

2014 SNU GSIS Program on FTA Business & Strategy

August, 2014

Graduate School of International Studies
Seoul National University

I. VISION AND FRAMEWORK

With the trend towards global integration, the lines between domestic and international issues have become increasingly blurred. And yet, the recent stalemate of the WTO Doha Round negotiation has resulted in the proliferation of regionalism and FTAs. Thus, it has become more important than ever to educate professionals who can navigate the era of FTA world with theories and practical knowledge. We cannot overemphasize the need for multi-dimensional views on FTA issues; today's FTA experts must pair profound knowledge with comprehensive, multidisciplinary perspectives.

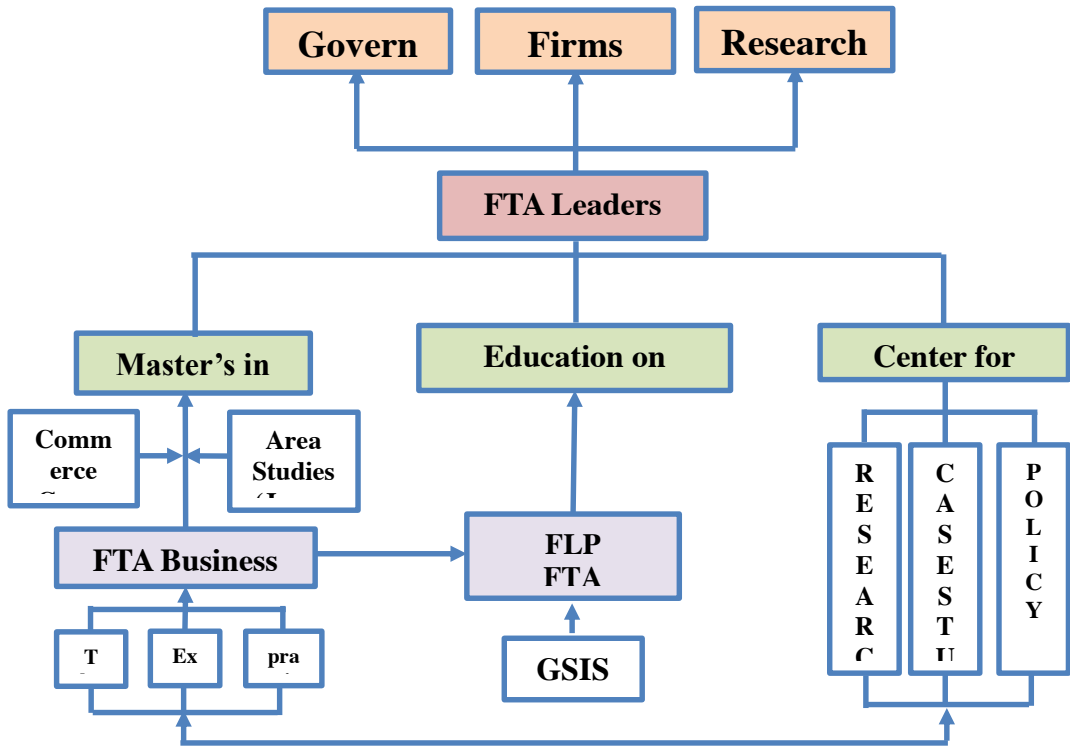
GSIS, founded in 1997, has been at the forefront of multidisciplinary academic programs. GSIS-SNU has been an incubator for FTA leaders through two functional majors in international commerce and international cooperation coordinated with area studies concentrations in the Americas, Europe, and East Asia (particularly China, Japan, and Korea).

GSIS has started a new special program, "Program on FTA Business and Strategy" which is designed for leading master degree students at GSIS who will work as government officials and practitioners in firms and research institutes with the specialty in the field of FTA business and strategy.

We are confident that our outstanding faculty members and the academic programs will help those interested in gaining the perspectives and the knowledge essential to become the future FTA leaders at home and abroad.

For the specific issues of FTA, along with existing platform of GSIS faculty, the program will launch a series of new courses and pursue specific objectives: to train a new generation of professionals at schools and firms, at national and global level, and to make a lasting contribution to establishing policy and strategy at their work places as FTA leaders and experts.

