



"Globalization through Bi-lingual Campus: A **POSTECH** EXPERIENCE"

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Globalization in Universities: Asia



Globalization in General

■ Globalization (internationalization, globalization, global standard)

An ongoing process by which international and multi-cultural components have become integrated for purpose, function, and delivery of higher education

(Observatory on borderless higher education, UK, 2007)

■ Objectives of Globalization in universities

- Acquisition of global knowledge and enhancing knowledge production capacity
- Production of knowledge, skills and reinforcement
- Achievement of global reputation
- Improvement of quality of academic works
- Recruitment of top students and faculty
- Development of new curriculums

Current Status of Globalization in Asian Universities

(Source : University Education No. 153, 2008)

■ Japan

- Waseda University
 - ✓ “Second Establishment Project”
 - ✓ Strengthen English Education
 - Improve English Presentation, Reading Comprehension, Communication skills

■ Singapore

- WCU(World Class Universities) Project
 - ✓ Attract foreign prestigious Universities (Wharton School, Johns Hopkins, MIT, and etc)
 - ✓ Three Singapore universities are placed among the top 100 in the world
(Singapore Nation U, Nanyang Technological U, Singapore Management U)

■ China

- Creation of an elite consortium known as “China's Ivy League”
 - ✓ Promote “On-campus bilingual” to recruit foreign students

■ Malaysia

- Twinning Program

Globalization in Universities: Korea



Globalization Trends of Korean Universities

■ Top 30 Universities in Korea

(Source : JoongAng Daily)

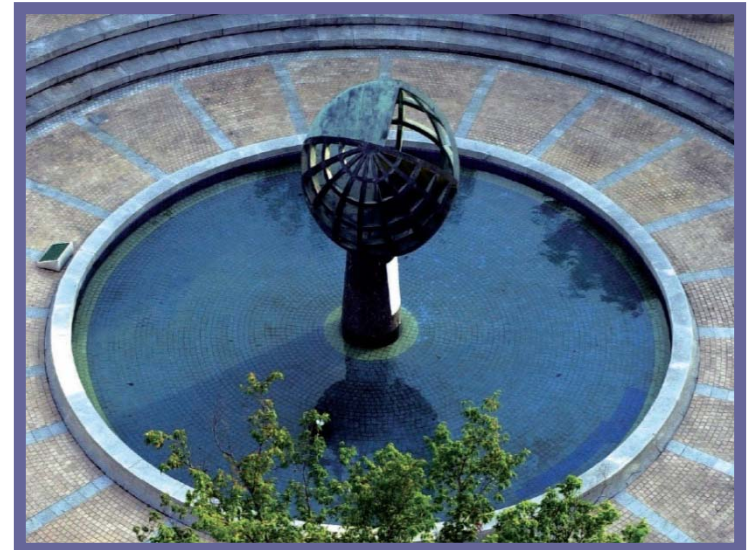
	2006	2010	Increment
Int'l Faculty Ratio	10.50	15.62	▲ 48.8%
Int'l Students Ratio	2.25	4.55	▲ 102.2%
Outbound Exchange Students Ratio	1.08	2.05	▲ 89.8%
Inbound Exchange Students Ratio	1.73	3.54	▲ 104.6%
English Lecture Ratio	7.17	21.85	▲ 204.7%

- All values in the index have been increasing → Globalization in progress

■ Globalization Endeavors of Universities in Korea

- Increase of **International Relation Offices**
- Increase of **Branch Office** or **Branch Campus**
- Increase of **International Education Programs**
- Increase of **English classes**

“Official English” Movement: Korea



“Official English” Movement

■ Concept (Source: Center for Free Enterprise report, 2008. 12. 19)

- Communicativeness: Being able to communicate in English Ex. Germany
- De facto: English is commonly used in the nation Ex. Thailand
- De Jure: English is an official language in public Ex. Canada

■ Significance

- Increasing importance of English
 - ✓ Overwhelming position as the international language
- Improvement of Nation’s competitiveness
 - ✓ The strong correlation between the ratio of English speakers in nation and nation’s competitiveness
- Controversy on “Official English” Movement in Korea
 - ✓ Approximately equal approval ratings (36.3%) and opposition ratings (37.3%)

(Source: Pressian News, 2005-10-04)

Current Status – Government (1/2)

■ Mandatory English Education since the 3rd grade in elementary school

(Source: Ministry of Education & Human Resources Development Official Announcement 2004-85, 2004. 11. 26)

