

University at Buffalo builds strong connection with Korea

Visiting head lauds Korean alumni network, pledges to extend partnership to translate Korean literature

By Oh Kyu-wook

University at Buffalo, State University of New York is working together with Korea's Literature Translation Institute to promote Korean literature in the U.S.

The largest state university in New York is planning to have doctoral students of Asian studies from its English department proofread Korean literature, ranging from classical literature to contemporary fiction, and to translate texts into English, according to Satish K. Tripathi, president of UB.

"The State University of New York has its own press, and some of these translated books will be published by SUNY Press so they can have distribution in the U.S.," he told The Korea Herald.

The project idea was first brought up by Kim Seong-kon, president of the state-run LTI, who earned his doctoral degree in English from UB.

The school, the largest public university in New York with approximately 29,000 students, has a strong relationship with Korea. About 600 Koreans are studying there and there are around 3,000 alumni in Korea.

Tripathi arrived here Mon-

day to attend the annual alumni event and to discuss a partnership with the LTI Korea.

"Korean alumni (are) the best participating alumni network," he said.

"We had more than 170 people come to our function last night. This is probably the largest alumni gathering we've had so far," he added.

While many universities have been battling to secure their student applications due to the prolonged economic slowdown and a falling birth rate, the UB saw a continuous rise in applications — in particular the number of overseas students has exceeded 5,000.

"UB has a very strong tradition of attracting international students. It has a very strong reputation in Asia. But I think it's a pipeline that people in Korea know who studies there

and they know the quality of education they can get there," he said.

"I think it takes a long time for any institution to build this kind of reputation."

Tripathi attributes the rise partly to an influx of talented faculty from around the globe.

As part of UB's 2020 plan, the school will increase the number of faculty by 250 over the next five years.

"The idea is to get more faculty members, so we do better job in education and also do a better job in research. Also, the new faculty brings new ideas, new disciplines, and it's very important to keep doing that," he said.

"It's all part of what we're looking at: academic excellence."

Since his appointment in 2011, the India-born president led the recruitment of many prominent faculty hired to develop and enhance strengths in key areas of research and scholarly activity.

Tripathi is also guiding strategic planning for UB's international programs, which led to a significant

expansion of UB's international presence and the continued globalization of the university.

Under his leadership, UB recently placed among the top 200 universities in the world: It is ranked 198th in the 2013 Times Higher Education World University.

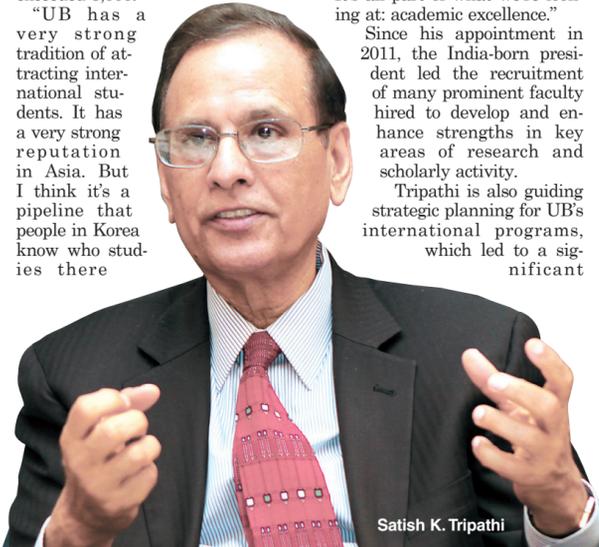
Tripathi said that high-quality faculty is the key to transforming the university into a world-class institution.

"We want to provide education that is something interesting but that is also addressing the issues of today," he said, noting that in order to do that, providing more faculty is crucial.

(596story@heraldcorp.com)

Profile

- Tripathi joined UB in 2004, serving as provost and executive vice president for academic affairs before becoming the first international-born president of the school in 2011.
- He previously worked at the department of computer science at the University of Maryland, where his 19-year tenure included serving as chair from 1988-95.
- Tripathi graduated from Banaras Hindu University in India, and completed a doctorate in computer science from the University of Toronto.



Satish K. Tripathi

Study of sports and outdoor industry

By Pascal Aymar

In the past, if you wanted to get a serious business degree, there was really only one way to go — an MBA. The appeal of the MBA lay in the fact that it prepared you to work

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in any number of business sectors due to its generalist nature. However, this was often cited as a weakness and there has recently been an upswing in business schools developing programs that focus students' efforts on developing the skills and knowledge needed to excel in one specific market. These "specialist master's" programs are designed to give graduates a head start in an industry that they really want to work in — but equally, they develop graduates that employers in these sectors really want to hire. Business schools globally now offer specialist master's programs in such things as the luxury goods industry and even the healthcare sector. At EMLYON business school in France, one of the more unique specialized programs is the MSc in Sports and Outdoor Management.

The outdoor sports market — specifically focusing on activities such as trail running, mountain biking, skiing, trekking and mountaineering — is booming globally. Korea is currently the second-largest outdoor sports market in the world. In the current global economic downturn, this is one market that is definitely not suffering and one that is desperate for talented, young individuals who want to work in the industry.

However, there is a notable shortfall in qualified individuals. Sure, there are lots of young people who are passionate about sports, who would love to work in the industry, but there are not enough who have the skills and knowledge required to step into the industry and make an impact.

