspiring visionaries who have authored exceptional papers in the field of nutritional science. Professor Jo is actively engaged in various antimicrobial research studies related to food and hygienic safety. Such studies include investigations into foodborne illnesses, dietary healthcare, cosmetics, sanitizers, preservatives, and space food.

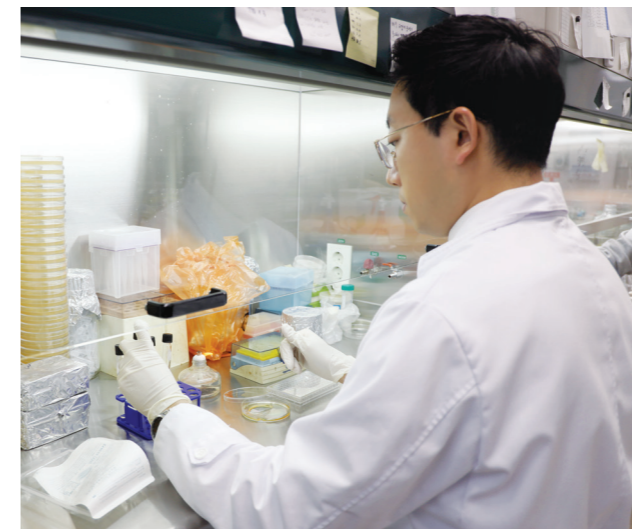
KFN stands as one of the largest food and nutritional science associations in Korea. Over its 53-year history, the organization has made significant contributions to academic research and the dietary enrichment of Koreans.

The 74th International Symposium, coordinated with the Ministry of Food and Drug Safety, was able to draw 2,300 attendees. In addition to the awards ceremony, over 40 lectures were delivered by globally renowned researchers, covering far-reaching academic fields.

Professor Jo is currently the director of the Smart Convergence Healthcare ICC. Upon receiving his award, he stated, "With the utmost integrity, I will commit to continue producing fruitful research results for the advancement of food science." 🏆

Student Reporter Hong Eunju, **Photographer** Kim Junggon

Translator Kim Hyunwoo, **Editor** Conrad Brubacher



Professor Jo Tae-jin Secures Young Scientist Award from the Korean Society of Food Science & Nutrition





UK Queen's University Belfast

Developing a Cybersecurity Workforce Hand-in-hand with Queen's University Belfast

With the pervasive expansion of the Internet and digitalization, the frequency of cyberattacks and data breaches is also on the rise. Given this, the development of cybersecurity expertise is essential for modern society. Against this backdrop, Korea University Sejong Campus has formed a three-way cybersecurity partnership with Sejong City and Queen's University Belfast (QUB).

Student Reporter Yoo Jiho, **Photographer** Kim Minseong

Translator Kim Hyunwoo, **Editor** Conrad Brubacher

About Queen's University Belfast

QUB is a public university in the UK and member of the Russell Group, an association of world-class research-intensive universities, as well as the Association of Commonwealth Universities and the European University Association. The school is located in the Queen's Quarter, one of Belfast's seven cultural districts, and was officially founded in 1845. Since 2009, it has taken over the management of the Center for Secure Information Technologies (CSIT), a government body dedicated to advancing the cybersecurity ecosystem, and now actively supports more



KU Sejong Campus-Sejong City-QUB Cybersecurity Partnership Inauguration



Professor Choi Doo-ho, the Department of AI Cyber Security

than 100 IT security companies. In 2018, the QS World University Rankings placed QUB in the top 180.

Tripartite Cybersecurity Technology Partnership

The recently formed partnership between KU Sejong, Sejong City, and QUB represents a streamlined collaboration in cross-border research, student exchanges, and joint degrees. Moreover, the two universities anticipate cybersecurity crossovers across various mediums and conferences, including HackTheon Sejong.

The Essential Factors for Fostering a Cybersecurity Workforce

In the words of Professor Choi Doo-ho from the Department of AI Cyber Security, there are two imperative factors of cybersecurity human resources development multifaceted educational infrastructure and a collaborative industry-university setting. "Through such means, we can create the optimal educational scene that is compatible with current industry demands," he stresses.

Aspiring to Exemplify Cross-Border Cooperation

The partnership also involves the city government, unlike most university collaborations, which tend to be bilateral. Sejong Campus aims to make this occasion a commendable model for government-sponsored international cooperation. In addition, Sejong City's cybersecurity industry, which is already a primary sector, is expected to gain more momentum as a result of this opportunity.

Call for Specific Collaboration Goals

In order to achieve tangible results, it is necessary to prioritize the establishment of concrete cooperation projects in the field of cybersecurity. In recognition of this, the three parties plan to detail and refine research objectives in the coming days, in addition to drafting cross-border joint degree programs.

As Korea's flagship smart city, Sejong City necessitates a high level of cybersecurity to guarantee a stable business environment. Accordingly, Korea University Sejong Campus has been actively collaborating with the city and driving comprehensive human resource development through its Department of AI Cyber Security. The established partnership with QUB is expected to catalyze further breakthroughs in cyber protection.



Visit of the Belfast, UK Delegation to KUS



The Main Building of JMU

Academic Exchange with Julius-Maximilians-Universität Würzburg (JMU), a Mecca of Nobel Laureates

In line with ongoing globalization, Korea University Sejong Campus is orchestrating a wide range of student exchange programs with the aim of developing global leaders. Among the many prestigious institutions involved in the collaboration, Julius-Maximilians-Universität Würzburg (JMU) particularly stands out, given its remarkable 600-year history. To elaborate on the intricacies of this academic partnership, Managing Director Katharina Göthner graciously agreed to an interview.