■ Construction of English-speaking Villages as the auxiliary education facilities (21 facilities) (Source: Center for Free Enterprise report, 2008. 12. 19)

■ Incheon – English City Project

- Building Incheon where English is commonly used
- Period: 2007~2020
- Investment: Total 200 billion won
 - ✓ Public foreign language education innovation: 170 billion won
 - ✓ Building Infrastructure: 17.6 billion won
 - ✓ Improving citizens' English competency: 6.9 billion won
 - ✓ Leading public sectors: 6.1 billion won

Current Status – Government (2/2)

■ Jeju – Bilingual Jeju Project

- Building Jeju where English is commonly used
- Period: 2008~2020
- Training people who can use English commonly
 - ✓ More than 1,000 public officers in 2013
 - ✓ 60,000 citizens in 2020
- Building Jeju Global Education City
 - ✓ International school
 - ✓ English education center
 - ✓ Foreign education institutions and etc.
- Investment: Total 857 billion won
 - ✓ Building Infrastructure: 821 billion won (Including Jeju Global Education City)
 - ✓ Leading public sectors: 25.1 billion won
 - ✓ Improving citizens' English competency: 10.9 billion won

Current Status – Business

■ LG Electronics

(Source: Center for Free Enterprise report, 2008. 12. 19)

- Bilingual Corporation Project since 2004 (End in 2010.11)
- Plans for Bilingual Corporation
 - ✓ Firm-wide Data and Information must be written in English
 - ✓ Conferences with foreigners must be conducted in English
 - ✓ Official communication with foreign branches must be conducted in English
- Designated staff and part-time staff for Bilingual support
- Increase of English Tests for new employees

■ JP-Morgan Seoul Branch

- All official documents and internal email must be written in English
- Subsidy up to \$3,000 per person for English lessons

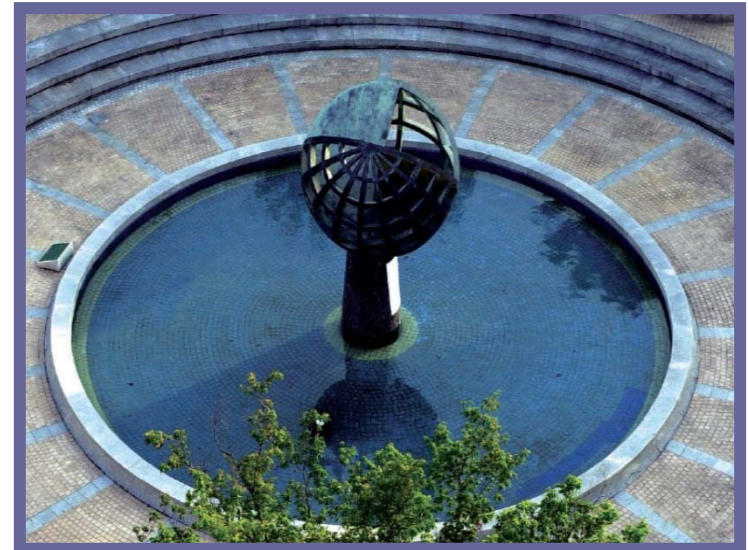
Current Status – Universities

■ “Official English” Movement of Universities in Korea

(Source: Chosun Daily, 2010. 03. 02)

University	Official English Movement
POSTECH	Declared Bilingual Campus in March 2010 as part of a 3-year globalization plan
Catholic U	Mandatory requirement to live 2 months in a Bilingual dormitory for incoming freshmen
KyoungWon U	4-6 weeks English Concentration Camp for incoming freshmen
GIST	Mandatory English class requirement for incoming freshmen
Myoungji U	Establishment of Global Café, and English Floor
SungKyunkwan U	100% International Languages used in International Center
UNIST	Bilingual Campus by 2012
YonSei U	Opening of a SongDo International Campus - Bilingual Campus
SNU, Sogang U	Movement to establish International Campus

POSTECH's 3-Year Globalization Project





Founded: Dec. 3, 1986

Land: 1,731,759m²

Buildings: 423,758m²

Students: 3,062

Undergraduate 1,323

Graduate 1,739

Faculty: 651

Tenure track: 248

Non-tenure track: 403

Researchers: 746

Post-doctoral: 196

Staff: 243

(As of November 2010)

VISION

WORLD TOP 20 BY 2020

OBJECTIVE

Foster Talent in S&T
(Creative and progressive global leaders)
Create Research Breakthroughs
(Strong academic & Social impact)

