

THE GLOBE

A PUBLICATION OF THE SCHOOL OF PUBLIC POLICY AND MANAGEMENT, KOREA

International & Domestic Field Research 2000

On August 13, 19 students left for San Francisco accompanied by Dr. Hun-Joo Park on their 10 day long International Field Research (IFR) program. They visited firsthand educational institutions, news media, businesses, and governments in the States, closely observing each of them in action and directly interacting with corporate and public policy leaders, learning about international best practices.

During this research trip, students were exposed to many cutting-edge, global industries such as computers, internet ventures, telecommunications, news media, and entertainment. In the government sector, environmental, trade, and business development issues were explored through site visits.

They also had a great deal of fun on the beach of California, refreshing their mind and body and getting ready for the fall term back in Korea.

After they returned, a group of international students left southbound on a

Field Research in Korea (FRK) program that lasted from August 28 until the 31st, accompanied by the Associate Dean Jong-Il You and two Academic and Student Affairs staffs. Dean Lim and the former Vice Minister of MOGAHA, Mr. Heung-Rae Kim, later joined the group.

On this research tour, 27 students from some 20 countries around the world visited Samsung Electronics in Suwon, City of KyungJoo, POSCO, Hyundai Motors, Hyundai Industries, and LG Electronics in Gumi Industrial Complex, and various tour sites. This research tour became even more meaningful for the students when they were warmly received by the hosting companies and local and city governments. We give special thanks to the Mayor of Kyung Joo-si, Mr. Won-Shik Lee, Deputy Mayor Kyung-Kon Chang, Governor of Kyungsangbuk-do, Mr. Eui-Geon Lee, Vice Governor Myung-Jae Park, and the Mayor of Gumi-si, Mr. Kwang-Yong Kim, for their warm hospitality and nice meals.



With the Vice Governor of Kyungsangbuk-do – during FRK

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SPECIAL FEATURES

Center for Global and Urban Dynamics & Center for National Leadership
(see page 3)

Letter to the Editor: From Jan & Timo
(see page 5)

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DEAN'S MESSAGE

Launching of eee-Campaign

**Why eee CAMPAIGN?**

Information revolution is sweeping the world. The advances in e-technology are transforming many facets of our life. It is

imperative for contemporary organizations to take full advantage of electronic revolution. But that is not enough. We must be able to communicate effectively and legitimately. The language capacity is an important dimension to make e-revolution successful. Therefore, our school sets the goal of mastering English and becoming multi-lingual. There is another issue. Who shall guarantee that all those technological advances and communicative competencies will be used for the good purposes of the society? Many people worry about moral dimension of e-revolution. There is indeed a need to guide our informa-

tion revolution with ethical principles.

What is eee CAMPAIGN?

The School's fourfold mission -- education, research, public service and culture.

We use eee to achieve the mission: *electronic* : application of electronic technology; *english* : building multi-lingual capacity with fluency in English; *ethical* : abiding by ethical principles to create an open moral community

Actions for eee

- electronic : Computerization of academic and administrative affairs; Distance Academic Project (DAP); Electronic Newsletter-the e-GLOBE; e-all school meeting; e-faculty meeting; e-student meeting; e-staff meeting; e-teamleader meeting; e-subgroup meeting; e-home day;
- english : All English speaking environment; Global administrative field research for staff; English speech workshops; English speech and writing contest; Third language classes;

- ethical : Observing Global Manners and Etiquettes (Honor system); Professional ethics course ; Gentleman and Lady of the Month; Voluntary services to the community; Global brothers and sisters program; Ethical review.

Organization

Hashim Raza, eee Campaign Co-Commander
Gill-Chin Lim, eee Campaign Co-Commander
Seong-Jae Chung, electronic Commander
Habib Ahmed, english Commander
David Lumssdaine, ethical Commander
Ayesha Raza, Designer in Chief
Jung-Hie Kim, International Coordinator
Student representatives
Faculty representatives
Staff representatives

LET'S DO eee TOGETHER!