Student Reporter Yoo Jiho, **Photographer** Julius-Maximilians-Universität Würzburg (JMU)

Translator Kim Hyunwoo, **Editor** Conrad Brubacher

Can you give us a brief introduction to your school?

As one of Germany's most historic universities, JMU has maintained its academic heritage since 1402. True to its motto, "Science for Society," our school emphasizes studies that contribute to far-sighted social advancement. We offer a wide range of disciplines with 250 degrees tailored to the needs of 27,000 students, and our reputation for quality research and education is reflected in the awards we have garnered. These include 14 Nobel Prizes, with our associate physicist Wilhelm Conrad Röntgen being one of the most renowned recipients for his discovery of the X-ray in 1895.

What do you see as JMU's strengths, given its reputation for producing leaders in the fields of medicine, humanities, and natural science?

Students at JMU have access to a myriad of academic pathways. Our renowned research quality in biology, psychology, computer science, and physics is reflected in the Times World University Rankings. We are also actively collaborating with the Technische Universität Dresden to advance the Cluster of Excellence - Complexity and Topology in Quantum Matter (CT.QMAT), an international hub for topological sorting and quantum research. In addition, the Shanghai Ranking has positioned JMU among the



Katharina Göthner (head of the International Office)



Tania Mousikou (International Office Incoming)



Verena Leidl (International Office Outgoing)

top 75 universities in ecology, biodiversity studies, and medical technology.

What do you think of our exchange students studying at JMU?

Students from Korea University Sejong Campus are always welcome at JMU. My current perception of their characteristics is that they are independent and keen learners. Most professors have a positive opinion of them, noting their ability to consistently meet deadlines and their eagerness to participate in class. Overall, they exhibit qualities indicative of potential global leaders, demonstrating a strong sense of academic competence and cultural empathy.



JMU International Evening

What programs are specifically designed to help exchange students?

Each department at JMU offers courses specifically designed for international students. A prime example is the INSIGHTS program, which allows international students to delve into European history, art, government, and economics while simultaneously improving their English. We also offer free German courses from beginner to advanced levels. What's more, as part of our efforts to help newcomers adjust to their new environment, we offer a series of introductory seminars that feature workshops and city tours.


What are some reasons why JMU students choose to study at Korea University Sejong Campus?

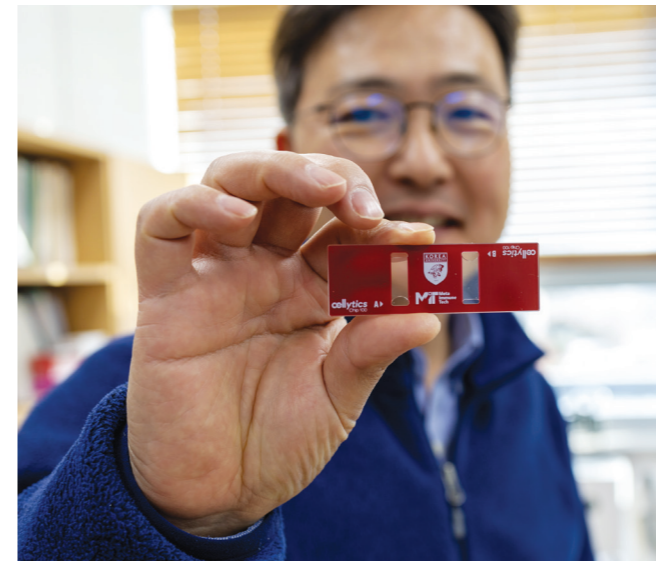
In addition to the obvious distinction of Korea University as one of the most respected schools in all of Asia, the well-known friendliness and hospitality of the Korean people is another inviting factor. All in all, Sejong Campus is a popular destination for our students, and as such, we provide application and course guidelines for those interested.

What do you think makes KU Sejong distinctive?

First and foremost, our exchange students express great satisfaction with the general quality of education. The professors' English proficiency and debate classes focusing on up-to-date papers were highly satisfactory, as reported. The geographical advantages of Sejong City are another favorable aspect. Its relatively close proximity to Seoul and other major cities enables students to enjoy rich urban amenities to their fullest. Another amazing aspect is how various events can help students immerse themselves in a completely new culture, with one notable feature being the wide variety of school clubs ranging from photography to dance, music, and sports.

Before we wrap up the interview, do you have any words for Sejong Campus?

I'd like to express gratitude to Sejong Campus for fostering this ongoing partnership, and I anticipate continued dialogue in the years to come. From our end, we are actively promoting Sejong Campus, especially through various online platforms such as our social media and school website. On a slightly unrelated note, some of our students were initially surprised by the dormitory curfews, but we recognize that such regulations are common in Asian universities and fully respect the policy. On the flip side, these differences are the things that lead to unique experiences that enhance cultural inclusiveness. JMU places great importance on our partnership and looks forward to strengthening our bond in the future. 



Cellytics-NK combines two groundbreaking technologies developed by MIT leaders: Professor Seo Seoung-kyu's lens-free shadow imaging technique and Professor Jeon Heon-sik's instant immune cell stimulant. Its in-line digital holography mechanism can easily decipher the size, shape, and cytoplasmic structure of each cell, and the collected data is then sent to be analyzed by machine learning algorithms. In summary, the device enables detailed examination of individual cells with a simple image. Such breakthroughs can significantly shorten the analysis of patients' NK cell activity rate from 24 hours to two hours, thereby streamlining medical treatments and prognostic monitoring. In addition to its speed and accuracy, Cellytics-NK greatly outperforms existing equipment in terms of user-friendliness and affordability, thus lifting barriers to public access. In recognition of this potential, the CTA presented the device with the CES 2024 Digital Health Award. Going forward, MIT aims to refine its diagnostic platforms to enable more sophisticated cancer treatment and preemptive measures for infectious diseases. All in all, the successful outcomes at CES 2024 underscore how Meta Immune Tech's innovative efforts have propelled the company onto the global stage of digital healthcare. With continued technological breakthroughs on the horizon, MIT's outlook for the future seems highly optimistic. 🏆

Meta Immune Tech Co. of Korea University Sejong Campus Wins CES 2024 Innovation Award

The Consumer Electronics Show (CES) is acknowledged as one of the most significant exhibitions in the global technology sector. Originating in New York, USA, in 1967, CES has established itself as an authoritative event, annually presenting the latest technology trends and offering a comprehensive overview of the trends in the consumer electronics industry.