STRATEGY

Selection & Concentration
Interdisciplinary Programs
Globalization

5 Fundamentals



The Founding Principles

POSTECH 3-Year Globalization Project

World Top 50 by 2013 through Successful Completion of the 3-Year Globalization Project

Core Task

Recruit World-Class Int'l Faculty (Task 1)

Supporting Tasks

Human Resources

- Foster human resources for int'l joint research (Task 2)
- Recruit top int'l students (Task 3)



Infrastructure

- Construct global hub for int'l joint research (Task 4)
- Establish integrated research center (Task 5)



Global Environment

- Launch Bilingual Campus (Task 6)
- Establish ISSS (Task 7)
- Improve int'l visibility (Task 8)
- Procure int'l school (Task 9)

※ 2009 QS-The Times Rankings top 50 : Tsinghua U, NYU, Peking U, Boston U, U of Copenhagen, U of Amsterdam, etc

Establishment Bilingual Campus



Establishment Bilingual Campus (1/8)

- **Objective** : To provide an Education/Research Environment Suitable for Int'l Members of the University through Conducting All Official Activities in Both Korean and English
- Appoint and operate Bilingual officers in each department/administrative team
- Declare Bilingual Campus on March 2, 2010 (at the Matriculation Ceremony) with “Global Bi-lingual Campus” banners hung over the campus all year round
- Recruit bi-lingual faculty and staff (compulsory)



Bilingual
Campus
Declaration

Establishment Bilingual Campus (2/8)

Translation of Major administrative documents and official documents to English

- Offering proofreading and translation services
- Providing faculty handbook, and academic handbook in English
- Uploading major English document samples



Enforcement of Teaching in English

- 100% of major/basic undergraduate and all graduate courses to be taught in English starting 2010
- Offering programs in English lecture teaching method
- Operation of English clinic



Establishment Bilingual Campus (3/8)

■ Proposal of Global village for foreigners

- Proposed Area : The area around Dae-e-Dong and Jigok-Dong including Pohang City hall and POSTECH
- Tentative Plans
 - ✓ Establishment of multi-culture street
 - ✓ Selection and Promotion of Bilingual restaurants
 - ☞ Fusion Foods, Bilingual Menu
 - ✓ Construction of multi-national street signs for Foreigner's convenience

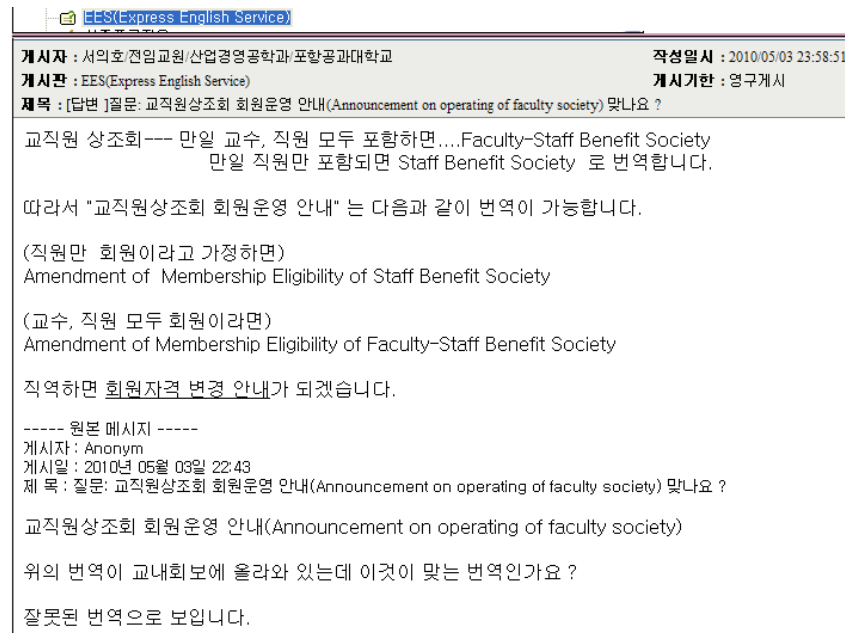


Establishment Bilingual Campus (4/8)

Document Translation Support System



EES: Express English Service

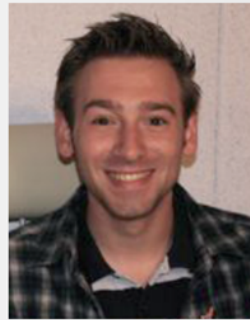


Establishment Bilingual Campus (5/8)