*Dean and
Distinguished Institute Professor
Gill-Chin Lim*

CALENDAR OF EVENTS (Fall Term: 9. 28 – 12. 20)

9. 11—13	School closed (Chusok Holiday)
9. 16 — 12. 02	Special Program on Economic Policy Making for Senior Government Officials (Center for National Leadership)
9. 21 — 27	Fall break
9. 28	Classes begin
9. 28 — 10. 5	Course registration period
9. 29 — 10. 18	Course on International Trade and WTO Agreements (CNL)
10. 03	School closed (Korean National Foundation Day)
10. 10 — 13	17th EAROPH World Planning Congress (Center for Global and Urban Dynamics)
10. 14	KDI School Open House
10. 16 — 18	Thesis supervisor arrangement (students in their 3rd term only)
10. 31	Deadline for application submission for Spring term, 2001
11. 13	Deadline for thesis submission (Master's program)
12. 04 — 06	Thesis proposal submission period
12. 14 — 20	Final examination period
12. 20	2000 Commencement
12. 21 — 2. 13	Winter vacation

SPECIAL PROGRAM ON ECONOMIC POLICY MAKING FOR SENIOR GOVERNMENT OFFICIALS (Center for National Leadership)

The Center for National Leadership has been very busy organizing a series of special programs and seminars.

The "Course on Trade and Investment Policy for ASEAN Countries", which ran from July 6 through July 26, attracted 19 high level government officials from ASEAN countries, who learned not only the trade and investment policy issues but also the value of friendship and networking among the people. They also had a chance to visit the homes of some staff members on a Home Visiting program, through which they experienced the culture and the lives of Korean people.

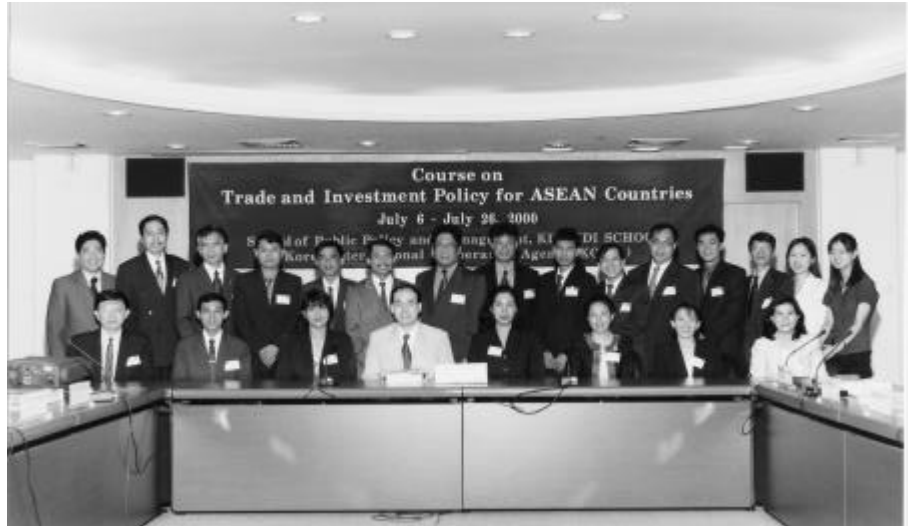
The CNL also organized a "Course on Trade Promotion Strategies for African Countries", from July 31 through August 13, and the participants learned the new knowledge and strategies, shared ideas, and made friends with each other.

Upcoming events organized by the CNL are "Special Program on Economic Policy Making for Senior Government Officials", which will run

for three months on Saturdays from Sept. 16 through Dec. 2; "Course on International Trade and WTO Agreements" from Sept. 29 through October 18.

This year's WTO course will be taught by top notch practitioners, including two from Japan and three from

the WTO Secretariat. There will be 23 mid-career participants in charge of international trade from the government and businesses from developing countries. For more information on these programs, please contact Ms. Eun-Young Hong at <echoeun@kdischool.ac.kr>.



Course on Trade and Investment Policy for ASEAN Countries

GRADUATION OF TWO HUNDRED STUDENTS FROM KAMCO (CGUD)

The Center for Global and Urban Dynamics (CEGUD) has been undertaking, under the able leadership of its Director, Dr. Hee Soo Chung, numerous exciting programs this year. In addition to the one-year diploma program for managers of the Korea Land Corporation, CEGUD has been training two hundred students from the Korea Asset Management Corporation (KAMCO) in five major professional fields: Business Workout/Real-Estate Evaluation, Asset Securitization and International Finance, Taxation and Accounting, Risk Management, and Business Laws.