Reporter Song Woonhak, **Photographer** Kim Junggon

Translator Kim Hyunwoo, **Editor** Conrad Brubacher

CES 2024, hosted by the Consumer Technology Association (CTA), took place from January 9th to January 12th, 2024, and focused on digital health, virtual reality, artificial intelligence, and smart cities. Participating companies showcased their main products and services, leading to various discussions and seminars. This exhibition saw participation from 3,500 companies from 150 countries, including global giants like Amazon, Google, Intel, IBM,

Samsung, and LG. Notably, Meta Immune Tech (MIT) of Korea University Sejong Campus was also able to attract considerable attention.

The medical community showed great interest in Cellytics-NK, MIT's cutting-edge disease prognosis analyzer. The device was highly praised for its innovation and practicality by attendees and medical practitioners alike.



Sejong Startup Support Center Director Ji Sang-Cheol Shares Outlook on Innovative Entrepreneurship

At the 2023 Venture Capital Promotion ceremony on December 14, Korea University Sejong Campus was honored with the Prime Minister's Award from the Korea SMEs and Startups Agency (KOSME). This award recognized the university's contributions to the business environment in Korea and the promotion of regional entrepreneurship conditions.

Student Reporter Lee Juheon, **Photographer** Kim Junggon, **Translator** Kim Hyunwoo, **Editor** Conrad Brubacher

Sejong Startup Support Center: Institutional Trailblazer of Entrepreneurship

Since its establishment in 2018, the Sejong Startup Support Center has faithfully executed ten startup support projects designated by the government. As of 2024, the Center has achieved remarkable milestones: 904 new startups, 6,094 new job opportunities, and a venture capital accumulation of 348.2

billion won, resulting in a total turnover of 7,636 billion won. The recent award serves as a confirmation of these significant achievements. In response, Center Director Ji Sang-cheol commented, "We feel gratified that our 5-year long efforts have borne fruit; I attribute this honor to all the stakeholders who have stood with us over the years."



Director Ji's Entrepreneurial Philosophy

As a recipient of two consecutive Prime Minister's Awards, Director Ji emphasizes a sense of partnership as his guiding business philosophy, saying that such a mindset is essential when taking on the role of a facilitator. He compares the characteristics of startup companies to those of a wildflower: just as the growth of wildflowers is delicately influenced by their surrounding conditions, startup companies are highly responsive to the companies with which they partner. He used this analogy to explain his commitment to creating beneficial connections for entrepreneurs. This approach, Ji says, has been key to the Center's success in recent years.

Exemplary Case of New Venture Success

Director Ji cited Bbodek Co. as an exemplary model of successful entrepreneurship. Having originated from Korea University, Bbodek stands out as the first company in the country to provide rental cleaning services for kitchen utensils, as reflected in its slogan, "To Create a World Without Dishwashing." The company has achieved remarkable success, securing a 55 billion won venture capital investment from the Sejong Startup Support Center, which has yielded fruitful results.

Future Plans of the Support Center

As the Center strives to expand beyond Korea and into the global market for emerging business support, it is committed to the consistent development and networking of human resources and monetary assets. To further push its boundaries, the organization is in the process of launching its next two projects in the pipeline: the Consumer Identification Center and the Pivoting Program for Navigating Business Ideas.

The Nuts and Bolts of Startup Support

Director Ji points out two imperative attributes of what goes into startup support: strengthening the Center's professionalism and cultivating future experts tailored for entrepreneurial support. In his words, such growth is absolutely necessary to create the ideal venture market and facilitate global expansion in line with the prospects of decreasing domestic startup openings brought about by depopulation and other impediments. As such, the director asserted that the appropriate response to these trends would be the implementation of reliable policies aimed at supporting global expansion.

What kind of support does the center provide to students interested in entrepreneurship?

There are three types of support available to students: the Novice Entrepreneur Grant, the Preliminary Startup Package, and the Venture Growth Program. Students can learn more details at the Sejong Support Center office in Science & Technology Building I or by visiting the K-Startup website.

Spread Your Wings with Entrepreneurship

For students with high aspirations, Director Ji advises, "Entrepreneurial endeavors provide a unique opportunity for young people who are willing to push their limits and fulfill their passions." He added that even if the school's entrepreneurial studies may not yield immediate results, they will indirectly serve as a valuable life lesson in the long run.

The progress of the 4th Industrial Revolution has opened up a myriad of creative opportunities for entrepreneurs. Accordingly, venture businesses are more prominent than ever in spearheading national competitiveness, and the Sejong Startup Support Center strives to play a contributing role in this landscape. Going forward, the Center will strive to consolidate its foothold as a startup coordinator for future entrepreneurs.