■ Example of Bilingual Campus at POSTECH

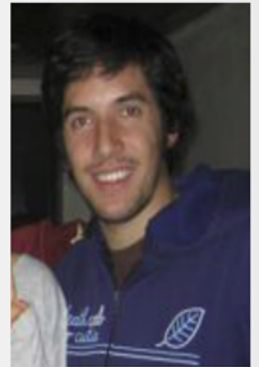
- Dormitory for International Cultural Exchange(DICE)

“ From the first day on, I made friends who helped me out with the very basics I needed in a foreign country with a culture quite unfamiliar to me at that time. Thanks to DICE, I had a place to feel welcome and safe from the first day during my stay in Korea and because of that allowing me to experience Korean culture and customs more intensively I am very grateful I could stay in the Dormitory for International Cultural Exchange, it contributed a great deal to my urge to visiting Korea again someday.



Konrad Trenkler
TU Berlin, Germany

“ For a foreign student studying at POSTECH, adjusting to the Korean working life and culture can be rather daunting at first as it is often remarkably different from what they are used to in their home countries. Without the support of DICE, my experience in Korea would not have been so memorable. One of the key features of DICE that makes it work so well is the sense of community it creates amongst it's members, be they foreign or Korean, male or female.



Rohan Ahmad
Swinburne University of
Technology, Australia

Establishment Bilingual Campus (6/8)

■ Bilingual Campus Implementation Area

Areas		Applicable Areas	Details	Office in Charge	
1	Lectures	All undergraduate major courses and all graduate lectures are given in English	Starting in the Spring Semester of 2010, all undergraduate major courses and all graduate lectures will be given in English. Classes requiring additional time for English preparation may be given in English from the Fall of 2010 with the permission of the Department Head	Office of Academic Records /Academic Departments	
2	Theses/Dissertations	All undergraduate and graduate theses should be written in English	The English thesis requirement for BS and MS degrees is applicable starting with students graduating in Feb, 2011		
3	Seminars	Seminars should be given in English when attended by foreigners.	Exceptions may be made for guest speakers		
4	Meetings	Campus-wide faculty meetings	In English	Agendas and minutes: both in Korean and English	Office of Academic Affairs
		Department faculty meetings	In English when attended by foreigners	Agendas and minutes: both in Korean and English when attended by foreigners	Staff in charge of each meeting
		Deans and Chairs meetings			
		Committee meetings			
5	Announcements	Online	Both in Korean and English	Postings on the POVIS notice board	Offices in charge
		Offline			
		Banners			
6	Forms/brochures	Both in Korean and English when used by foreigners	Includes intra-/inter-office documents	Offices in charge	
7	Events and functions (Matriculation/Commencement)	Both in Korean and English (with closed captions)	Other events should be held in English when attended by foreigners	Offices in charge	

Establishment Bilingual Campus (8/8)

■ Bilingual Campus Implementation Regulation

Article I (Objective):

- to create a bilingual campus where international members of the university can focus on their research/education without any language difficulties
- to help students learn global trends and become global leaders in science and technology.
- to establish guidelines and regulations for conducting all official activities in both Korean and English.

Article II (Regulations): Specific rules and regulations are defined as hereunder and all members of the university must abide by these rules.

Clause 1 Lectures: all undergraduate major courses and graduate lectures should be taught in English

Clause 2 Theses/dissertations : all undergraduate and graduate theses should be written in English

Clause 3 Seminars : all seminars should be given in English when attended by foreigners, but when an invited lecturer is from outside the university, it can be exceptional.

Clause 4 Meetings :

4-1 The spoken language at meetings should be English when attended by foreigners.

Agendas and minutes of the meetings must be written both in Korean and English

4-2 All faculty meetings must be conducted in English. Agendas and minutes of the meetings must be written both in Korean and English

Clause 5 Announcements:

5-1 All online postings must be written both in Korean and English.

5-2 All offline announcements for international members must be written in English.

Clause 6 All other forms and administrative documents must be written both in Korean and English.

Supplementary Provision

Above regulations will be effective from the date authorized by the President of the University.

