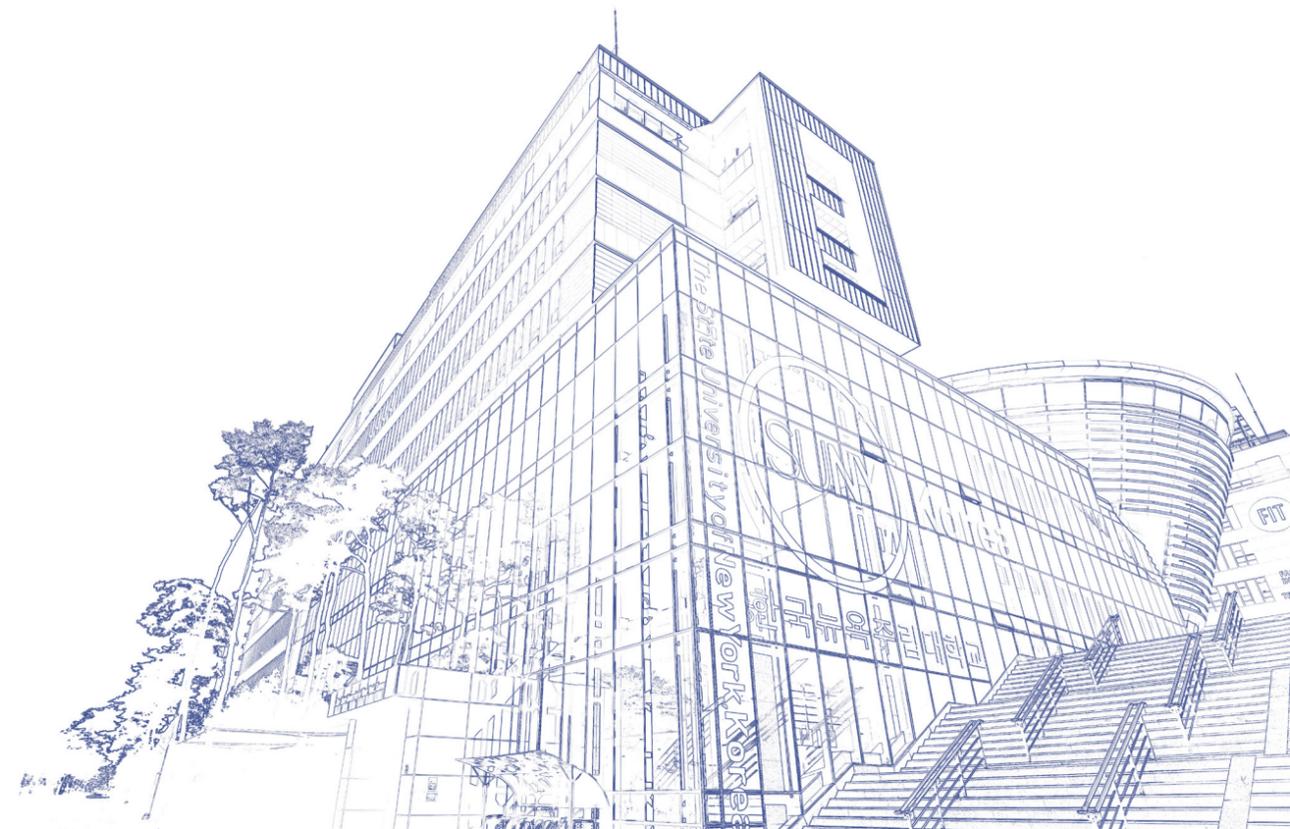




# Open Doors to SUNY Korea House



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## Why SUNY Korea?

SUNY Korea has a unique value.

SUNY Korea has experienced rapid growth since its beginning in 2012. What is the secret behind this growth? The answer is our ceaseless reflection on SUNY Korea’s purpose. As SUNY Korea regularly reflects on and questions “Why SUNY Korea?”, we can present a clear path and direction for our school to pursue for the betterment of our students and ultimately, society.

It is difficult to give a definitive answer to the question “When was the first Korean university established?” However, it is widely accepted that the first modern higher education institution in Korea appeared between the 1940s and 1950s. Over Korea’s 70 years of higher education history, our universities and colleges have developed at a very high rate, phenomenally contributing to the country’s remarkable economic and social growth. However, at this time of history, it is necessary to ponder whether the universities are providing the education that the current generation desires.

In the late 1990s, discussions about if Korea really needed a foreign university started with the idea of “reinforcing the international competitiveness of tertiary education”. Starting from the enactment of governing laws through countless conversations and debates, preserving through multiple failures and successes, and conclusively standing firm in our belief of our educational value, the State University of New York at Stony Brook and the Korean Government finally signed a memorandum of understanding (MOU) in 2007. The purpose of the MOU was to create a hub for international higher education in Songdo. In 2012, five years after the MOU, SUNY Korea, the Korean campus of the State University of New York, was established. As the first foreign university within the Korean territory, SUNY Korea asserted its historical footprint in Korea, in Asia, and even in the history of global higher education.