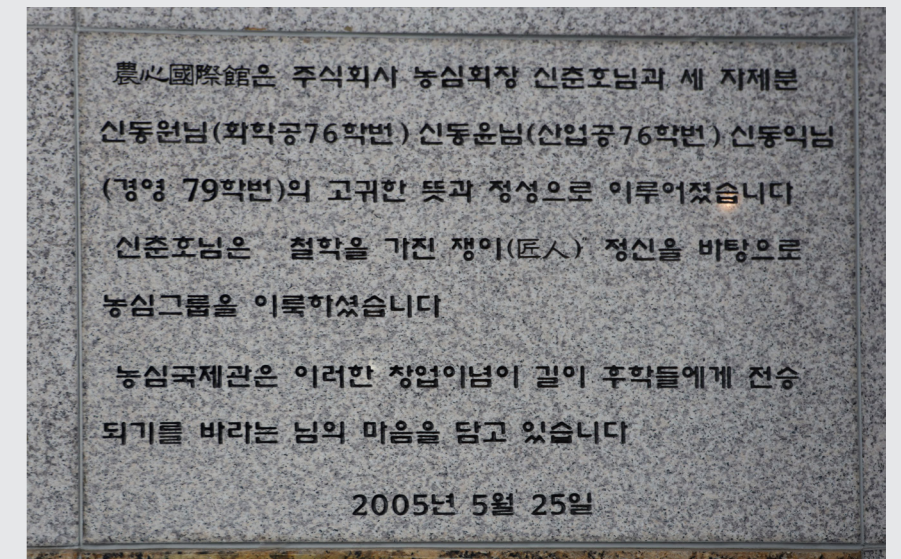
Explore Gothic Structures at Korea University Sejong Campus

The buildings of Korea University are distinguished by their stately Gothic stone architecture. The structures not only exude aesthetic splendor but also represent intellect, foresight, rationale, and critical thinking, encapsulating the educational ideals that Sir In Chon envisioned when founding the institution now known as Korea University.

The architecture of Korea University harmonizes In Chon's passion for education with architect Dong-jin Park's artistic vision. Granite, one of the most common rocks in Korea, serves as the primary construction material, underscoring Korea University's fearless commitment to preserving national characteristics even in the midst of Japanese colonization. The following article delves into details of the stone structures on Sejong Campus.

Reporter/Photographer Public Relations & Fund Management Team

Translator Kim Hyunwoo, **Editor** Conrad Brubacher



Nong Shim Hall

Nong Shim Hall, situated on the south side of the central plaza, is easily recognizable by its magnificent facade. Its construction was funded by a 5 billion won donation from Nongshim Co., which made this generous move in hopes of contributing to the next generation of philosophers.

Upon entering the hall, the first noticeable feature is the Living Lab Lounge. Towering windows and subtle lighting cast a gentle glow over the interior, and rows of tables and comfy chairs contribute to the space's welcoming atmosphere. The high ceilings creates muffled echoes, adding to the ambiance for studying, working on assignments, or simply relaxing. The lounge is open to students and the local community alike.

Nong Shim Hall serves is primarily dedicated for foreign language classes, including tailored Korean lectures for exchange students. It doubles as a scene for cross-border exchange, with its international conference room fostering global interactions. The hall also accommodates a plethora of elective courses.



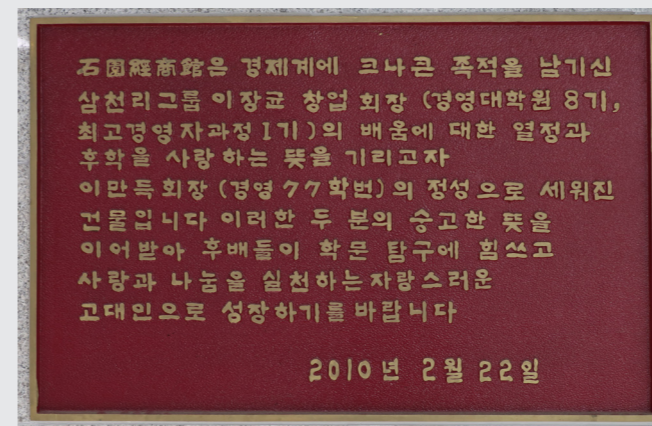
Suk Won Hall

The other stone structure, Suk Won Hall, was built with financial support from the academically committed Samchully Co. One might wonder why it is not named after the company. The answer lies in the selfless gesture of CEO Lee Man-deuk, who named the hall after his father Lee Jang-gyun's ancestral family name, "Seok Won." The naming choice stands as a remembrance for his late father's passion for providing quality education to future generations.

The exterior of the stone building is classic in design, but its antiquated appearance is offset by the modern touch of

numerous windows. Standing in front of the facade of the hall, it is easy to be awed by the architectural grandeur and perfect symmetry.

Suk Won Hall includes spacious lecture halls equipped with the latest media technology, seminar rooms, computer labs, standard classrooms, faculty meeting rooms, and research offices. Certain rooms and lounges feature donor plaques inscribed with the names of those who have generously contributed to enrich the student learning environment. 🏛️



VENI, VIDI, VICI! 2023 Korea-Yonsei Games



The 2023 Korea-Yonsei Games (Ko-Yon-Jeon) were a spectacular display of Korea University's keen sportsmanship, exalted by the unity and perseverance of its students. Most notably, the dramatic reverse sweep during the games marked yet another glorious victory in the school's illustrious legacy.

Reporter Public Relations & Fund Management Team, Photographer Communication Team

Translator Kim Hyunwoo, Editor Conrad Brubacher

**"A hundred battles we shall stand tall,
a hundred more we will rise above all"**



Players entered the stadium with vibrant energy, met by the united cheers of the crowd forming a close-knit KU community. The mutual dedication of competitors and onlookers, regardless of the results, embodied true sportsmanship; as the saying goes, the essence lies in an unyielding spirit. Although basketball and hockey losses on the first day were setbacks, the decisive win in basketball signaled a remarkable turnaround that will long be celebrated.