<Overall Structure of GSIS FTA Program>



II. PROGRAM OVERVIEW

A. **Title:** Program on FTA Business & Strategy

B. **Duration**

1. 1st and 2nd semester students: Mar. 2014 – Feb. 2016 (4 semesters/3 semesters for the 2nd semester students who are expected to graduate in August 2015)
2. 3rd semester students: Mar. 2014 – Feb. 2015 (Maximum 2 semesters)

*** Note: At least 4 semesters are required to enroll to complete the Master's course (*Refer to F. Program Requirements*)**

C. **Objectives**

1. To secure a pool of future experts with professionalism and competence needed for FTA research, relevant policies, and also its business and strategy.
2. To share and accumulate the experience and knowledge regarding FTAs with other practitioners in private and public sectors which will enhance all participants' ability to further their expertise in the areas of FTA business, strategy and policy.

D. **Training Institution**

Graduate School of International Studies (GSIS), Seoul National University
(<http://gsis.snu.ac.kr>)

E. **Number of Participants**

40 or more master degree students who are admitted to GSIS

***Students in their 1st, 2nd, and 3rd semesters can apply for the program.**

F. Program Requirements

1. Regardless of majors such as International Commerce, International Cooperation, International Area Studies or Korean Studies in GSIS, at least 12 credits must be fulfilled from the designated courses for the program. These 12 credits will be counted for the 45 credits required for the Master of International Studies degree. Among the 12 credits, students must take at least two core classes that are specially prepared for FTA expertise. In addition, master degree thesis topic must be, directly or indirectly, related to FTA issues.
2. In order to earn the GSIS Master's degree, requirements for respective majors must be fulfilled in the minimum of 4 semesters. Certificate for the FTA Business Strategy Program will be issued when the requirements for the program are fulfilled after 2 semesters. (*Refer to G. Program Certificate*)

G. Program Certificate

All the participants who successfully complete the academic requirements will be acknowledged with a special certificate for “Program on FTA Business and Strategy” (FTA 통상전략과정 수료증) that is provided by Dean of GSIS. This certificate will be granted in addition to the regular Master Degree for GSIS.

H. FTA Leadership Program (FLP)

Apart from Program on FTA Business and Strategy, GSIS will offer the “FTA Leadership Program (FLP)” for practitioners, researchers and policy makers who are currently working on FTA matters. This program will be offered in Korean every other Saturday. FLP classes will be open to Students who are registered for Program on FTA Business and Strategy.

III. APPLICATION ELIGIBILITY

A. Applicants must be a GSIS student who is selected by the regular process of SNU admission, and interested in studying further on FTA-related subjects.

B. Apply this program with an approval of professors (academic advisors or program coordinator) in GSIS.

IV. APPLICATIONS & ADMISSION PROCESS

A. Master's Program in GSIS, SNU

Refer to SNU webpage(<http://gsis.snu.ac.kr/academics/special-programs/FTA-business-strategy-program>) for the application.

B. Program on FTA Business & Strategy

1. Application Instructions

The following are required components of a complete application:

- Application (Refer to Appendix 1 “Application for FTA Business & Strategy Program,” attach a picture of yourself; JPEG format preferred)
- One academic advisor’s or program chair’s recommendation (Refer to Appendix2 “Recommendation”)
 - **ONLY signature of program chair is required for the incoming students.**

- Statement of Purpose (Refer to Appendix 3 “Research Plan on FTA Business & Strategy Program)
- An official academic transcript
- A picture of yourself (JPEG format preferred)

You can download the application form in the GSIS webpage.

(<http://gsis.snu.ac.kr/academics/special-programs/FTA-business-strategy-program>)

2. Admission Process

- a) Application period: **no later than September 5th, 2014**
- b) Please submit your applications via email: fta.snugsis@gmail.com.
In the admission process, GPA, research plan, and other factors such as financial situation and extra curricula will be considered.
- c) Announcement of successful applicants will be posted on the official notice of GSIS webpage on **September 12, 2014**. In addition to the official announcement, successful candidates will receive an email individually.
- d) FTA Research Grant (Scholarship): 1.5 million won per year;
Scholarship amounts may vary from year to year.

V. PROGRAM CONTENTS

A. Academic Schedule

Session	Parts	Academic Calendar
Spring Session	2014/03/06	Info Session.
	2014/03/03~06/13	Spring Session
	2014/06/13~08/31	Summer Vacation
Fall Session	2014/09/01	Info Session
	2014/09/18	Fall Session Orientation
	2014/09/01~12/14	Fall Session
	2015/02/28	Graduate Ceremony

*The above schedule is subject to change.