Since 2012, SUNY Korea has extended its degree courses and expanded its horizon primarily focusing on the areas of engineering and business management. Furthermore, five years after the establishment of Stony Brook programs in Songdo, the world’s leading fashion and design school, Fashion Institute of Technology (FIT), opened its programs in the fall of 2017 as the second university under SUNY Korea.

With these world-renowned programs in place, SUNY Korea has grown into a university with the highest level of education infrastructure and advanced curriculum in the STEAM fields—Science, Technology, Engineering, Art, Mathematics, which are the robust drivers of modern innovation and value creation.

## Why SUNY Korea House?

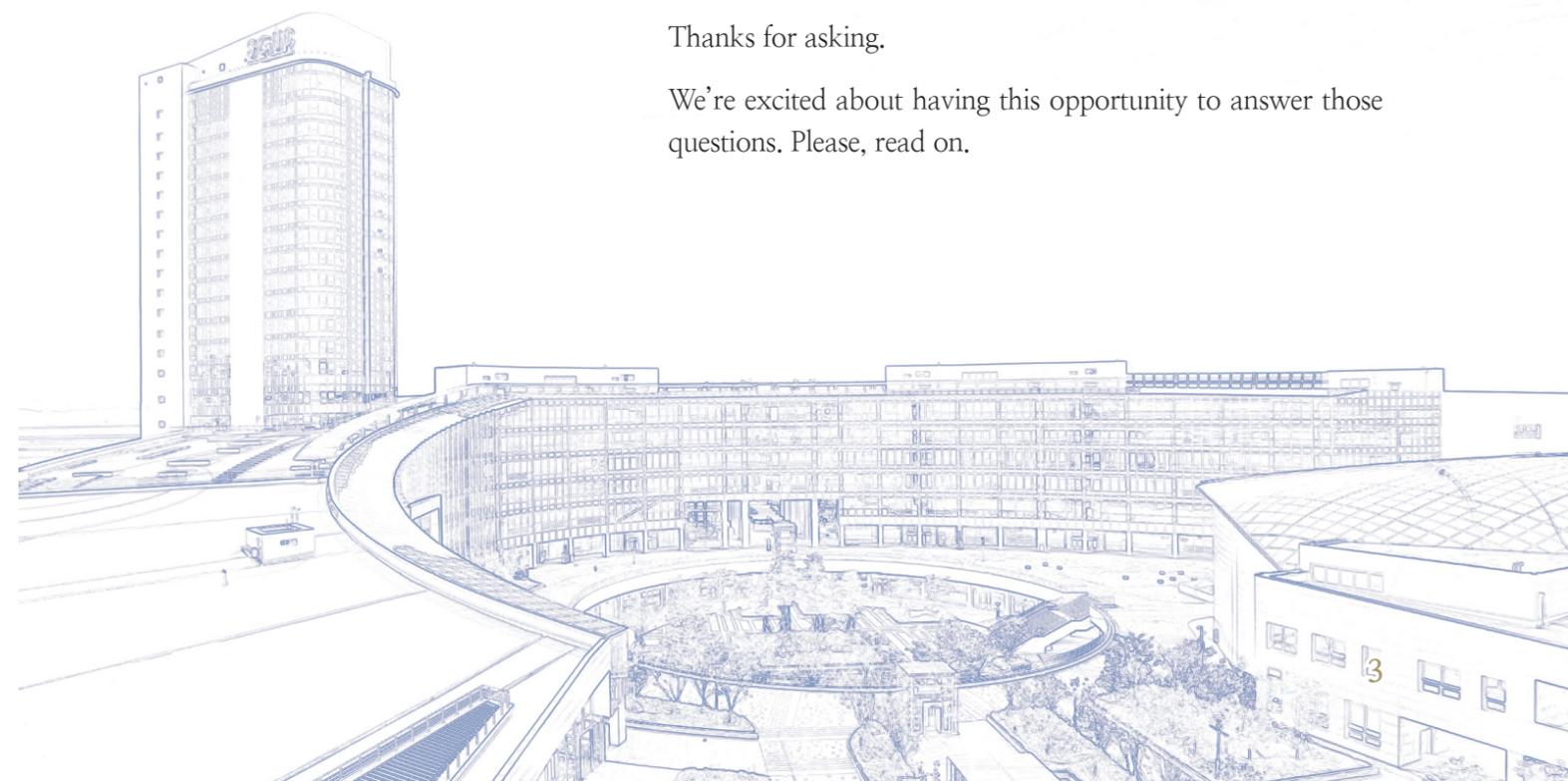
The previously stated significant social and historical achievements only gain traction when SUNY Korea proves that it can deliver the prestigious educational programs it promises. Likewise, SUNY Korea’s value cannot be manifested as meaningful unless we clarify our founding philosophy, educational goals, and the direction we are heading.

“SUNY Korea House” crystallizes the philosophy, the value, and the spirit of SUNY Korea. SUNY Korea House, as the product of long deliberation, acts as a blueprint and manual on who we are and where we’re going. It is with pride that we introduce the highlights of SUNY Korea House.