Korea University throws down the gauntlet





**“Our laughter drowns
the sighs of Yonsei”
“Too bad, Yonsei leaves
empty-handed”**

The 2-1 deficit on the first day was overturned by victories in rugby and soccer the day after, culminating in an overall score of 3-2. The three consecutive victories that redeemed the discouragement of the two losses was an unprecedented feat in the history of Korea University. The 2023 Games succeeded in instilling a profound sense of pride in the hearts of all students. Following the completion of the games, the stadium reverberated with jubilant cheers harmonizing in unison, for this was no ordinary victory; it was a special moment that marked an exceptional chapter in the school's legacy. 🏆



Aria of the People

“Hail! Arise, and release your bellow”
“Together we'll immortalize Korea's beating heart”



**Listen, observe, and remember
“Behold our roars of crimson”**



KU Sejong Winter Quarter Snapshot

Reporter/Photographer Public Relations & Fund Management Team

Translator Kim Hyunwoo, Editor Conrad Brubacher



Joint Construction with Sejong City Culminates in Sports Complex (2023.12.06.)

On December 6, Korea University Sejong Campus completed the construction of its Sports Complex, a joint project with Sejong City aimed at enhancing the quality of sports education and providing accessible cultural amenities.

Featuring facilities of international standards, the complex is considered a suitable venue for the Summer World University Games in August 2027 and other global events. Expected to serve as an ideal space for sports classes and local community activities, its ample green space offers extensive opportunities for outdoor recreation and excursions.



(Left) Kim Jae ho, Chairman of the KOREA Choongang Education Foundation,
(Right) Kim Dong one, President of Korea University



Luminaria Display Lights Up Sejong Campus as Local Landmark (2023.12.06.)

To celebrate the year-end and New Year's Eve, the green plaza of Sejong Campus shone brightly with night landscape lighting. The grass plaza showcased a variety of decorations, including a Christmas tree, and featured the university mascot 'Hoi', and the crimson shield logo, creating a festive atmosphere. Photo zones were set up to provide students and visitors with joyful memories, hoping that everyone visiting the Sejong Campus could end the year on a high note and welcome the new year with hope.

2024 Academic Year College Entrance Essay Examination Held (2023.11.25.)

On November 25, Korea University Sejong Campus conducted the essay examination for the early admission process of the 2024 academic year. The examination was attended by 5,600 candidates, with tests for humanities and physical education/natural sciences held in the morning and pharmacy in the afternoon. On the day of the essay exam, various programs such as a school information session, a waiting room for parents, KU Mini Classic concerts, Kodae Two-Cut photo opportunities, and an essay exam guidance booth were operated to provide convenience for the examinees and their parents.



Major Convergence: Gateway to Comprehensive Learning Experience

Students at Korea University are given several curriculum options: Specialized Major, Double Major, Major Convergence, or Student-Designed Major. Among these, Major Convergence presents excellent opportunities for acquiring competencies in multiple fields through academically integrated courses. Currently, Sejong Campus offers 16 interdisciplinary majors covering a wide range of studies.

Reporter Song Woonhak, **Translator** Kim Hyunwoo, **Editor** Conrad Brubacher



The AI & Data Analytics Major in the College of Science & Technology

This major produces well-rounded, resourceful individuals who can skillfully use AI technology with a solid foundation in domain data analytics. Its courses provide a balanced blend of practical and theoretical training, covering areas of growing demand.



The Bio-Healthcare Major in the College of Science & Technology

As trends in the biomedical industry shift towards information-based, high-value areas, there is a growing need for functional experts who can lead in the post-COVID era. In response, the Bio-Healthcare Major focuses on cultivating practical yet creative competencies in the relevant field.



The Knowledge Industry Major in the College of Global Business

The knowledge industry demands experts in patents and intellectual properties with a deep understanding of emerging industries and global business facilitation. To deliver first-rate education, this major's curriculum is geared toward internationally recognized certifications. Additionally, it actively collaborates with the Convergence Technology System Engineering Faculty, a department nominated by the Ministry of Education for the Brain Korea 21 Project.



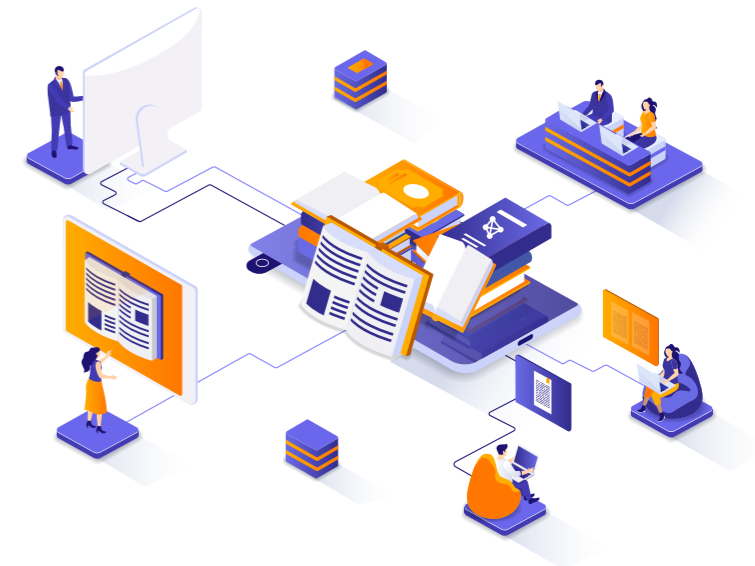
The Social Demography Major in the College of Public Policy

This major is designed to cultivate demographers well-versed in fundamental demographic methodologies, statistics, and economics, culminating in the proficiency to apply various factors to analyzing social phenomena. Its multitude of programs provide students with the skills necessary for future employment in government agencies or global organizations specializing in demographic administration.



