AUA Student Activity

Design Thinking for Urban Challenges

Big Data Approach

11-19 January 2020

Seoul National University

Design Thinking for Urban Challenges: Big Data Approach

■ Date and Time

11-19 January 2020

■ Venue

Seoul National University, Gwan-ak(Seoul) Campus

■ Host

Seoul National University

■ Program Description

Owing to the development of IT, the spread of hand-held communication terminals, and the rapid development of IoT technology, such unimaginably-massive amount of data is formed and moved in modern times. Especially, Seoul is a city equipped with the best IT infrastructure the best in the whole world, and the level of IT utilization for its citizens also shows the world class.

The objective of this program is to understand the concept and characteristics of the 4th industrial revolution, and the basic principles of big data artificial intelligence, and also to experience the actual utilization measures by visiting many Korean companies applying this technology.

On the first day, after the orientation on this program, the concept of the 4th industrial revolution, and Emerging IT would be learnt. On the second day, after learning about how the companies perform the management innovation by utilizing the big data artificial intelligence technology, the D'light of Samsung as a representative company of Korea would be visited. On the third day, the principles of machine learning and listening would be learnt. On the fourth day, after learning about the principles and utilization measures of Virtual Reality (VR), Augmented Reality (AR), and Mixed Reality(MR), the virtual reality and augmented reality would be actually experienced by visiting SKT which is the biggest telecommunication company of Korea. On the fifth day, the smart city is learnt by examining many world cities that are solving urban problems by utilizing the big data. After that, based on the contents learnt so far, there would be a chance to share ideas related to the establishment of applicable business model. On the last day, after establishing and presenting an applicable business model by materializing the ideas from yesterday, there would be time to get feedbacks.

■ Tentative Program

Date	Time	program
1.11 (Sat)	All day	Arrival of Delegates
	All day	Check-in & Registration
	18:00	Welcome Dinner
1.12 (Sun)	08:00	Breakfast
	09:00-18:00	City Tour& Ice Breaking
	18:30-20:00	Dinner
1.13 (Mon)	08:00	Breakfast
	09:00	**Lecture1** Orientation
	12:00-14:00	Lunch
	14:00-16:00	**Lecture2** 4th Industrial Revolution and Emerging IT
	16:00-18:00	Group Activity
	18:00	Dinner
1.14 (Tue)	08:00	Breakfast
	09:00	**Lecture3** Business Innovation
	12:00	Lunch
	13:00	**site visit1** Samsung D'light (Experiencing the fun and enriching future lifestyle
	16:00-18:00	Group Activity
	18:30	Dinner
1.15 (Wed)	08:00	Breakfast
	09:00	**Lecture4** Understanding Machine Listening
	12:00	Lunch
	14:00	**Lecture5** Understanding Machine Learning and Deep Learning

1.16 (Thu)	08:00	Breakfast
	09:00	**Lecture6** Virtual Reality (VR), Augmented Reality (AR), Mixed Reality (MR)
	12:00	Lunch
	14:00	**site visit2**: SKT T.um (Experiencing New ICT)
1.17 (Fri)	08:00	Breakfast
	09:00	**Lecture7** Smart City
	12:00	Lunch
	14:00	Business Model Development and Value Creation I (Working in Team)
1.18 (Sat)	08:00	Breakfast
	09:00	Business Model Development and Value Creation I (Working in Team)
	12:00	Lunch
	14:00	Group Presentation Evaluation and Feedback
	18:00	Farewell Dinner
1.19 (Sun)	All Day	Departure

■ Invite

Each University is invited to nominate 2 students to attend this program and have 2 more students on a waiting list. If a university does not nominate any students, or only nominates 1 student, then the unfilled places can be used by students on the waiting list. SNU will provide **accommodation(11ᵗʰ January to ,19ᵗʰ January ,2020) food and beverage, transportation (including pick up and drop off at the airport)** to those students nominated by AUA member universities. And students will be responsible for their airfare, visa fees and insurance* cost.

 * SNU OIA does not offer overseas health insurance for students. Students are recommended to sign up for overseas health insurance that covers any accidents in Korea individually. Many international insurance companies provide insurance in Korea, so we recommend all students with non-Korean citizenship inquire at their local insurance companies for more information.

■ Eligibility to participate in this program is as follows:

- Students from undergraduate program in any major can apply;

- Participants must have completed at least one year of full-time study at the time of application at your home institution

- Be recommended by your university, proven with a nomination letter from home institution

■ Deadlines:

本部国際交流課からのメモ：
Registrationは、当課でDeadlineまでに行います。
Note from the International Exchange Group:
The registration will be done by us by the deadline.

■ Registration:

 Ms. Ahn, Office of International Affairs, SNU. Her email is **ahnsihun@snu.ac.kr**