How is SUNY Korea’s value different from all the other universities that also seek to deliver “global” or “international” education? Why choose SUNY Korea in an era where we can hardly find a single institution that does not make claims for fostering “innovation” and “creativity” in its student body?

Thanks for asking.

We’re excited about having this opportunity to answer those questions. Please, read on.



# What kind of university is SUNY Korea?

## State University of New York (SUNY)

Founded in 1948, the State University of New York is widely known as the largest university system in the United States. SUNY is a public higher education system consisting of 64 universities in various forms and sizes, including four-year research universities, medical schools, liberal arts colleges, and technical colleges. The 3 million alumni of SUNY are actualizing what they gained during their college years not only in the United States but also internationally. In the SUNY system, 1.3 million students receive quality education services in 600,000 credit-bearing programs and 700,000 lifelong education and community service opportunities. Also, with over 88,000 professors and staff members, it is undoubtedly the largest and the best public university system in the United States.

Out of 64 different colleges, SUNY Korea embraces the two most prestigious universities, Stony Brook University (SBU) and the Fashion Institute of Technology (FIT), which have reached out to the East to implant their twin programs in Korea.



## SUNY Korea

History Makers. We Change the World.



SUNY Korea, as a part of the SUNY system, was established to serve the transnational needs for quality and global education by offering SUNY institutions' prestigious programs in Korea. It started in 2012 with the graduate programs of Stony Brook University's Department of Technology & Society and Department of Computer Science. Since then, SUNY Korea has opened three additional departments; Mechanical Engineering, Applied Mathematics & Statistics, and Business Management. In fall 2017, SUNY Korea launched two Departments of the Fashion Institute of Technology : Fashion Design and Fashion Business Management. With Stony Brook and Fashion Institute of Technology under SUNY Korea's umbrella, SUNY Korea now operates a total of seven departments : five departments of Stony Brook University and two departments of Fashion Institute of Technology.

## Stony Brook University

Far Beyond



Stony Brook University (SBU) was established in Long Island, New York in 1957. It is a prestigious four-year research university that has a comprehensive range of academic disciplines. In 2001, SBU became a member of the Association of American Universities (AAU), a reputable coalition of top universities in North America. There are about 17,500 undergraduate and 8,700 graduate students attending SBU. The school is especially renowned for its Science, Technology, Energy, Mathematics, Medicine (STEMM fields) programs and has more than 60 departments in total.

## Fashion Institute of Technology

Unconventional Mind



Fashion Institute of Technology is one of the top-notch fashion schools worldwide. It was founded in 1944 in Manhattan under the banner "Massachusetts Institute of Technology in the Fashion Industry". It is acclaimed for its strong focuses on practical and hands-on education in more than 30 programs including fashion, design, accessories, graphics, arts, and management. It also offers experiential curriculums that allow students to participate in various forms of industrial-educational cooperation programs and projects related to fashion and design. It is truly a world-class fashion school, with a notable alumni network and over 8,000 students from all over the world.

We desire to be **the model of an innovative university education** that fosters exemplary leaders who will **change the world**

What are we envisioning?

SUNY Korea’s Mission and Vision reflect the features of the exemplary leaders that we aim to foster, the image of the university that we strive to create, and the ultimate value of the university that we will achieve.

Our Mission and Vision are the cornerstones of SUNY Korea House, a philosophical and ideological structure, where the “Educational Ideology and Operational Philosophy of SUNY Korea” reside. In other words, our Mission and Vision are both the foundation upon which our university is built and the ultimate purpose of SUNY Korea House.

## Mission

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**To foster leaders who are able to resolve global challenges creatively and open doors to a new era full of possibilities.**

SUNY Korea’s Mission Statement begins with a sketch of a new world brimming with new possibilities. Our mission to foster exemplary leaders who can contribute meaningfully to solving the world’s problems based on “INSPIRING” and who can discover and proactively solve new problems based on “PIONEERING.”

SUNY Korea aims to nurture “capable” and “respectable” leaders—those who understand the importance of giving back to society and confronting complicated problems by integrating diverse ideas, values, and attitudes with both empathy and a bold entrepreneurial spirit.

## Vision

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**To become an exemplary higher educational institution that thrives in today’s fast-paced society and beyond.**

SUNY Korea’s Vision Statement is the answer to the question “How should SUNY Korea function in this world?”, materializing the mission statement. Our vision contemplates our modern, knowledge–information based society and the societal functions of the university, and recognizes that higher education institutions must be responsive to the rapidly changing world and fulfill their responsibility by fostering future global leaders.

The “image of the future” on which we draw is to become a “model university” that other schools desire to emulate by offering a new paradigm of education. We must differentiate from traditional universities that cling to ineffective ways of teaching and learning, the politics of university rankings, and the quantitative evaluation and indicators. SUNY Korea has carved out its own path—overcoming the constraints of traditional higher education by adopting a transnational education that cuts across national boundaries.

SUNY Korea thinks beyond, where there are only possibilities not limitations.

