

【Name of project】(Adopted year: FY2011, Type A – I)

Asia Business Leaders Program

【Aim of project, Ideals of Global Human Resource on the project】

PKU, ICS, and SNU will collaborate to develop a program to educate students to become business leaders who will guide the future economic relationship between China, Japan, and South Korea. This program will build knowledge of the business systems of the three countries.

【Summary of project】

This program involves students in the Masters of Business Administration (MBA) programs. It includes a double degree program, a term-long exchange program, and short-term intensive exchange program.

■ Forming the University Network with Quality Assurance

〈BEST Symposium in PKU, May 2012〉

○ Double Degree Program

Double Degree Program at MBA level (2 participants per a school in a year)

○ Exchange Program

Exchange Program at MBA level (3month-long, 4 students per a school in a year)

○ Short-term Exchange Program

Short-term Exchange Program at MBA level called Doing Business in East Asia (three weeks, 10 students per school per year).



■ Contents of the Programs, Preparation for the Start of the Programs

〈DBiA, Tokyo Module, Aug 2012〉



○ Short-term Exchange Program “DBiA”

“Doing Business in Asia (DBiA)”, the intensive program had completed extremely successfully in August 2012. 10 participants from ICS, PKU and SNU had traveled, studied and worked on a field study and group project together, wrapping up with presentation. The team of 30 students built strong bond, and the program received raving reviews.

■ Student-Mobility

○ Outbound from ICS

For Double Degree Program, 1 student each to PKU and SNU. For Exchange Program, 2 students each to PKU and SNU. For Short-term Exchange Program, up to 10 students are selected from each schools.

○ Inbound to ICS

For Double Degree Program, 1 student each from PKU and SNU. For Exchange Program, 2 students each from PKU and SNU. For Short-term Exchange Program, up to 10 students are selected from each schools.

	2011	2012	2013	2014	2015
Accepted number in Japan	C0 K0	C 10 K 10	C 13 K 13	C 13 K 13	C 13 K 13
Accepted number in China	J 0 K -	J 12 K -	J 13 K -	J 13 K -	J 13 K -
Accepted number in Korea	J 1 C -	J12 C -	J13 C -	J13 C -	J13 C -

【Note】FY2011-2012 : results, FY2013 -2015: plan

■ Promotion of Student-Mobility Environment

○ Travel Fee will be covered for outbound Students from ICS

Travel fee will be covered by ABLP for ICS students going outbound for Double Degree Program, Exchange Program, and Short-term Exchange Program. Also, scholarship will be awarded by ABLP. Students will have full assistance by ICS staffs and faculty members from very first step of applying for each programs, to after their return.

○ Travel Fee will be covered for inbound Students from PKU and SNU

Travel fee will be covered by ABLP for PKU and SNU students coming inbound for Double Degree Program, Exchange Program, and Short-term Exchange Program. Also, scholarship will be awarded by ABLP. Students will have full assistance by ICS staffs and faculty members to ensure the students can concentrate on academic achievement.

■ Visualization of the Content of Education, Dissemination of the Outcomes

○ Development of Curriculum and Joint Research Projects

ICS at all times work to develop curriculum to offer better learning environment for students who participate in all programs of ABLP. Also, faculty from the three schools collaborate in joint research projects on business issues related to the three countries.

○ Alumni Network and Reuniting Events for ABLP

Alumni Network will be established to continue the strong relationship among the participants of ABLP. Alumni students will have privilege of participating in symposiums and forums with business leaders, and Short-term Exchange programs.

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Forming the University Network with Quality Assurance

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Exchange Program at MBA level (3month-long, 4 students per a school in a year)

○ Short-term Exchange Program

Short-term Exchange Program at MBA level called Doing Business in East Asia (three weeks, 10 students per school per year).

〈BEST Symposium in SNU, Nov 2013〉



Contents of the Programs, Preparation for the Start of the Programs

〈DBiA, Tokyo Module, Aug 2013〉



○ Short-term Exchange Program “DBiA”

“Doing Business in Asia (DBiA)”, the intensive program which had kicked off in August 2012 had completed again in great success in August 2013. 10 participants from ICS, PKU and SNU traveled, studied, worked on field study and group project together, wrapping up with final group presentation. The team of 30 students built strong bond, and the program received another raving reviews.