International Scholar and Student Services (ISSS)



ISSS Center (1/2)

■ ISSS Center

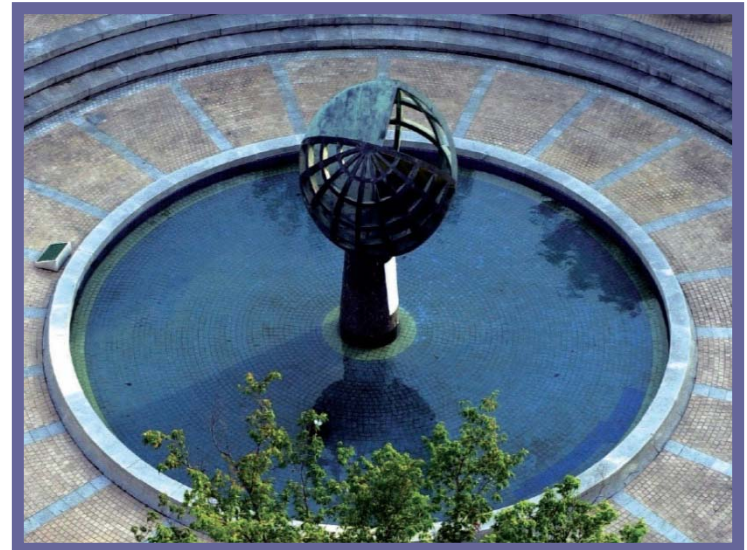
- **Objective** : Assist and support International Scholar & Student
- **Official Title** : International Scholars and Students Services (ISSS)
- **Location** : POSCO International Center 1F Right Wing
- **Opening Date** : Oct 11, 2010
- **Target of Service** : International scholars and students
- **Contents of Service**
 - Invitation, settlement, visa services for international scholars & students
 - Operation of volunteer programs supported by POSTECH Korean members
 - Offering Korean culture/tour programs
 - Publication of English brochures, support for group activities
 - Operation of emergency hotline
 - Supporting international academic conference
- **Responsible department** : IRO

ISSS Center (2/2)



International Networks & Overseas Offices

- Hanoi Office
- Beijing Office



84 Partner Universities in 21 countries across the world

Australia (4)

The Australian National U
U of Melbourne
U of Newcastle
U of New South Wales

Austria (1)

Technische Universität Graz

Canada (1)

U of Waterloo

China (13)

Fudan U
Harbin Institute of Technology
Nanjing U
Northeastern U
Peking U
Shanghai Jiao Tong U
Tsinghua U
U of Electronic Science & Technology of China
U of Science & Technology Beijing
U of Science & Technology of China
Xian Jiaotong U
Yanbian U of Science & Technology
Zhejiang U

Denmark (1)

Technical U of Denmark

Democratic People's Republic of Korea (1)

Pyongyang U of Science and Technology

France (9)

École Centrale de Nantes
École Nationale Supérieure des Mines de Paris
École Nationale Supérieure d'ingénieurs de Caen
École Polytechnique
ENSEIRB-MATMECA
Institut National des Sciences Appliquées de Lyon (INSA-Lyon)
Université de Technologie de Belfort-Montbéliard
Université de Technologie de Compiègne
Université de Technologie de Troyes

Germany (7)

Dresden University of Technology
Freie Universität Berlin
Max Planck Gesellschaft
RWTH Aachen
Technische Universität Berlin
Technische Universität Braunschweig
Technische Universität Kaiserslautern

India (2)

Indian Institute of Technology, Delhi
Indian Institute of Technology, Madras

Italy (1)

Politecnico di Torino

Japan (9)

Akita U
Kyoto U
Kyushu U
RIKEN Spring-8 Center
Ritsumeikan Asia Pacific U
Ritsumeikan U
Tohoku U
Tokyo Institute of Technology
Toyota Technological Institute

New Zealand (1)

U of Auckland

Norway (1)

Norwegian U of Science and Technology(NTNU)

Russia (5)

Moscow Engineering Physics Institute
Moscow State U
St. Petersburg Electrotechnical U
The Joint Institute of Nuclear Research
St. Petersburg State Polytechnical U

Slovakia (1)

Slovak U of Technology in Bratislava

Switzerland (1)

Eidgenössische Technische Hochschule Zürich

Taiwan (4)

National Cheng Kung U
National Chiao Tung U
National Tsing Hua U
National Taiwan U

Thailand (1)

Suranaree U of Technology

United Kingdom (2)