# SUNY Korea House



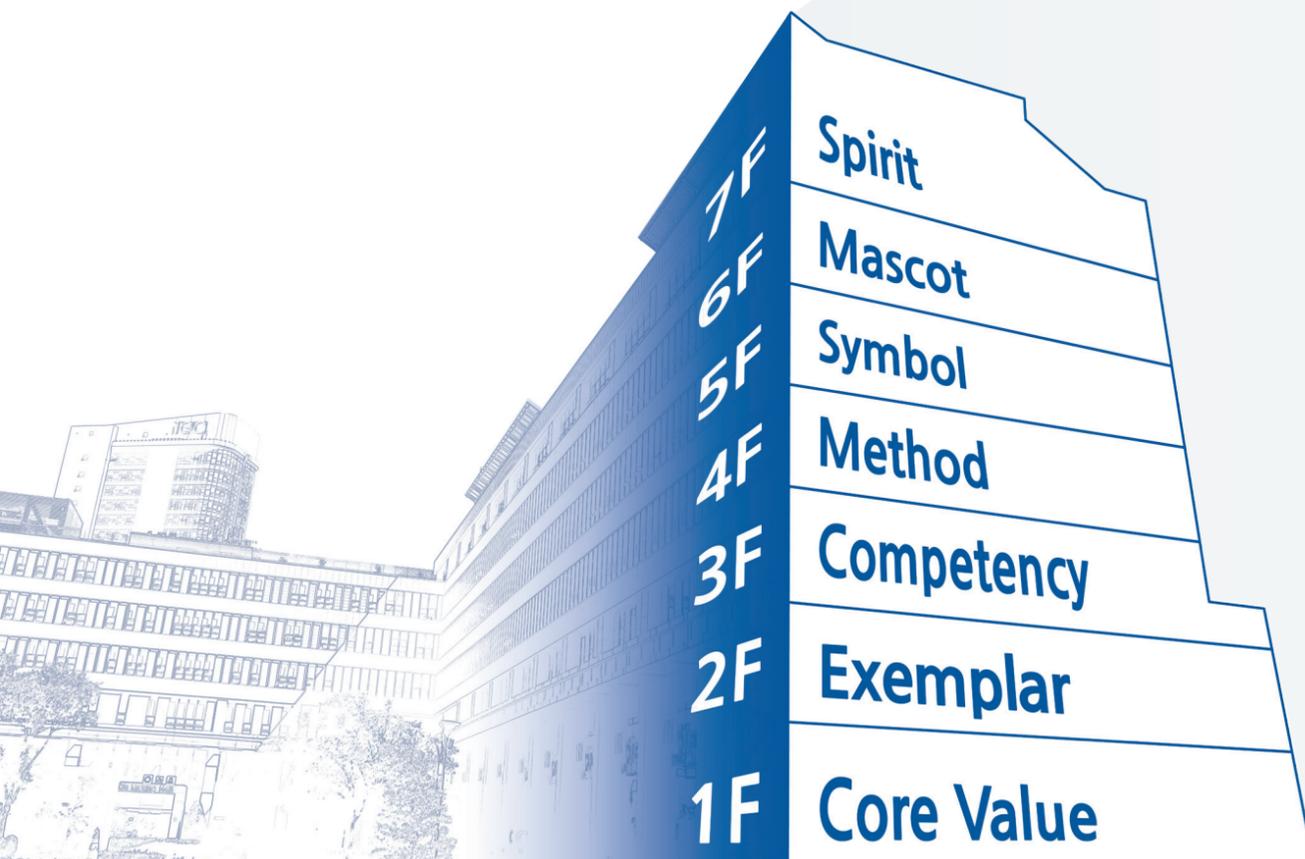
## SUNY Korea House carries the founding philosophy and the university's spirit

### Why build SUNY Korea House?

SUNY Korea House is not only a “blueprint” of our university’s values, educational ideology, and management philosophy, but also a friendly “manual” that answers the question: “Why SUNY Korea?”

Strongly built on our Mission and Vision, SUNY Korea House is, at its core, the philosophical and ideological architecture that structures the university’s mindset overall and our concept of exemplary leaders. It houses the ways that we educate our students and scaffold the capabilities needed, and expresses the symbolic meaning of SUNY Korea and the spirit of our university.

SUNY Korea House comprises seven “floors”, each with its own concept.



**7** The seventh floor, Spirit, encapsulates the spirit of SUNY Korea and the intrinsic value, historical meaning, uniqueness, and identity of the university.

**6** The sixth floor, Mascot, illustrates our hope and aspiration to nurture leaders who pursue positive changes in themselves first in an effort to share and spread such positivity to others and the wider world. Our exemplary leaders understand the value of self-control which is represented by SUNY Korea’s mascot, “Steed”.

**5** The fifth floor, Symbol, embraces the meaning of the school logo which is the design of our badge. It symbolizes the sun that shines bright in its influence on the world, and also represents the key to solving problems and opening up new possibilities.

**4** The fourth floor, Method, explains SUNY Korea’s unique educational method that is designed to develop the core competencies of the third floor. This method does not end with knowledge transfer and intake but expands the concept of “LEARNING” to include “INSPIRING” and “PIONEERING”.