B. Curriculum

1. Curriculum & Credits: all 3 credits

Classification	Courses	
1. Core Courses (Students should take at least one out of core courses per semester)	i) World Trade Organization & Multilateral Trade Agreements - Course Code: 8751.718 - Prof. in charge: Ahn, Dukgeun ii) International Negotiation Simulation Game - Course Code: 8751.812, - Prof. in charge: Ahn, Dukgeun iii) Foreign Direct Investment - Course Code: 8751.720 - Prof. in charge: Moon, Hwy-Chang iv) International Trade Issues in Comparative Perspective - Course Code: 8753.898 - Prof. in charge: Kim, Chong-sup	Spring Session
	i) International Financial World: Markets, Institutions and Policies - Course Code: 8751.511 - Prof. in charge: Rhee, Yeongseop ii) Understanding International Trade Law - Course Code: 8751.615 - Prof. in charge: Ahn, Dukgeun iii) Special Studies in Trade Negotiations - Course Code: 8751.716 - Prof. in charge: Ahn, Dukgeun	Fall Session
2. Other Electives	Exchange Rate and International Macroeconomics Global Business Strategy International Business Relations International Trade Issues in Comparative Perspective Multilateral Trade Negotiations: History and Major Rounds Political Economy of Trade Policy Studies in Regional Monetary and Financial Integration Understanding International Political Economy Workshop in Global and Regional Issues	

*** The above curriculum is subject to change.**

2. Course Requirements

- a) Credit Requirements: Applicants must complete at least 12 credit hours from the above courses. Student must take at least one core course per semester and can choose any other courses in the above list.
- b) Thesis Requirements: Mater thesis topic should be something broadly related to FTA issues, not necessarily economics or international commerce topics per se.

C. Scholarship

Applicants who show academic merits and needs may be supported with the FTA Scholarship depending on the budgetary situations. In the scholarship selection process, GPA, research plan, and other factors such as financial situation and extra curricula will be considered.

VI. EXTRACURRICULAR ACTIVITIES

A. FTA Research and Policy Dialogue

Experts on FTA related research, policies and business will be invited to share their insights and experience. FLP participants will also be invited for this occasion to enhance their understanding.

B. FTA Special Lecture Series

FTA special lecture series will be prepared with more prominent international scholars, policy makers and business leaders. This lecture series will greatly enhance global perspectives on FTA business and strategy.

VII. GSIS IN GENERAL

A. Overview

Seoul National University was founded in 1946 as the first national university of Korea. Now it has 16 Colleges, 1 Graduate School and 6 Professional Schools with 2,499 full-time equivalent faculty members, 14,047 undergraduate students and 9,194 graduate students.

The Graduate School of International Studies (GSIS) has started as the Center for Area Studies in 1989 to foster research on region-specific issues and to respond to the increasing demand for global perspectives within Korea. In 1997 it has been expanded to the School of International and Area Studies (SIAS) which again expanded to current GSIS in 2003.

The school has two departments: Department of International Studies and Department of International Development Policy. Department of International Studies is running 4 Programs: International Commerce, International Cooperation, International Area Studies, and Korean Studies.

Since its foundation, GSIS achieved a remarkable success in its quality education of international studies. The objective of GSIS education is to bring up experts on international and global affairs who meet the challenges of globalization and normalization, equipped with core skills, practicable expertise, problem-solving ability, international awareness, and visions.

B. Faculty List

FULL TIME PROFESSORS



Ahn, Dukgeun: Associate Dean for Int'l Affairs
International Trade Policy
WTO Law and Policy
Ph.D. in Economics / Juris Doctor
University of Michigan



Bark, Taeho
International Trade
International Economic Policy
Ph. D. in Economics
Univ. of Wisconsin



Cheong, Young-Rok
Economic Development
Chinese Economy
Ph.D. in Economics
University of Southern California



Cho, Young-Nam
Chinese Politics
Chinese Diplomacy
Ph.D. in Politics
Seoul National University



Eun, Ki-Soo
Korean Society & Culture
Family and Gender
Ph.D. in Sociology
University of Pennsylvania



Han, Young-Hae
Japanese Society and Culture
Grass Root Social Movement

Ph.D. in Sociology
Tsukuba University



Jeong, Jong-Ho
Chinese Society & Culture
Ethnicity & Nationalism
Ph.D. in Anthropology
Yale University



Kim, Chong-Sup
Economic Development
Latin American Economy
Ph.D. in Economics
University of Chicago