Imperial College of Science, Technology & Medicine
U of Birmingham

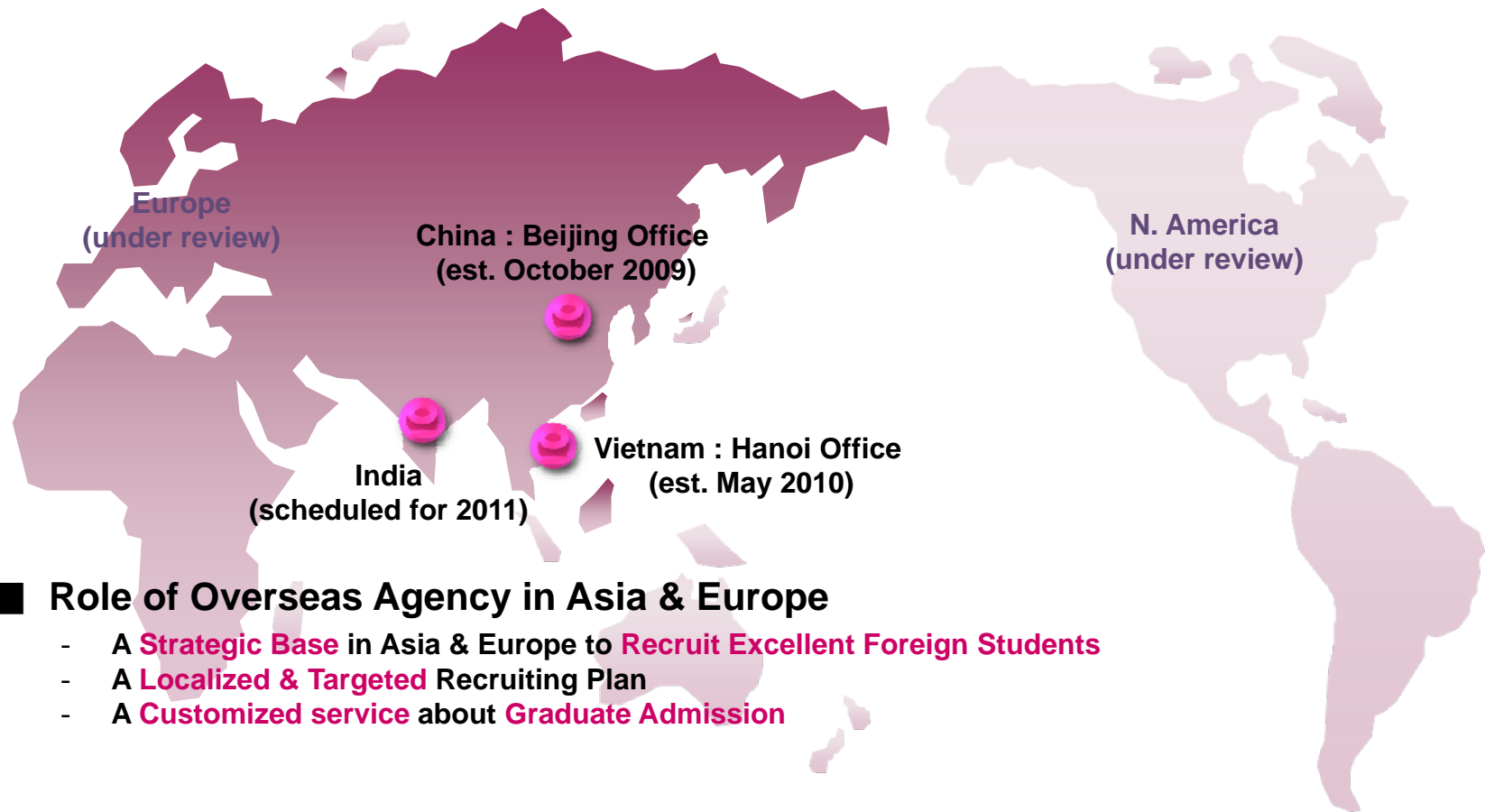
United States (13)

Carnegie Mellon U
U of California, Berkeley
U of California, Davis
U of California, Merced
U of Maryland, College Park
U of Minnesota, Twin Cities
California Institute of Technology
U of Illinois at Urbana-Champaign
Princeton Plasma Physics Laboratory
Rensselaer Polytechnic University
Rutgers, The State U of New Jersey
Syracuse U
U of Washington, Seattle

Vietnam (6)

Hanoi U of Technology
Hanoi U of Science (HUS), VNU
U of Engineering and Technology(UET), VNU
Hochiminh City U of Science (HCMUS)
Hochiminh City U of Technology (HCMUT)
Vietnamese Academy of Science and Technology