Student-Mobility

○ Outbound from ICS

For Double Degree Program, 1 student each to PKU and SNU. For Exchange Program, 2 students each to PKU and SNU. For Short-term Exchange Program, up to 10 students are selected from each schools.

○ Inbound to ICS

For Double Degree Program, 1 student each from PKU and SNU. For Exchange Program, 2 students each from PKU and SNU. For Short-term Exchange Program, up to 10 students are selected from each schools.

	2011	2012	2013	2014	2015
Accepted number in Japan	C 0	C 10	C 11	C 13	C 13
	K 0	K 10	K 10	K 13	K 13
Accepted number in China	J 0	J 12	J 11	J 13	J 13
	K 4	K 11	K 10	K 13	K 13
Accepted number in Korea	J 1	J 12	J 11	J 13	J 13
	C 0	C 11	C 10	C 13	C 13

Note : FY2011-2013 results, FY2014 -2015 planned

Promotion of Student-Mobility Environment

○ Travel Fee will be covered for outbound Students from ICS

Travel fee will be covered by ABLP for ICS students going outbound for Double Degree Program, Exchange Program, and Short-term Exchange Program. Also, scholarship will be awarded by ABLP. Students will have full assistance by ICS staffs and faculty members from very first step of applying for each programs, to after their return.

○ Travel Fee will be covered for inbound Students from PKU and SNU

Travel fee will be covered by ABLP for PKU and SNU students coming inbound for Double Degree Program, Exchange Program, and Short-term Exchange Program. Also, scholarship will be awarded by ABLP. Students will have full assistance by ICS staffs and faculty members to ensure the students can concentrate on academic achievement.

Visualization of the Content of Education, Dissemination of the Outcomes

○ Development of Curriculum and Joint Research Projects

ICS at all times work to develop curriculum to offer better learning environment for students who participate in all programs of ABLP. Also, faculty from the three schools collaborate in joint research projects on business issues related to the three countries.

○ Alumni Network and Reuniting Events for ABLP

Alumni Network will be established to continue the strong relationship among the participants of ABLP. Alumni students will have privilege of participating in symposiums and forums with business leaders, and Short-term Exchange programs.

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■ Forming the University Network with Quality Assurance

〈BEST Symposium in Tokyo at Hitotsubashi Hall, Nov 2014〉

○ Double Degree Program

Double Degree Program at MBA level (2 participants per school in a year)

○ Exchange Program

Exchange Program at MBA level (3 month-long, 4 students per school in a year)

○ Short-term Exchange Program

Short-term Exchange Program at MBA level called Doing Business in Asia (three weeks, 10 students per school per year).



■ Contents of the Programs, Preparation for the Start of the Programs

〈DBiA, Last Module in Seoul, Aug 2014〉



○ Short-term Exchange Program "DBiA"

"Doing Business in Asia (DBiA)", the intensive program which had kicked off in August 2012 had completed again in great success in August 2013 and 2014. 10 participants from ICS, PKU and SNU traveled, studied, worked on field study and group project together, wrapping up with final group presentation. The team of 30 students built strong bond, and the program received another raving reviews.

○ BEST Symposium in Tokyo

ICS hosted BEST Symposium this year inviting total of 35 faculty members from PKU and SNU. presented outcome of joint research and DBiA.

■ Student-Mobility

○ Outbound from ICS

For Double Degree Program, 1 student each to PKU and SNU. For Exchange Program, 2 students each to PKU and SNU. For Short-term Exchange Program, up to 10 students are selected from each school.

○ Inbound to ICS

For Double Degree Program, 1 student each from PKU and SNU. For Exchange Program, 2 students each from PKU and SNU. For Short-term Exchange Program, up to 10 students are selected from each school.