Kim, Hyun-Chul: Associate Dean
Marketing
Business in Japan
Ph.D. in Business Administration
Keio Business School



Kim, Taekyoon
International Development Cooperation
Global Governance
Ph.D. in Social Policy
University of Oxford



Lee, Geun
International Politics
Soft Power
Ph.D. in Political Science
University of Wisconsin-Madison



Moon, Hwy-Chang: Dean
Global Business Strategy
Foreign Direct Investment
Ph.D. in International Business
University of Washington



Moon, Woo-Sik
International Finance
European Economy
Ph.D. in Economics
University of Paris-1 (Pantheon Sorbonne)



Paik, Jin-Hyun
International Law
International Organization
Ph.D. in Faculty of Law
Cambridge University



Park, Cheol-Hee
Japanese Politics
International Relations in East Asia
Ph.D. in Political Science
Columbia University



Park, Tae-Gyun
Modern Korean History
Korea's International Relations
Ph.D. in Dep. of Korean History
Seoul National University



Rhee, Youngseop
International Finance
Economic Integration
Ph.D. in Economics
University of California, Berkeley



Sheen, Seong-Ho
International Security
US Foreign Policy
Ph.D. in International Relations
Fletcher School, Tufts University

VISITING PROFESSORS



Cho, Chang-Beom

Seminar in International Cooperation I (New Challenges and threats to International Peace and Security)



Chung, Bong-Gun



Han, Eun Sig

Global Leadership Program



Hur, Kyung-Wook

International Finance in Practice



Kim, Do-Ho



Kim, Jae-Sok

Current Issues in Chinese Society



Kim, Sung-Hwan

Case Studies on Transnational Issues and International Cooperation



Lee, In-Young

Seminar in International Commerce I (International Business Transaction)



Lee, Jeon-Kap

Workshop in Globalization and Korean Firms



Park, In-kook

International Organization



Suh, Jang-Won

Economic policies and Economic Development in Korea
International Economic Relations

C. Study Majors

1. Department of International Studies

(MA & Doctoral Degree)

GSIS-SNU offers a course of study leading to the two-year degree of Master of International Studies (MIS). The curriculum is based on four major divisions of study: International Commerce, International Cooperation, International Area Studies, and Korean Studies.

Most courses are taught as lecture-discussion classes or as seminars, and term papers, as well as presentations are frequently required. Lectures and class discussions are generally held in English, with the exception of courses in Korean studies, which are conducted in Korean.

a) International Commerce

The International Commerce Program at GSIS-SNU offers students professional knowledge and skills necessary to position themselves as international commerce experts amidst sweeping changes and evolving methods in the world of global commerce. The curriculum concentrates on international trade and finance, international business and investment, international trade law and negotiations. The methods of teaching include case studies, seminars by outside experts, and simulated negotiation games. The graduates of the international commerce program will be equipped with skills and knowledge to compete and contribute in both public and private sectors.

b) International Cooperation

The International Cooperation Program concentrates on training specialists who will understand the dynamic international environment and be able to

apply this knowledge to promote bilateral and multilateral cooperation. With this goal in mind, the program uses interdisciplinary teaching methods to provide both academic and practical knowledge in various related fields including politics, international security, international political economy, international law and organizations, as well as international culture. The dynamics between law and policy, IR theory and diplomacy, as well as other case studies will be investigated. The courses circumscribed in this curriculum will help students acquire a solid grounding in international cooperation, and prepare them to enter both the public and private sectors.

c) International Area Studies

The International Area Studies Program aims to train specialists equipped with a comprehensive understanding of specific regions of the world. To this end, this program's curriculum is composed of diverse courses on politics, economics, society, culture, history, geography, the arts, and languages of specific regions including Asia, the Americas, and Europe. Through interdisciplinary education and training, students will acquire a comprehensive understanding of their region of study and acquire the skills that are essential for becoming area specialists.

d) Korean Studies

The Korean Studies Program at GSIS-SNU aims to educate specialists in research on Korea with a comparative and interdisciplinary perspective. To this end, the courses offered are diverse and cover literature, history, politics, international relations, anthropology, sociology, economics, and culture of Korea. Some courses are held in conjunction with Chinese and Japanese studies. In addition, many practical training programs, including field trips and internships, are provided in order to let students gain an in-depth