**3** The third floor, Competency, shares ideas about the attributes SUNY Korea desires in our students. In essence we focus on the four core competencies: professional knowledge, creativity, humanity, and entrepreneurship.

**2** The second floor, Exemplar, explores the characteristics of leaders that our university nurtures. Our leaders are respectable members of society with a strong sense of morality and humanity that informs their decision making, and the highest level of professional knowledge in their specialty. It is in these ways that their positive influence on society will be most felt.

**1** The first floor, Core Value, introduces the essence of SUNY Korea’s core value, “Live with and for others”, and explains the two attendant concepts, shared prosperity and holistic education—our major contributions to society.

SUNY Korea House will lead the way to a new future in higher education, instilling in our students the ethics and knowledge they need to bring positive change to the world and to humanity.

Why not visualize the image of the university we dream of, the exemplary leaders that we will foster, and the change that we will make in the world by taking a walk up the floors of SUNY Korea House?

SUNY Korea fosters leaders who **live** not for themselves but **with and for others**

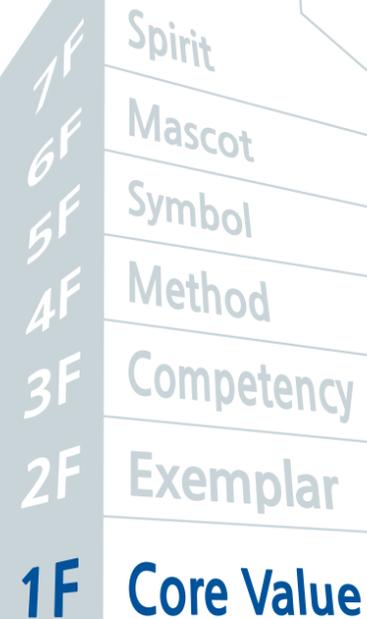
What do we value the most?

### Live with and for Others

The educational philosophy at SUNY Korea starts with an understanding of the value of living with and for others.

In line with the spirit of “humanitarianism”, the Korean Education Act advocates the ideology that education should “benefit the world”. Our university operates with the base values of “shared prosperity” and “holistic education”, which are derived from “live with and for others”.

“Live with and for others” means a life that is dedicated to benefiting others. Our life must not be solely directed toward pursuing self-interests, taking another’s place, or crawling over others to the highest positions. Those who live to benefit others understand that it gives so much more satisfaction than simply living for themselves. Our university fosters a ‘Good Samaritan’ (a sharing and caring mindset) who will go on to transform the world into a better place for all.



### Holistic Education

“Holistic education” is a way of educating a person to live with and for others.

While “education” means “to teach knowledge and skills and to improve one’s character”, “holistic education” is defined as “harmonizing all the qualities of human beings, not confined by knowledge-based or technical education”. The essence of holistic education is “humanitarianism”, which fosters the mindset and attitude of understanding, caring, respect and service.

These days information is readily available anywhere with just a few swipes of your fingers over an electronic device. It is for this reason that extensive experience, clear vision, open-mindedness, and respect for others are critical to our future generations who aim to transform knowledge into wisdom and practice. SUNY Korea understands that a holistic approach to teaching and learning where the whole person is considered, and not clinging to traditional university education, is how we can foster tomorrow’s leaders.

### Shared Prosperity

“Shared prosperity” is the harvest that results from educating the value of living a life with and for others.

People immersed in holistic education can create a world of shared prosperity. This is possible because they know that living with and for others brings about a more enriched and meaningful life. They understand that out of caring for others and through sharing one’s thoughts, feelings, and circumstances, a purposeful life blooms.

As one of the most successful transnational higher education institutions, SUNY Korea provides a leading American education for our future global leaders, especially for students from developing countries whom we wish to inspire by teaching about the history and experience of Korea’s tremendous growth. In addition, students who are fostered at SUNY Korea campus will communicate with prospective global leaders from different parts of the world and frame their own capabilities and vision. It is through this constructive process that SUNY Korea imbues the value of shared prosperity with the goal of “global shared prosperity”.