This program has necessitated no less than thirty teaching staff, five hundred-twenty teaching hours and two thousands pages of teaching materials. The program has two semesters lasting six months. The first semester ended on the 7th of last September. The graduation ceremony took place in

KAMCO's new building and attended by Dean Gill-Chin Lim, Dr. Hee Soo Chung, Mr. Kyungman Huh, vice president of KAMCO and other dignitaries. Dean Lim stressed in his speech the importance of the education of international experts in real estate finance and asset management. Mr.

Huh in his congratulatory speech pointed out that the KDI's training program makes significant contribution not only to the upgrading of KAMCO's staff but also Korea's international competitiveness. He also showed KAMCO's

strong desire to continue the program in the future. One hundred sixty three students graduated after having passed rigorous exams and seventeen students received awards and prizes. CEGUD has just started the second semester with more than two hundred students, which will end next February.



Graduation ceremony of KAMCO program

FACULTY COLUMN

FORMULAIC LEARNING IN KOREA

— Submitted by Dr. Kong-Kyun Ro
Visiting Professor



“What’s up?” “I cut my hand by an accident.”

A friend of mine in the middle school showed up for an exam with a bandage around his left hand. I could see a blur under a thin layer

of bandage. The blur turned out to be all kinds of formulas written by a micro-millimeter thin ballpoint. A creative approach to “cunning” - a Japanese-English word for cheating.

Why didn’t he channel his creative energy for learning the subject to maximize the grade? This was because the exam questions and all the class lectures did not require a creative approach. All lectures were given in a very strictly formulaic way. For example, English is memorized by a formula such as “subject + intrinsic verb + preposition + noun.” A Japanese civic course was taught by a formula such as “patriot = young man + seven-button uniform + kamikaze plane.” To get good grades, students had to memorize these formulas and recite them ad verbatim.

After Japanese teachers left Korea in 1945, Korean teachers embraced this kind of teaching method enthusiastically. Almost 55 years after Japanese occupiers left, Korean high-school students spend endless hours to memorize formulaic ideas to get into the colleges of their choice.

I was told that Japanese educators recently have liberalized their strictly formulaic teaching method ever so slightly, but recognizable even by their hated and worshipped foreigners. Korean teachers, however, seem to have been infected with the Japanese prosaic and moralizing approach thoroughly beyond repair.

They appear to do their utmost to confine the students’ perspec-

tive within the strictly limited boundary which the teachers’ “creative” mind can think of. This is not to say that the teachers should bear all the responsibility. Our society as a whole has not got over the infection. Our task at hand is to foster a new breed of people free of such infection.

It is a tall task, indeed. Breeding a new generation of thinkers and doers through Korean educational system appears to be difficult, if not impossible. Inheritance system by lineage permeates Korean society. In Chaebols (business conglomerates), Chosun dynasty system of business practice prevails. The dying emperor has the last say. In universities, the lineage system fostered by Korea’s tradition of son preference and ancestor worship strengthens in-breeding.

Nowadays, not all Japanese cabinet ministers are any longer comprised exclusively of Tokyo (Imperial) University graduates. Tokyo University faculty, too, are no longer all in-bred. In Korea, however, almost all faculty members of most prestigious universities have been and are being recruited exclusively from the universities’ alumni and alumnae.

There seems to be an emerging consensus among the usually quarrelsome economists that the “Han River miracle” has been achieved by a rapid human capital formation. In my opinion, however, human capital accumulated in Korea so far will not be enough to maintain the momentum for growth. Korea has to create a critical mass of a new breed of people with creative minds to keep up with the changing global demand.

Of course, I am not so pretentious as to think that I can offer some new ideas for improving the Korean educational approach. Nevertheless, I would like to share with you some of the lessons I have learned from my 34 years of teaching in the U.S. and Korea.

The problem lies in that, in

the students’ thinking, a strategic behavior for maximizing their grades is not identical with or even resemble that for maximizing their learning. I think that the courses could be organized and run in such a way that the effort to maximize the grades by students will lead to maximizing their learning.