The outdoor sports industry is a global market — dominated by international brands such as Salomon, Adidas, The North Face, Patagonia and Quiksilver. As a result, these companies are thirsty for young talent with a global outlook who have management skills as well as a top-to-bottom knowledge of the industry as a whole.

Many "sports-specific" programs at universities and business schools focus on the industry from a corporate perspective. This is fine if you want to work in sports marketing for a company like Coca-Cola, but if you really want to make a difference, become part of the leadership of this exciting sector and shape the future of the industry as a whole, it isn't enough.

I have personally worked in the outdoor sports industry for most of



Pascal Aymar

my career and one thing that I could see the industry crying out for was a way to develop and nurture leadership talent that really understood the mechanics of the sector. This is why, together with EMLYON business school and The Outdoor Sports Valley, I helped to set up the master's in Sports and Outdoor Industry. This is a specialized program that gives students the in-depth knowledge of the outdoor sports industry and gives them the opportunity to work with some of the biggest brands in the market as part of the course.

And to add to this, students will be given a truly international perspective as the program takes them from the business school in Lyon, where they learn the fundamentals of business and management, to the home of outdoor sports in the Alps to work with those within the industry itself, and onto Shanghai in China to experience the industry from one of the world's fastest growing international markets. Students spend three months benefitting from the experience of experts in each location and will have excellent access, throughout the program, to individual and sector specific careers services.

For example, at the first "retailing" module in Annecy recently, students met with Franz Julien, CEO IIC-INTERSPORT, a successful entrepreneur and a sportsman himself. He presented to the class the strategy of his company and shared his overall experience as an entrepreneur. Students were enthusiastic to learn how the company was set up and how it operates today. Other guest lecturers for this particular module included the owner and marketing manager of Snowleader.com, the head of digital marketing and e-commerce at Salomon and the EMEA retail director of Oakley.

Students also have the opportunity to attend the ISPO tradeshow in Munich, the biggest sports show in the world, and to visit Chamonix or several sports companies like Salomon.

At the moment this is a fairly unique proposition, but this is exactly the kind of program that can develop the knowledgeable international leaders needed to take this growing market into the future with confidence.

The writer is the director of Sport Business Unit at EMLYON Business School in France. — Ed.

Hanyang University opens halal food court

By Lee Sang-ju

Hanyang University has recently opened an Islamic food court to cater to an increasing number of international students.

The halal food court is a part of Hanyang's global food corner designed to accommodate foreign students who are unable to eat Korean food, the university said.

Halal, meaning "permissible" in Arabic, refers to food prepared according to stringent Islamic guidelines.

"Korean food is nutritious and tasty, but many dishes have pork, which is prohibited in Islam. We eat chicken, mutton and beef but only those that have been slaughtered according to our religious guidelines," Abdul Rehman, a

Pakistani student who studies pathology at Hanyang, told The Korea Herald.

"There are halal restaurants in Itaewon, but we cannot go there for every meal. In addition, we prefer to have a vegetarian menu, but they are not common in Korea either," said Nihan Toprak, a 25-year-old student from Turkey.

Hanyang University has roughly 2,000 international students, 80 of whom are Muslim, an official from the school said.

"Through the food court, we hope to provide true globalization to our students so they can experience Korean and international cultures in depth," he added.

The halal food court is available two days a week.

(sjlee370@heraldcorp.com)



International students at Hanyang University enjoy a meal at the school's newly established halal food court on its main campus in Seoul.

Hanyang University

Students study current affairs with Herald

By Oh Kyu-wook

Students of the College of Business at Sangmyung University in Seoul study current affairs in English using The Korea Herald as part of their regular curriculum for the spring semester.

In the "Business Communication" class, students choose news articles to bring and discuss the topics in groups, according to Choi Eun-jung, a professor at the de-

partment of business administration.

"I wanted to introduce students to the newspaper and get them interested in a wide range of current events, not only in business but also national issues," Choi told The Korea Herald.

"It is important for students to have macro-scale viewpoints, and the best way is to read a daily newspaper," she said.

Choi, who has been teaching

at the school since 2011, noted that few of her students had read newspapers on a daily basis but they now seemed to enjoy it.

"My goal is for them to make a habit of reading the newspaper, and keep up on social affairs and daily news," she said.

"I believe this will be very beneficial for them to have broad perspectives in business communications," she added.

(596story@heraldcorp.com)



Choi Eun-jung

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Application opens for world's biggest education award

The World Innovation Summit for Education has opened submissions for the 2013 WISE Prize for Education.

WISE was established by the Qatar Foundation in 2009 to provide an international platform for creative thinking, debate and purposeful action in order to build the future of education through innovation.

The WISE award recognizes an individual or team of up to six people for an outstanding contribution to education. The winner will receive a prize of \$500,000 and a gold medal, the foundation said.

Applicants must demonstrate how their project has, through education, made a positive contribution within a community or society. Applications must be submitted through the WISE website www.wise-qatar.org/nominate-wise-prize-2013 by April 30.

An international committee of education experts will review the applications and the winner will be announced at the fifth World Innovation Summit for Education, scheduled for October 29-31 in Doha, Qatar.

(596story@heraldcorp.com)