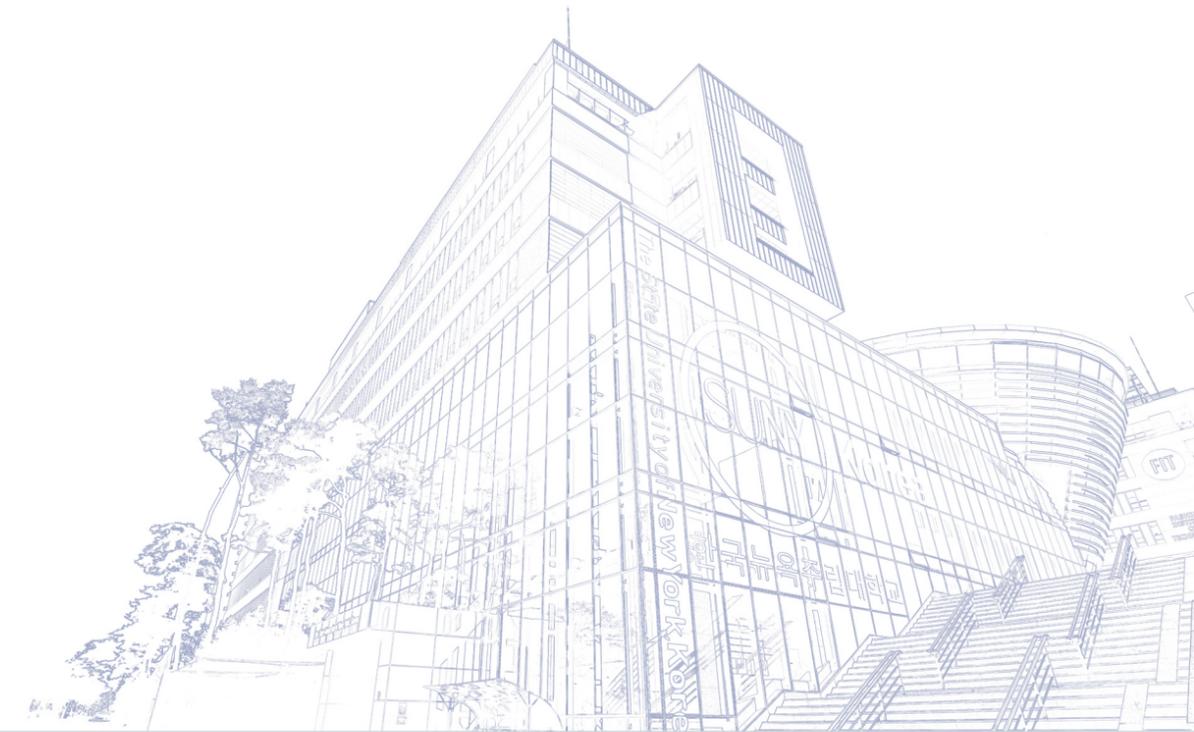
SUNY Korea fosters people who are not just **“capable”**, but **“respectable”**

What attributes do we need in the future generation?

### Capable Person

A capable person is one who has the ability to “do” what must be “done”. In other words, “being capable” means having the competences to find practical breakthroughs for challenges based on professional knowledge, skills, expertise, and focus. In our fast-paced and increasingly complicated society, the world does not need a narrow-minded person who can only focus on little pieces of problems on the surface. A capable person is an individual who possesses the foresight for unknown future challenges as well as the insight to come up with tangible and feasible solutions.

However, “capable” is only part of—not the whole of—the person that SUNY Korea strives to cultivate. In society’s fanatical pursuit of “capability” and a stereotypical definition of success, we have become blinded to what is truly important. We need to realize the adverse side effects of an education that favors capability in our past and present to see that we have sacrificed humanity and living in harmony for a narrow focus on capability.



### Respectable Person

We believe that a person who possesses “capability” and “respectability” should be considered as a successful individual in this era. Being respectable is synonymous with finding a purpose of life, living for it, and having an admirable character and personality. “A respectable person” freely shares his/her assets with others; the one is not confined within an egotistical mindset, experience, or perspective, but rather has a freedom which ultimately enables oneself to increase and create value. This is how SUNY Korea defines and envisions a person who is respectable.

A person who is both capable and respectable looks beyond egotistical interests or desires to cultivate an attitude of living a life with others through societal contributions that utilize his/her own talents and resources. Keeping this humanistic value in mind, SUNY Korea nurtures students to think big to how they can change the world into a more prosperous and happier place for all.

- 7F Spirit
- 6F Mascot
- 5F Symbol
- 4F Method
- 3F Competency
- 2F Exemplar
- 1F Core Value

SUNY Korea credits  
**professional knowledge, creativity,  
 humanity, and entrepreneurship**

What do we want to teach our students?

“What kind of knowledge should the university deliver?” and “What should students gain from the university?” These questions make us ponder the essential role and function of a university now, and in the future. And every single higher education institution around the world has different answers; an incongruence that seems unavoidable in this era of education commoditization and commercialization.

How does SUNY Korea answer these questions?

Our answer is to break away from education that focuses on “knowledge transfer” and migrate toward a teaching and learning environment that encourages students’ proactive involvement in their own intellectual development; an environment that stimulates a creative mindset unafraid of challenges. Most importantly, we do not stop at the old model that produces a “capable person”, but keep scaffolding our students to become well-rounded people with both excellent capability and respectable character.



**For Capability**

The core competencies of a capable person are “professional knowledge” and “creativity”.

Being capable starts with obtaining “professional knowledge” to the point where one could arguably have a competitive edge over other contemporary players. It includes systematically accumulating information in specific fields as well as an advanced level of decision-making and thinking skills. It is an essential element of achievement and continuous development. Competency in one’s focused area is the basic quality that an exemplary individual in today’s world must possess.