For example, examinations could be made up with those questions which cannot be answered by simply memorizing the subject. A course syllabus could contain not only the reading assignments but also many provocative questions. The questions could be those which cannot be answered by just reading the assigned materials.

Animated debates among students would ensue. Often, a teacher’s role could be that of a traffic cop directing the flow of debates. In fact, the discussions in classroom could be regarded by students and professors alike as a series of oral examinations. After all, Buddha’s discourses, Socrates’ dialogues, and Confucius’ Analects are still thought to be the most effective way of teaching.

Getting ride of Korea’s traditional examinations altogether, particularly for graduate students, could be another productive approach. Short mid-term and final term papers could replace the hour, mid-term and final examinations. Professors could be encouraged to go over the papers with each student.

As I forewarned, there is nothing new in the suggestions I made above. Nevertheless, I hope this short paper encourages the concerned people to think about taking concrete steps to introduce creative learning in our educational system.

Yes, Japanese forcibly implanted their values in Koreans’ brains during their 37 years of occupation. But, for Confucius’ sake, they left their colony 55 years ago!

— For comments, please write to the editor at <anna@kdischool.ac.kr>.

LETTER FROM JAN and TIMO – Exchange Students from Leipzig, Germany



Jan Plogmann

When we arrived in Seoul, we were overwhelmed by the vast size of Seoul. This large city appeared full of dynamics to us. When we looked around the KDI School,

we were even more impressed because it was very modern and well-equipped. Moreover, with the staff and students from all over the world, the atmosphere was truly international at the KDI School.

When the School began, we took five courses. In Marketing Management, we learned about new aspects of marketing. Though we had already done several marketing courses in



Timo Seiling

Germany, Professor Jun gave us many new insights and covered interesting topics. He also introduced a comparative view of marketing in various

countries and different cultures. Combined with theory and practice, this course enabled us to apply the newly acquired knowledge to case studies. Studying marketing in a course with students from all over the world was a great experience for us.

In Financial Management, taught by Prof. Chan-Woong Kim and Prof. David Behling, we learned about the principles of corporate finance and

risk and return.

In Prof. Lumsdaine's International Relations in the 21st Century, we had difficulty at first because we were business administrations major and had never taken a politics and international relations course. But his patient and enthusiastic teaching broadened our understanding eventually. Dr. D was not only a great expert in his field who enjoys working with student a lot, but also someone who knows a lot about life.

In Quantitative Methods For Real Estate Finance, we learned everything about bond pricing. Professor Ju-Ho Lee also introduced us to various concepts of econometrics, such as probability, distribution, hypothesis testing and regression theory.

— Cont'd on page 5

SPECIAL COLUMN– LIFE LONG LEARNING FOR WOMEN

How long does knowledge have validity? It's at most 3 years.

This short sentence, I think, means that knowledge acquired 3 years ago is no help solving a problem and producing additional values and effects. Also it conveys the importance of continuously acknowledged knowledge; the importance of lifelong education.

LLLW is the name of a group which researches about Life Long Learning for Women and consists of 5 women staff here at the KDI School. Our team, LLLW, was formed to study the lifelong education systems and environment for young career women in Korea from the view of the young working women who want to enhance their professional careers through a systematic lifelong study. In this line, we proposed to the GWF (Global Young Frontier), a non-profits organization, to visit three US universities to research on their: 1. educational philosophy; 2. curriculum; 3. educational impact. After heavy competition of document evaluations and presentations, we finally received a grant to research on lifelong education for about two weeks in the States.

We got an approval from the

work as well as some additional funds, and left on the research trip to the US from Aug. 16 through Aug. 29. LLLW visited three prominent universities in southern, mid, western American.

First, we visited the University of Georgia which offers well-organized professional curriculum for its master and Ph.D. students. And then, we visited Michigan State University, which focuses on various outreach programs for the community. Lastly, we visited the University of Washington which has a tradition of extensive public service and outreach activities.