The Public Corporations & Intelligence Technology Management Major in the College of Public Policy

Students enrolled in this major can equip themselves with a combination of creativity and applied skills specifically tailored for next-generation corporate management. The courses cover not only pioneering IT-utilized management but also comprehensive policymaking, making graduates viable competitors in the job market.



The Korean Wave Industry Management in the College of Culture and Sports

Striving to cultivate connoisseurs of global culture and trailblazers of the Korean Wave, this major encompasses extensive studies in arts and humanities, coupled with practical proficiency in management, administration, and industry business. Its broad educational scope allows students to choose from diverse job opportunities blossoming in the 21st century job market.



The Advanced Semiconductor Processing Major in the College of Science & Technology

This program fosters future leaders in Korea's semiconductor hardware development by providing education based on corporate trends. Its four branches - Photolithography, Etching, Deposition, and Calibration - allow students to choose their specific focus of study, with each track delivering advanced theoretical education and hands-on experience.



The Smart Eco City Major in the College of Science & Education

The Smart Eco City Major provides specialized education in the six designated Eco-Up green fields outlined by the state, with a focus on training future leaders in global sustainability, namely, "Green Technology Innovators." The curriculum includes topics such as environmental analysis, calibration equipment, and green technology services.




The Self-Driving System Major in the College of Science & Technology

The Self-Driving System Major aims to cultivate future professionals in smart mobility capable of leading the Fourth industrial revolution and adapt to the new normal in international technology. This academic field is witnessing growing demand, aligning with blossoming automobile technologies in sustainability, smart cars, and mobility services over the next decade.



Aside from convergence majors within Sejong Campus, alternatives include cross-college courses provided by the DSC Joint University. These majors include Renewable Energy, Smart Automotive Control, Advanced Sensor Convergence, Display & System Semiconductor, Smart Human Interface, Next-Gen Communication Convergence, and Mobility SW AI.

On a related note, the DSC Joint University embraces a novel higher education model dedicated to nurturing future leaders in the mobility industry through collaborative efforts. With affiliated institutions spanning Daejeon, Sejong City, and South Chungcheong province, it fosters connections between universities and regional organizations. The university receives support from the Regional Innovation Strategy (RIS), a major state project. 

Focusing on Nurturing Future Human Resources by DS/AI Centered Educational Innovation

In the era of the Fourth Industrial Revolution, where the convergence of Information and Communication Technology (ICT) is actively advancing, digital literacy has become essential. Korea University Sejong Campus recognizes this and has formulated proactive educational strategies. To foster foundational skills in emerging technologies and advanced fields, the campus is strengthening education in Data Science (DS) and Artificial Intelligence (AI), aiming to cultivate human resources that will lead future societies.

Reporter Song Woonhak, Translator Choi Jeongwon, Editor Conrad Brubacher



Starting from 2023, Sejong Campus has made DS/AI education mandatory for all students. The goal is to pursue a profound understanding and practical acquisition of skills in this field. To support students in designing their own future, the campus has initiated various activities, including operating and enhancing liberal arts related to DS/AI in the Fourth Industrial Revolution, establishing a tiered learning roadmap through the T-SUM (Tech Skill Up Mentoring) program, and conducting extracurricular programs to promote K-Digital Literacy foundational education.

The DS/AI includes a variety of course types, such as: Understanding Future Societies; Humanities Courses; Natural Science; Science and Technology of the Fourth Industrial Revolution. In 2022, four new subject courses were introduced and operated forty three courses in total, covering topics like Human-AI Interaction in the AI era, Technology and Operation of Future Accelerators, Particle Accelerators and Scientific Technological Development, Diversity and Future Societies. KUS Crimson Liberal Arts Special Lecture Series was conducted nine times over two years, with four sessions in the first year and five sessions in the second year.

In 2021, a trial operation of the interdisciplinary Python course was conducted to explore the possibility of introducing Python programming as a common subject. Following this, through the operation of a Task Force (TFT), a common subject 'Introduction to Digital Literacy' was introduced in 2023. Additionally, every semester, Sejong Campus organizes the KUS Public Data Utilization Data Analysis Competition, allowing students to apply theoretical knowledge learned in lectures to real-world data, develop problem-solving skills, and gain practical experience through actual cases.

To further promote student participation, the campus conducted a proposal competition for the establishment of new liberal arts courses. As a result, the course "Entry Python Programming Practice" was added, considering both student demand and efforts to enhance foundational education in DS/AI.


In addition to the subject courses, the campus has been actively

fostering DS/AI foundational education through the T-SUM (Tech Skill Up Mentoring) program. In 2022, a total of 163 students (35 mentors and 128 mentees) completed the program, achieving high satisfaction levels. T-SUM provides mentoring and learning opportunities based on foundational theories and practical applications of DS/AI for students majoring in the science and engineering fields, as well as those in the humanities, social sciences, and business.

T-SUM is designed to enhance foundational skills and cultivate practical human resources tailored to the Fourth Industrial Revolution through step-by-step learning from freshmen to seniors. It strengthens interdisciplinary convergence education and self-directed learning and a phased learning roadmap has been established for comprehensive DS/AI education for students' continuous learning competencies.