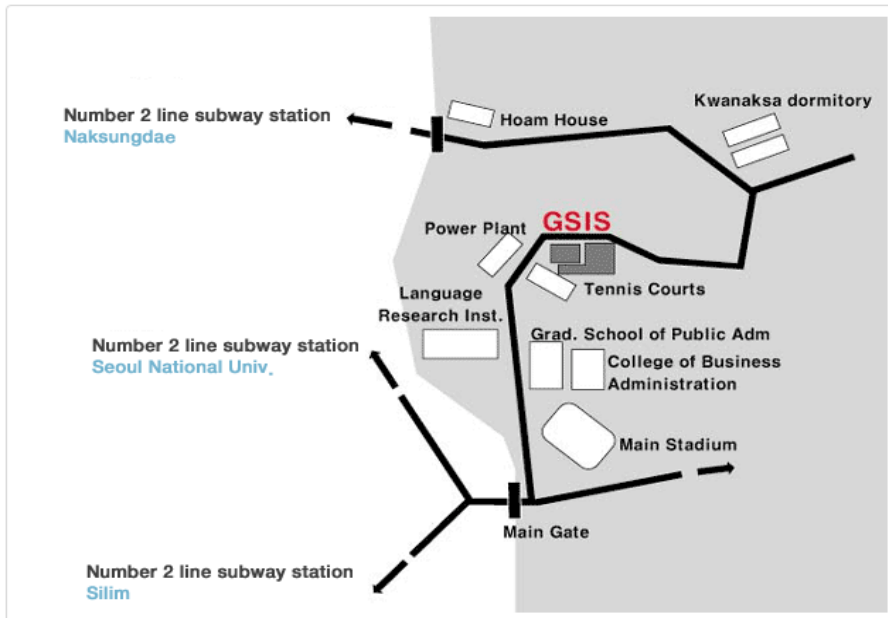
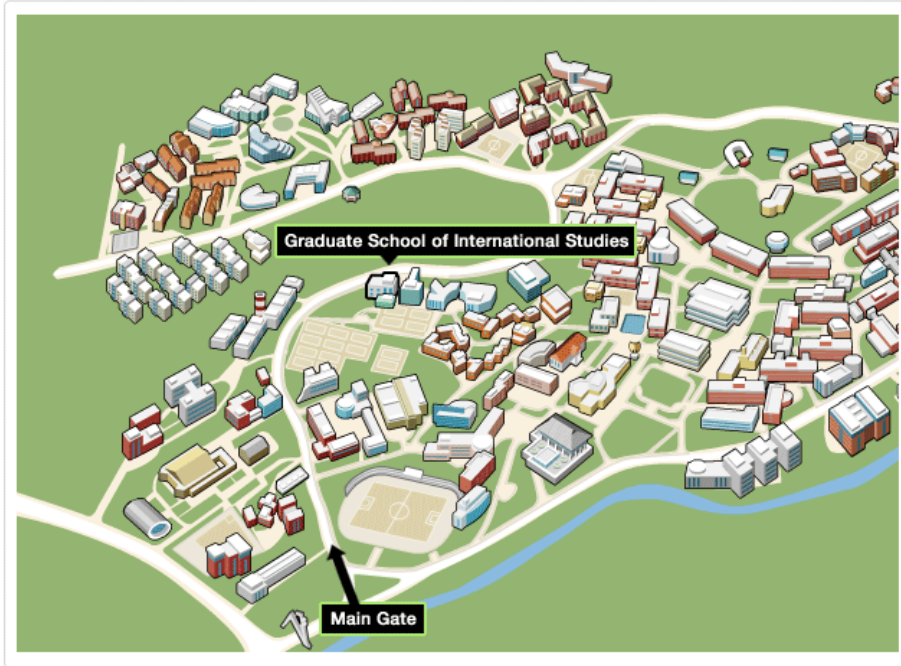
knowledge of Korea. Courses in each semester are conducted in Korean or English for the benefit of international and Korean students.

2. Department of International Development Policy

GSIS/SNU-KOICA Master's Program of International Development Policy (MIDP) is a program supported by Seoul National University and the Korea International Cooperation Agency (KOICA), an organization dedicated to fostering developing countries' Human Resources Development (HRD). The purpose of MIDP program is to offer a pool of future international experts that will meet the needs of developing countries and to contribute to the development of human resources who will contribute to the socio-economic advancement of developing countries. The program provides comprehensive and practical education on development policy to promising officials from developing countries.

GSIS/SNU-KOICA Master's Program is a pivotal opportunity for officials from developing countries to deepen their knowledge in development policy, to broaden their perspectives on growth in a nation, and to train them to be a potential leader in their countries.