Two weeks for visiting three different universities was not long enough to know all aspects of lifelong education, but it is long enough to feel the atmosphere of lifelong learning in the USA. My hope lies neither with the complete establishment of new version of the meaning of lifelong learning in



With Dr. Lou Anna K. Simon, Provost Michigan

Korea nor with the revolutionaries, but with igniting a small spark that can start a big fire. Although there are lots of homework to be finished, such as writing a report and preparing a photo gallery on our activities, I am proud of myself for taking my chances and effort to become a pioneer of lifelong learning study for women in Korea. Now, I may be a little stream but some day this little stream will become an ocean.

—Submitted by Beodeul Kang
Staff

NEW FACES AROUND THE SCHOOL



Dr. Sang-Hoon



Dr. Jin-K. Han

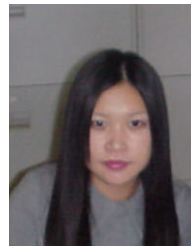
We have several new faces walking around the School and you might wonder who they are. To shed some light on your query, here are brief profiles of each new individual who has recently joined the KDI School as a faculty or staff member.

Dr. Sang-Hoon Kim is currently a full professor of finance at the School of Business, Montclair State University in New Jersey, and has joined our School as a Visiting Professor on a Fulbright Scholar Program. He has his degree in Business(Finance) from the University of Wisconsin-Madison, and will be teaching a course on asset securitization, ABS, and MBS in the upcoming fall term.

Dr. Jin K. Han is currently an assistant professor of marketing at the School of Business & Management, The Hong Kong University of Science & Technology, and has joined our School as a Visiting Professor. He has his degree from Columbia University and will be teaching a course on Strategic



Mr. Jung-Myung



Ms. Sun-A Koo



Ms. Soo-Ah



Ms. Mi-Sun

Brand Management in the Fall term.

Mr. Jung-Myung Lee joined us in August replacing Mr. Ki-Joon Yoo. He will handle various academic and student affairs, and if you have any questions regarding your grades, course registrations, etc., he might be your point of contact. Ms. Sun-A Koo is another new member at the Academic and Student Affairs, working for the Associate Dean Jong-Il You as a secretary. If you need to see Dr. You, she is the one to talk to.

Ms. Soo-Ah Yoon and Ms. Mi-Sun Yoon also joined us newly, and are now working as faculty assistants on the fifth floor. They provide such in-



Ms. Soo-Kyung



Mr. Dong-Seop

valuable service for our faculty and are as hard working as anyone can be.

Ms. Soo-Kyung Chung is a new personnel affairs officer who has only recently



Ms. Yoon-Jung

joined us. She holds an LL.B. degree and previously handled personnel matters at LG Insurance before coming to our School. Mr. Dong-Seop Koh also joined the Administrative Affairs office recently, and will handle all treasury work.

Ms. Yoon-Jung Shin is a new member at the library, someone you will probably run into most often, replacing Ms. Jong-Ae Kim.

A sincere and deep-hearted welcome to all new members to the KDI School.

JAN & TIMO – Cont'd from page 9

He then applied these concepts of econometrics to real life economic issues so that everybody could easily understand the importance and practical value of the methods. Though studying was a lot of work, we still had the time to explore the city. We visited a lot of sights and got the sense of the Korean cultural heritage. We were quite surprised to hear that Koreans invented printing technology many years before the Europeans. This fact is not well known in Europe. Moreover, we liked the delicious, yet very spicy, Korean food, especially Pulgogi and Kalbi. Now we can use chop sticks almost perfectly.

For us it was a unique experience to study at the KDI School

where there were students from all over the world. When we came to Korea, we were told that Koreans care a lot about hierarchy. However, the opposite of that is true at the KDI School. From our point of view, the KDI school is very westernized and globally-oriented. The percentage of international students is much higher than at our school in Leipzig. Moreover, new and modern facilities make learning easier. Besides, classes are small and all students are able to ask and give inputs during the class hours. This is not always the case in German universities that are usually overcrowded and badly-equipped. We hope that many students from KDI School will come to Germany to study at Leipzig Graduate School of

Management (HHL) (www.hhl.de). Because HHL is private and small, we are fairly well-equipped and not overcrowded. For those who do not want to spend an entire term at HHL, there is a two-week course on transitional economies each semester.

The biggest difference between the KDI School and our school is that the KDI School has a lot of courses on politics whereas HHL only focuses on economics and business administration.