Overseas Offices



■ Role of Overseas Agency in Asia & Europe

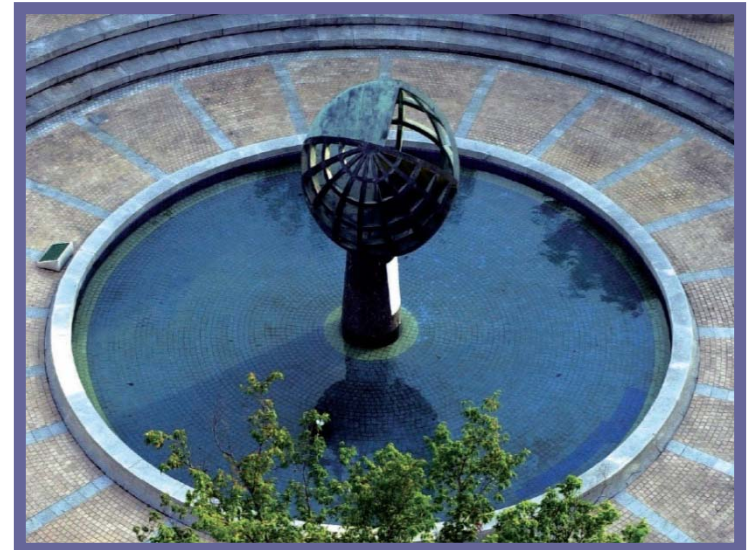
- A **Strategic Base** in Asia & Europe to **Recruit Excellent Foreign Students**
- A **Localized & Targeted** Recruiting Plan
- A **Customized service** about **Graduate Admission**

■ Convenience at Overseas Agency

- Consult the admission in the **local language**
- The required documents for the applicants received **on the Spot**
- Possible to **take ITP test** in the relevant overseas agency

Internalization Effect on University Rankings

- JoongAng Daily Rankings
- THES-Thomson Reuters University Rankings

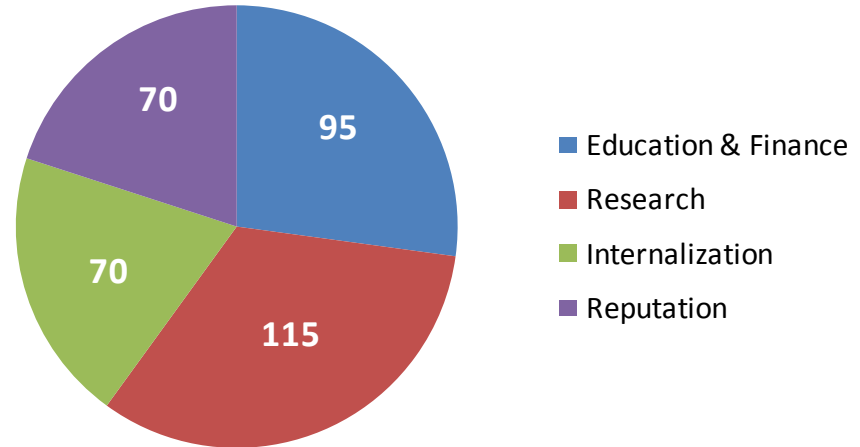


Internalization Effect on University Rankings - JoongAng Daily Rankings (1/2)