The T-SUM learning roadmap consists of three levels: Level 1 (T-SUM Basics), Level 2 (T-SUM Application), and Level 3 (DS/AI Capstone Design). Level 1 focuses on the fundamental concepts and basic usage of digital literacy program tools such as Python and Generated AI. Level 2 involves mastering the basic application and usage of AI/data digital literacy technologies, while Level 3 involves practical capstone design projects integrating AI/data digital literacy technologies with majors, industry connections, and real-world applications.

Sejong Campus is actively adapting to technological changes through advanced research in K-Digital Literacy. It takes a leading role in fostering interdisciplinary human resources equipped with essential digital competencies. This strategic approach aims to support students in acquiring crucial skills for the digital era.

These efforts go beyond academic achievements, laying the foundation for students to grow as leaders in the digital era. By acquiring practical skills and knowledge necessary to address the complex challenges of future societies, the campus expects to bring about positive changes in society. 

East Gate Refurbished by Student and Alumni Efforts:

Set in motion by a curious student and financed by alumni donations, the East Gate of Korea University Sejong Campus has undergone a renovation and been brought back to its original form. The completion was celebrated at the construction site on November 9.

The structure initially stood at the threshold of the Seoul Campus as the first gate to be erected. It was installed on May 5, 1965, through a collective donation from the Alumni Association and later relocated to Sejong Campus in 1955. A symmetrical Gothic architecture made of granite, measuring 17.5 meters wide and 9.8 meters high, its distinguished elegance is more than enough to mark it as the symbol of Korea University.

The renovation was prompted by an observant student who noticed that the East Gate lacked carvings of tigers and roses of Sharon, which are common at other entrances of Korea University. He brought this anomaly to the attention of a professor, which led to a confirmatory investigation.




A Monument to a Long-Standing History

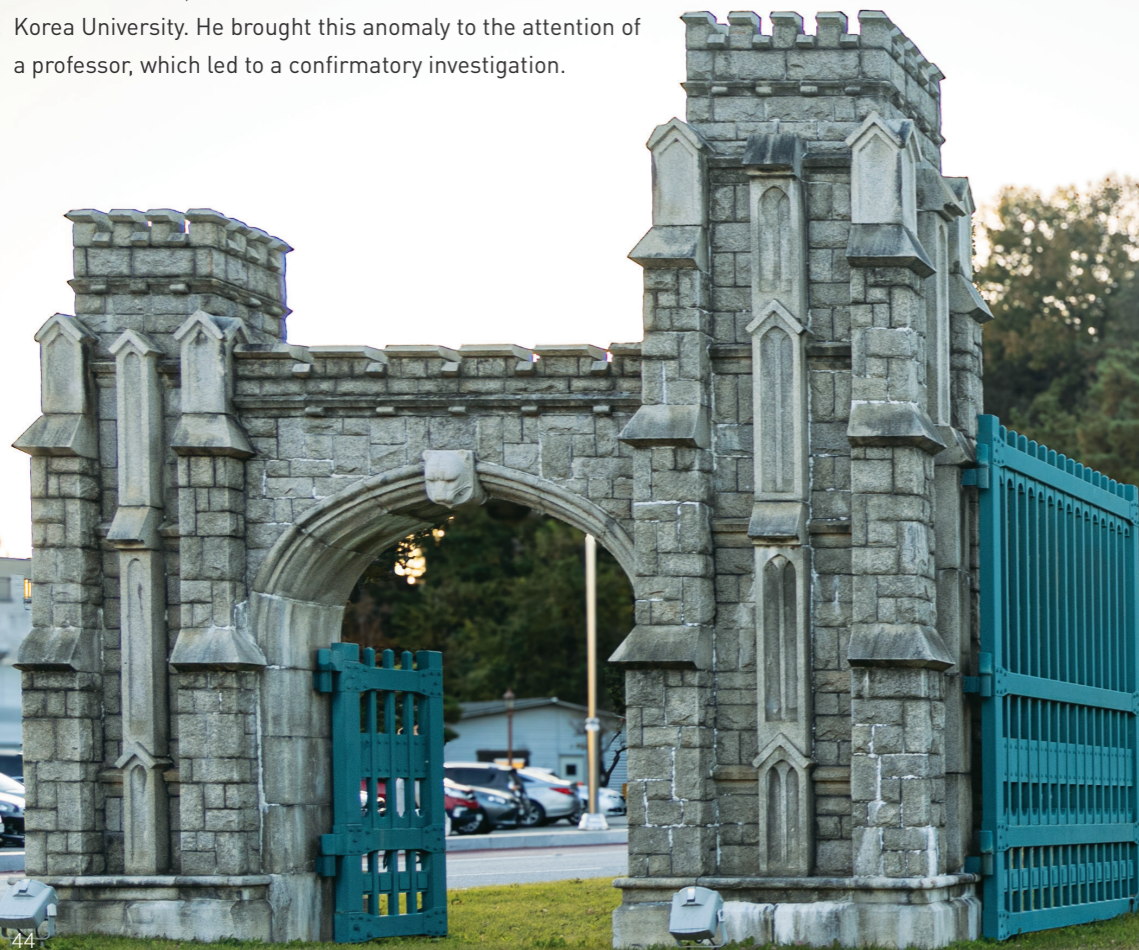
Reporter Public Relations & Fund Management Team

Photographer Kim Junggon, Translator Kim Hyunwoo, Editor Conrad Brubacher



Having received approval from the school, the professor sought to launch a construction project to restore the gate to its original design. His efforts were met with eager donations from alumni Kim Eun-joo, CEO of Lowe Korea, and Hwang Eung-young, CEO of JLUX. As a result, the lintels of the gate are once again adorned with 30cm by 38cm granite carvings.