	2011	2012	2013	2014	2015
Accepted number in Japan	C 0	C 10	C 11	C 8	C 13
	K 0	K 10	K 10	K 10	K 13
Accepted number in China	J 0	J 12	J 11	J 12	J 13
	K 4	K 11	K 10	K 12	K 13
Accepted number in Korea	J 1	J 12	J 11	J 11	J 13
	C 0	C 11	C 10	C 15	C 13

Note : FY2011-2014 results, FY2015 planned

■ Promotion of Student-Mobility Environment

○ Travel Fee will be covered for outbound Students from ICS

Travel fee will be covered by ABLP for ICS students going outbound for Double Degree Program, Exchange Program, and Short-term Exchange Program. Also, scholarship will be awarded by ABLP. Students will have full assistance by ICS staffs and faculty members from very first step of applying for each program, to after their return.

○ Travel Fee will be covered for inbound Students from PKU and SNU

Travel fee will be covered by ABLP for PKU and SNU students coming inbound for Double Degree Program, Exchange Program, and Short-term Exchange Program. Also, scholarship will be awarded by ABLP. Students will have full assistance by ICS staffs and faculty members to ensure the students can concentrate on academic achievement.

■ Internationalization of the university

Information disclosure and Publication of outcome

○ Development of Curriculum and Joint Research Projects

ICS at all times work to develop curriculum to offer better learning environment for students who participate in all programs of ABLP. Also, faculty from the three schools collaborate in joint research projects on business issues related to the three countries.

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○ Exchange Program

Exchange Program at MBA level (3 month-long, 4 students per school in a year)

○ Short-term Exchange Program

Short-term Exchange Program at MBA level called Doing Business in Asia (three weeks, 10 students per school per year). This year, SNU was not able to participate DBiA due to MERS epidemic. Therefore, ICS accepted SNU's 2-day study tour held in November in Tokyo. ICS and SNU students joined sessions and visited companies together.

〈DBiA, in Tokyo, Aug 2015〉



■ Contents of the Programs, Preparation for the Start of the Programs

〈BEST Symposium in Beijing at PKU, Nov 2015〉



○ Short-term Exchange Program "DBiA"

"Doing Business in Asia (DBiA)", the intensive program which had kicked off in August 2012 had completed again in great success in August 2015.

Participants worked on field study and group project together, wrapping up with final group presentation. The team built strong bond, and the program received another raving reviews.

○ BEST Symposium in Beijing

PKU hosted BEST Symposium this year, and faculty and staff members from SNU and ICS were invited to gather. Faculty members presented outcome of joint research and DBiA.

■ Student-Mobility

○ Outbound from ICS

For Double Degree Program, 1 student each to PKU and SNU. For Exchange Program, 2 students each to PKU and SNU. For Short-term Exchange Program, up to 10 students are selected from each school.

○ Inbound to ICS

For Double Degree Program, 1 student each from PKU and SNU. For Exchange Program, 2 students each from PKU and SNU. For Short-term Exchange Program, up to 10 students are selected from each school.

	2011	2012	2013	2014	2015
Accepted number in Japan	C 0 K 0	C 10 K 10	C 11 K 10	C 8 K 10	C 12 K 45
Accepted number in China	J 0 K 4	J 12 K 11	J 11 K 10	J 12 K 12	J 9 K 0
Accepted number in Korea	J 1 C 0	J 12 C 11	J 11 C 10	J 11 C 15	J 10 C 5

■ Promotion of Student-Mobility Environment

○ Travel Fee will be covered for outbound Students from ICS

Travel fee is covered by ABLP for ICS students going outbound for Double Degree Program, Exchange Program, and Short-term Exchange Program (DBiA). Also, scholarship is awarded by ABLP. Students have full assistance by ICS staffs and faculty members from very first step of applying for each program, to after their return.

○ Travel Fee will be covered for inbound Students from PKU and SNU

Travel fee is covered by ABLP (in accordance with the rules of each University) for PKU and SNU students coming inbound for Double Degree Program, Exchange Program, and Short-term Exchange Program (DBiA). Also, scholarship is awarded by ABLP (in accordance with the rules of each University). Students have full assistance by ICS staffs and faculty members to ensure the students can concentrate on academic achievement.

■ Internationalization of the university

Information disclosure and Publication of outcome

○ Development of Curriculum and Joint Research Projects

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