■ JoongAng Daily Rankings

- Evaluation Criteria

- ✓ Education & Finance
- ✓ Research
- ✓ Internalization
- ✓ Reputation



Indicator : Internalization

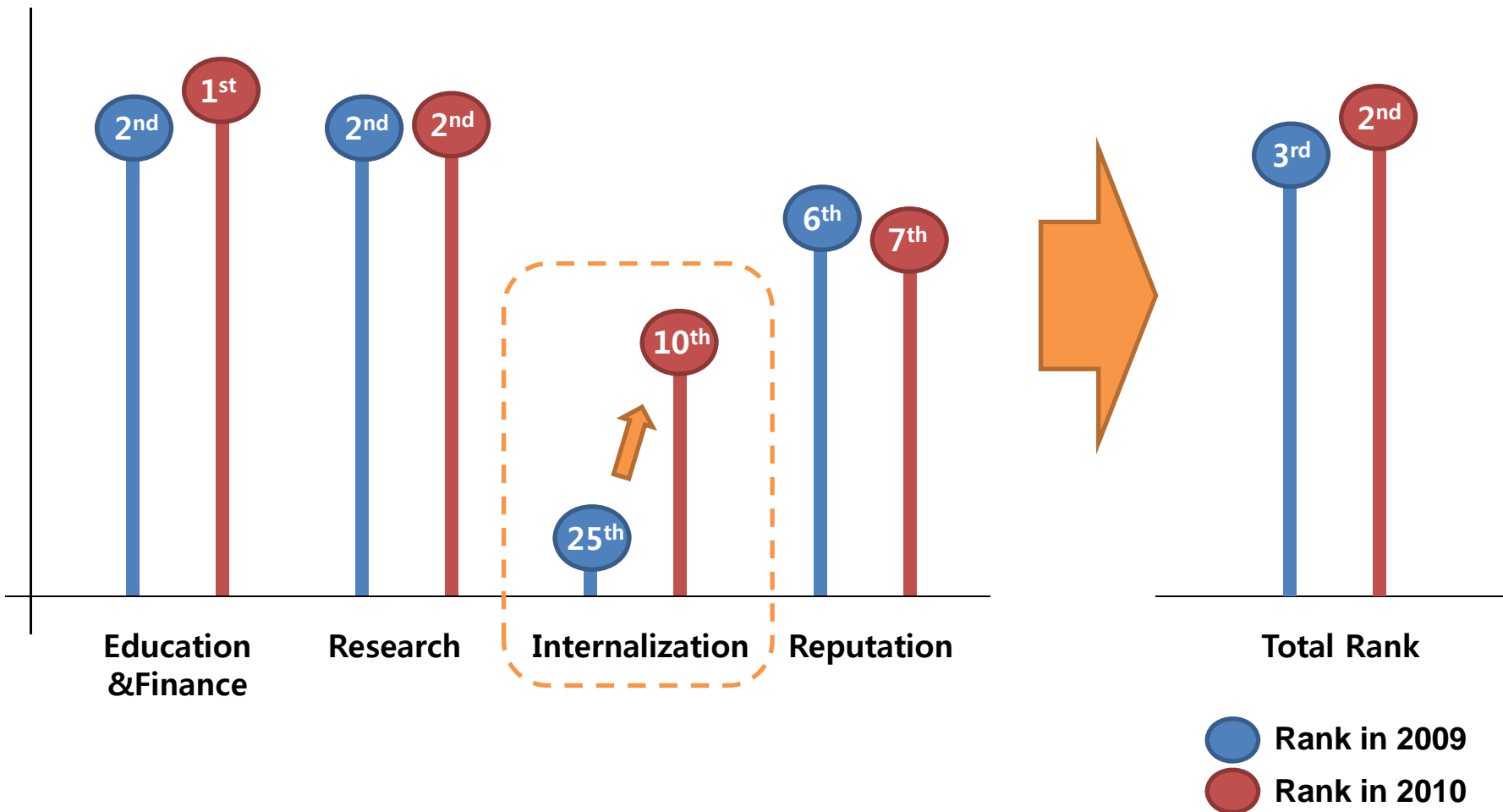
- Int'l Faculty Ratio
- Int'l Students Ratio
- Outbound Exchange Students Ratio
- Inbound Exchange Students Ratio
- English Lecture Ratio

- POSTECH 3-Year Globalization Project
- Bilingual Campus
- ⋮
- ⋮



Internalization Effect on University Rankings - JoongAng Daily Rankings (2/2)

■ Change of results according to internalization of POSTECH



POSTECH 28th in the WORLD

**The Times Higher Education
&
Thomson Reuters
World University Rankings**

POSTECH
28TH IN THE WORLD
THES World University Rankings 2010
The First Korean University in the Top 30

THE World University Rankings 2010			
World Rank	Institution	Country	Overall score
1	Harvard University	United States	96.1
2	California Institute of Technology	United States	96
3	Massachusetts Institute of Technology	United States	95.6
6	University of Cambridge	United Kingdom	91.2
6	University of Oxford	United Kingdom	91.2
8	University of California Berkeley	United States	91.1
9	Imperial College London	United Kingdom	90.6
10	Yale University	United States	89.5
15	Swiss Federal Institute of Technology Zurich	Switzerland	83.4
26	University of Tokyo	Japan	75.6
28	Pohang University of Science and Technology (POSTECH)	Republic of Korea	75.1
33	University of Illinois - Urbana	United States	73
34	National University of Singapore	Singapore	72.9
36	University of Melbourne	Australia	71
37	Peking University	China	70.7
39	Ecole Polytechnique	France	69.5