D. Campus Map



VIII. ORIENTATION

- **Participants: Newly Selected Students**
- **Date: September 18, 2014**
- **Venue: GL Room, 140, GSIS**

IX. FREQUENTLY ASKED QUESTIONS

- Q1.** Regarding the core courses and electives, which major is mostly related to?
- Many of them are courses for International Commerce Major. However, there are some courses from other majors as well.
- Q2.** Is this Program considered '2nd major' or 'extra degree'?
- No. This program is extra 'program' you may undertake, while not considered as your other major or degree.
- Q3.** When is the application deadline?
- 5th of September, 2014
- Q4.** Is the scholarship available for 2 semesters?
- It may be available maximum of 4 semesters. That is, the scholarship may be granted up to 4th semester.
- Q5.** In case of not meeting the program requirement, is there any penalty?
- Certificate for the Program cannot be granted, and the scholarship can be no longer granted.
- Q6.** Which factors does the admissions decision for the program take into account?
- The decision is based on your GPA, extra-curricular activities and financial situation. For the application, you need to get an approval from the academic advisory professor.

X. CONTACT INFORMATION

- **Address:** Center for International Commerce & Strategy, 140-S205, Graduate School of International Studies, Seoul National University, 1 Gwanak-ro, Gwanak-gu, Seoul, Republic of Korea
 - **Email:** fta.snugsis@gmail.com
 - **Homepage:** <http://gsis.snu.ac.kr>
 - **Tel:** +82-2-880-4040
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- **Program Director:** Professor Dukgeun Ahn
 - **Program Coordinator:** Mr. Wonkyu Shin
 - **Program T.A.:** Mr. Jeongjoon Park, Ms. Minju Kim

[첨부 1]

To the FTA Program Admissions Committee of GSIS, SNU

Application for FTA Business and Strategy Program

이름 (Name)	한글 (Korean)		(3cm x4cm) 반명함 사진 (Photo)
	영어 (English)		
생년월일 (Date of Birth)			
주소 (Address)		집전화 (Phone)	
		휴대전화 (Mobile)	
		E-mail	
전공 (Major)			
FTA 과정 관련과목 수강 여부 (재학생만 해당) (COURSES RELATED TO THE FTA PROGRAM – 2 nd and 3 rd Semester Students ONLY)			
	Course Title	Course No.	Professor in-charge
1			
2			
3			
4			
5			
Note: Refer to reference courses at p.9			
<p>본인은 귀 대학원 FTA 통상전략 석사 과정에 참여하고자 소정의 서류를 갖추어 지원합니다.</p> <p>I hereby submit this application form in applying for the FTA Business Strategy Program at GSIS, SNU.</p> <p>2014년 (Year) 월 (Month) 일 (Day)</p> <p>지원자 (인)</p> <p>(Applicant) (Sign)</p> <p>서울대학교 국제대학원장 귀하</p>			
접수번호			

[첨부 2]

To the FTA Program Admissions Committee of GSIS, SNU

RECOMMENDATION*

(Applicants)Name:

Major at GSIS:

I . Context in which I knew the applicant: Class (), Thesis Advisee (), Other ()

II . Academic Competence of the Applicant (Among other students/peers)

Upper 1%	Upper 5%	Upper 10%	Upper 20%	Upper 40%	Lower 60%

III . Applicant's Prospects for Academic Accomplishment in the Program

Average A (upper 1/3)	Average B (middle 1/3)	Will barely fulfill the program	Unlikely to fulfill the program

IV . Special Comments (Noteworthy qualifications of the applicant)

* **For incoming students, please do NOT fill in the blank below.** (재학생만 해당)

(Please use another A4 sheet if this space is not sufficient.)

(Recommender)Year/ Mo./Day:_

Name: Affiliated Institution: _

Position: Signature:

*This form may be filled out in Korean.

[첨부 3]

To the FTA Program Admissions Committee of GSIS, SNU

RESEARCH PLAN ON
FTA BUSINESS & STRATEGY PROGRAM

(Applicants)Name:

Major at GSIS:

- I. Self-Introduction and Motivation
- II. Experience and Achievement
- III. Research Plan on the Thesis
(Please explain your topic of thesis particularly regarding FTA)
- IV. Career Plan after Graduation

* Please use another A4 sheet if this space is not sufficient.

* This form must be filled out in English, no more than 5 pages.