The tiger motif on the facade represents the maxim of Korea University: valor, resolve, vitality, and dignity. The roses of Sharon on the opposite side, the national flower of Korea, embody the school's national pride and sense of responsibility. Without a doubt, the restoration of these sculptures manifests the tenacious spirit of Sejong Campus. 



01 Division of Global Sport Studies student Cha Junhwan became the first male athlete to win a silver medal

Displaying impeccable performance, Cha Junhwan made history by winning a silver medal at the 2023 International Skating Union (ISU) World Figure Skating Championships, becoming the first male Korean skater to achieve this feat. His achievement marks the first time a male Korean athlete has won a medal in Men's Singles Figure Skating. Prior to this competition, no Korean athlete had secured a medal at the World Championships in both the men's and women's categories for a decade since Kim Yuna's victory in 2013.



02 The 2023 HackTheon Sejong International College Student Cybersecurity Competition and Conference

Korea University Sejong Campus, in collaboration with Sejong City and Hongik University, hosted the '2023 HackTheon Sejong International College Student Cybersecurity Competition and Conference' at the Government Sejong Convention Center (SCC). This event is the first international college student-focused cybersecurity competition in Korea, aimed at enhancing cybersecurity capabilities and nurturing young human resources. A total of 898 students from 256 teams representing 106 universities in 19 countries worldwide participated in the preliminary rounds, and 196 students from the top 50 teams in 7 countries advanced to the final competition. Sejong Campus achieved outstanding results in this competition, receiving the Sejong City Mayor's Award and the Special Award from the Chairman of the Korea Information Security Industry Association.

03 The 2023 Korean American Youth Homeland Visit Program was Conducted

From July 10th, 11-day Youth Homeland Visit Program took place, targeting 90 Korean American teenagers for an immersive experience in Korean history and culture. This marked the 11th edition of the program. The participants engaged in various activities, including corporate visits, cultural explorations, and military experiences, providing them with diverse insights into different aspects of Korea.

The program is jointly organized by Korea University Sejong Campus and the Roots Education Foundation based in New York, with sponsorship from Hana Financial Group and Joe Foundation. The campus has been collaborating with the Roots Education Foundation since 2009, conducting this program eleven times until 2023. Through this initiative, over 700 Korean American youth have had the opportunity to reconnect with their roots in Korea and establish their cultural identity.



04 Sejong Humanities City Project Team Hosts the 'Declaration of Humanities City Sejong'

On October 30, the Sejong Humanities City Project Team hosted the 'Declaration of Humanities City Sejong'. Korea University Sejong Campus has been selected for the '2023 Humanities City Support Project', organized by the Ministry of Education and the National Research Foundation of Korea. Over the next three years, under the overarching theme of 'SMART Humanities City Sejong for a Better Life', the campus will actively engage in activities aimed at creating Sejong City as a 'City of Leisure and Culture'. The project is an initiative that aims to explore regional humanities assets through collaboration between universities and local communities. It seeks to provide opportunities for local citizens to experience academic activities related to humanities assets through various programs.

05 Korea University Sejong Campus and Sejong City Sports Council Sign MOU for Research and Education in the Field of Sports

On December 6, Korea University Sejong Campus signed a memorandum of understanding (MOU) with the Sejong City Sports Council for collaborative efforts in research and education in the field of sports. Through this MOU, the two institutions committed to mutual cooperation in areas such as research and education in the field of sports; support for training activities and internships for sports professionals; exchange of information and resources related to sports.



06 Korea University Sejong Campus Hosts the '2nd Sejong Research and Business Innovation Forum' to Explore Strategies for Mutual Growth between the Region and the University

On December 19, Korea University Sejong Campus, in collaboration with LINC 3.0 Foundation and DSC Autonomous Driving System Foundation, hosted the '2nd Sejong Research and Business Innovation Forum'.

During the forum, discussions were held on policies and directions to promote research and business, encompassing the establishment of the RISE framework and the foundation of glocal projects. Participants, including stakeholders from the local community, industry, university, research, and government sectors gathered to explore strategies for regional innovation and the mutual growth of the region and university. Additionally, five representatives from family companies were awarded with plaques of appreciation and discussed on activating the family company system. Furthermore, there were deliberations on fostering human resources that align with the demands of the local industry, improving the living conditions in Sejong City, and promoting regional development. The participants engaged in discussions to devise collaborative strategies among Sejong City and various innovation institutions for the revitalization of the research and business partnership.



UJung Hall: A College Gallery of Donated Art

Reporter/Photographer Public Relations & Fund Management Team
 Translator Kim Hyunwoo, Editor Conrad Brubacher



Impllosion
 Kim Seojin
 2008



Mid dream landscape
 Gu Nayoung
 2012



a set of six
 Oh Jungsun
 2013

CEO Jung's Bio

1999~2004: Bachelor of Law from Korea University
2009~2016: Master of Laws at the Korea University Graduate School of Law, majoring in International Transactions
2017~2020: Ph.D. in Business Law at the Korea University Graduate School
Currently CEO of the UJung Foundation and Chairman of the National Museum of Modern & Contemporary Art Foundation



The art gallery at Korea University Sejong Campus, known as the UJung Hall, is located on the 5th floor of the Culture and Sports Building. In addition to a collection of artworks donated by Jung Seung-woo, the CEO of UJung Foundation, the space also houses state-of-the-art conference rooms, with the main lounge standing out in particular for its futuristic interior lined with digital signage. "UJung" is the traditional given name of CEO Jung's great-grandfather, who struggled to improve educational conditions during the Korean War. In honor of his admirable efforts, Jung donated thirteen works of art with a total value of 117 million won to Sejong Campus, which led to the establishment of UJung Hall. The hall is currently being used to hold MICE VIP events, international conferences, and various other affairs. 🏛️



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