To sum up, we could say that we really had a great time in Seoul. Our stay in Korea was a great success and we enjoyed it a lot.

SCHOOL NEWS

1. 36 of our international students will participate in Home Visiting Program during Sept. 23—24. They will be kindly hosted by the Hongreung and Hongpa elementary school teachers and their families over the weekend. Through this program, the international students will be able to see for themselves the lives and homes of Korean people.

2. We have six new exchange students from Germany and Sweden this term. They are Mr. Gustaf Carping, Ms. Lisa Ahlberg, Ms. Karin Sundby, and Mr. Michael Olsson from Jonkoping International Business School, Sweden; Mr. Christoph Frank Seidel and Mr. Florian Fuhl from Leipzig, Germany. Let us give them a big welcome.

3. There will be a KDI School Open House on Saturday, October 14 from 11:00 in the Lincoln Hall. If you want to know more about our program and want admission counseling, this might be an opportunity for you. Please call Ms. Keum-Joo Choi for information at 3299-1105.

4. 2000 Commencement will be held on Wednesday, December 20 in the Ambassador Hall. Those who have successfully completed all course requirements and a thesis will be conferred a master's degree on this day. Congratulations! For more information, please call Ms. Keum-Joo Choi at 3299-1105.

5. Please note the changes in the Academic Calendar for 2001.

- Orientation : Feb. 8, 2001
- Winter Term (Preparatory Term) :
Jan. 8 - Feb. 9
- Spring Term : Feb. 13 - May 7
- Summer Term : May 15 - Jul. 30
- Fall Term : Aug. 27 - Nov. 16
- * There is no split summer term in the academic year 2001.

6. Mr. Hong-Ki Chung, President of Samyang Industries Ltd., has donated



30,000,000 won to the KDI School's Millennium Campaign during the WITT on June 28, 2000. He has given this money for the development of Chinese studies and designated one of our students to be the recipient of this fund for one year long study in the United States.



7. A Memorandum of Agreements (MOA) for exchange with the KAEA was signed on Thursday, August 17 at the KDI School. With this non-binding agreement, the KAEA and the KDI School will engage in various exchange activities to further each other's development in various ways.

8. The KDI School held a Seminar on 2000 Korean Election and Its Implications for Democratic Development on during the WITT on July 26, 2000 in the

Ambassador Hall. Dr. Sun-Woong Kim of the University of Wisconsin-Milwaukee and Dr. Eui-Hang Shin of the University of South Carolina presented their papers, respectively, on "The Effect of the Blackballing and Political Analysis" and "Sociological and Demographic Analysis" during the seminar. Professor Young-Rae Kim of Ajou University and Professor Kisuk Cho of Ehwa Woman's University led the discussion session. For seminar materials, please contact the editor at (02) 3299-1269.



9. The KDI School signed an MOU with the Korea Telecom on Friday, July 21 to develop cyber education programs for foreigners and overseas Koreans. The KDI School will provide the educational contents and the KT will provide all technical assistance. As the first step, the KDI School and the KT will open an online lecture program for the Yanbian University of Science and Technology, China, beginning October. For information, please contact the editor at (02) 3299-1269.

10. Student Representative Committee successfully hosted an International Food Festival on Friday, June 30 in the Chunji Sky Lounge. 9 countries participated in the festival with their traditional dishes, prepared with the help of their Korean counterparts. Vietnam placed the first in the contest.

*I am a SPOKESPERSON,
I am a PROBLEM-SOLVER,
I am a TEAMWORKER for the SCHOOL.*

VISITORS AND ALUMNI



Field Research in Korea — Cheers!



During Field Research in Korea



Dr. D in Dance Fever!



During International Field Research



With the Vice Governor of Kyungsangbuk-do



International Food Festival



At the San Francisco City Hall



Music by Dr. D's brother, Mr. Lumsdaine

Members of the KDI School are encouraged to submit their articles, journals, letters, or pictures that will appear in the future issues of the GLOBE newsletter. The writings should be no longer than 300 words in length and can be submitted at any time to the GLOBE editors. Please contact Anna Song at 3299-1269 for further information.

SCHOOL of Public Policy & Management, KDI

THE GLOBE Newsletter

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