“Creativity” is another pillar that holds up the quality of being capable. The future is full of uncertainty. Taking on creative challenges is essential for the betterment of the world, especially in this era of the unknown. Creativity can be defined as the ability to create new things through disruptive and integrated thinking. By dissecting, analyzing, interpreting, and fusing diverse phenomena, values, technologies or resources, we foster the ability to discover new areas and create new values.

**For Respectability**

“Humanity” and “entrepreneurship” cultivate respectability.

In modern society, “humanity”—a human-centered value that includes at its core integrity and dignity—must be nurtured. It is the ability to embrace various interests by blending different assets to build relationships and trust synergistically. In our era of diversity, we must teach the attitude of understanding, respecting and serving people with diversified values, backgrounds, personality, temperament, and culture. A person with an upright and honest nature can learn from those differences and thereby create greater accomplishments and meaning in the world.

Lastly, “entrepreneurship” can be defined as a feeling of enthusiasm for a new challenge and further, not being discouraged or frustrated by unidentified fear of failure. The quintessence of an entrepreneurial spirit and ultimate power to create a “new value” is in the ability to imagine something that was never thought of before. A challenging mindset that actualizes what we imagine and the courage to overcome the obstacles that may come our way in the process of that actualization are pivotal to SUNY Korea’s educational goals. Every student on our campus is encouraged to realize an attitude where aiming for new visions with passion and making untiring efforts for improvement forms the basis of their educational and personal goals.

## SUNY Korea fosters leaders using the world's **most current teaching methodologies**

How do we educate our students?

SUNY Korea's concept of exemplary leaders requires an entirely different concept of education that is distinct from previous educational methods and models. We call it "Beyond Learning", an educational approach that shakes off a unilateral, mechanical, and traditional type of learning.

SUNY Korea is an "experiential school" in the sense that we recognize that learning does not only take place in traditional class activities within brick-and-mortar facilities but also from all facets of students' lives. Our "Life and Experience Model" embraces this idea that learning takes place anytime and anywhere for anyone. This is a new form of higher education that SUNY Korea pursues.



## From Training and Learning

As people change over time, education is constantly evolving and developing as well. The old education system, exemplified by outdated contents, one-way information transfer, and standardized testing, has been dominant in many places. The conventional model uses the "TRAINING" method that devalues the individual's personality and talents. After the training stage fades away, the "LEARNING" phase is introduced which requires millennial generation students to make voluntary efforts based on their academic competence, individualized goals, and personal preferences.

However, a variety of platforms which transcend restrictions on information and knowledge have emerged rapidly, and a ubiquitous learning era has already arrived, enabling knowledge acquisition beyond time and space. Simple knowledge delivery, acquisition of information, and drill training are no longer effective in education, especially for higher education.

## To Inspiring and Pioneering

Under the innovative concept of "Beyond Learning", SUNY Korea has developed a new educational paradigm to foster learning capabilities that will lead in the future. By altering the framework of traditional training and simple learning methods, we educate our students to discover opportunities for new inspiring ideas that can help them provide alternative solutions to societal problems. Our students are then encouraged to go further based on a pioneering attitude that opens their minds to new possibilities.

"INSPIRING" can be defined as a process of intellectual awakening that acts as a stepping stone for one to develop from the level of just "learning" to the level of self-assured enlightenment. Such enlightenment allows students to create and find solutions to diverse problems in themselves, their local communities, their workplaces, their societies, and in the world.

When a student reaches the "PIONEERING" stage, they discover problems previously unseen and grow to the point where, by exploring uncertainty and untying the complexity of a problem, they can make meaningful changes in the world. The world's greatest innovators are renowned for their unique imagination and insight—evidenced in their inventing and developing technologies, products, and services that no one has ever thought of before. The education that we, SUNY Korea, pursue is one that equips our students with a high metacognitive ability.

SUNY Korea's **logo symbolizes** an individual who is serving the world as a **light** and a **key**

What does our school logo stand for?



### Light of the World

The circle represents the "SUN" (light).

The "CIRCLE" symbolizes our mission to foster leaders who will become beacons of the world just like the sunlight that shines on the earth.

Light is the source of all life and the driving force of civilization. It enables us to grasp the truth, develop knowledge, and change the world. Our hope is for SUNY Korea students to be candles that brighten the darkness, torches that advance society by leading and influencing others, and ultimately lamps that illuminate the world.

With a strong commitment to "living with others" and by practicing SUNY Korea ideals that nurture "capable" and "respectable" persons, the global leaders who experience "Beyond Learning" on our campus will go on to create positive impacts on their neighbors, environment, and society. Ultimately, they will contribute to building a more beautiful and happier world for present and future generations.

- 7F Spirit
- 6F Mascot
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- 1F Core Value



### Key to the World

The outlined shape represents the "KEY".

The "KEY" symbolizes our commitment to cultivating a strong will to face challenges boldly, to identify future challenges, and to move ahead into the territory of new possibilities.

Our world is faced with all sorts of social issues that are interdependent and intertwined with one another such as the environmental crisis, war, poverty, famine, and discrimination. We need a solution, or a key, to solve those challenges by presenting alternatives. We also need to be preventive and forward thinking to discover some yet-to-arrive problems. And most importantly, we need talented people to come up with solutions to these problems. The students of SUNY Korea will play a key role in confronting and resolving the social issues that continue to plague us.

The leaders we foster will be valuable resources who are equipped with "professional knowledge" and "creativity". They will provide creative and integrated solutions for the problems faced by our global society. In addition, based on the values of "humanity" and "entrepreneurship", SUNY Korea graduates will explore and discover new areas by opening the doors of new possibilities.

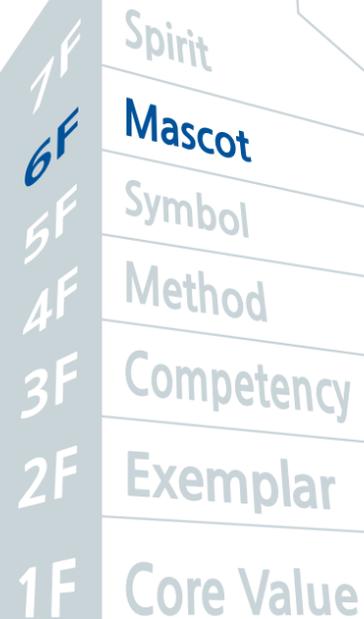


## SUNY Korea fosters people who **change themselves to change others and the world**

How do we cultivate the values needed for change?

The “STEED” represents SUNY Korea’s educational objective. For a wild horse to become a steed, it undergoes certain discipline. The strong passion, enthusiasm, ability, and potential that a wild horse possesses is only valuable to the world when it is complemented with well-mannered conduct, patience, and good temper; in other words, self-control.

The “STEED” represents the value and the importance of “self-control”—which is needed for our students to become lights in the world. It also symbolizes the possibility and hope of transforming the world by changing oneself first.



## Self-control

No matter how good people’s talents or abilities are, if they use them for ill rather than good, the world will not benefit. Also, if a person cannot control his/her inherent greed and desires, any outstanding capabilities that the individual has will turn into a nightmare. Our life must be strongly supported by the ability and the readiness to control what we have in us with endurance, discernment, and a sense of responsibility; to live a valuable life for all.

However, self-control is not meant to be contrary to creativity or entrepreneurship. Self-control is a strong tool that enables a person’s developed competencies to unfold in practice. This enabler, self-control, helps accomplish our university’s educational goal of pursuing professional knowledge, creativity, humanity, and entrepreneurship.

Conclusively, the “STEED” symbolizes this value of self-control.

## Be transformed to transform the world

Changing oneself begins with a clear awareness of one’s identity; the answer to the question “who am I?” Recreating a new ego through the process of self-awareness and self-innovation while pursuing a constant self-development by endeavoring to be capable and respectable is not, for certain, an easy process. While not easy, it is still an essential process if we are to find our true purpose in life.

Individuals who have gone through this time of change will be transformed from ordinariness to extraordinariness, from dependence to independence, and from personal being to social being. The value of self-transformation must extend outward to make an impact to transform others and the world.

Our students will walk out of our campus with a solidly-earned diploma and a strong belief in SUNY Korea’s value of self-control—keys to being able to brighten the world and give a positive influence on others. This in turn will change society and the world for the better—the ultimate purpose of SUNY Korea. With this purpose served, SUNY Korea will continue to shine brightly.

The “STEED” signifies change and the beginning of another, important phase in life.

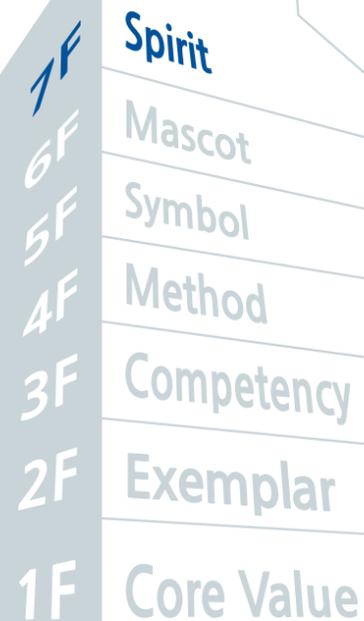
SUNY Korea  
will **change the world**  
and **write a new history**

We are in the midst of a turning point in our great history.

## History Makers.

At present there are approximately 26,000 universities all around the globe. About 1% of them, 260 campuses, are established outside of their home campus's country. SUNY Korea stands as one of the most successful colleges among them.

SUNY Korea continues to write new pages in the history of higher education. Our bold impact is felt not only in Incheon Metropolitan City where SUNY Korea is situated, but has stretched out to Korea, Asia, and the world.



Our educational model goes beyond the boundaries of country (limitation of space: world) and the boundaries of time (limitation of time: history) that divide the past, the present and the future. And with its inclusion of humanity (we), the core element of altruism, the model encompasses the whole student.

SUNY Korea desires to embrace the world and go beyond the limitations of space. SUNY Korea surpasses cultural barriers, geographical constraints and national boundaries, reaching out beyond Korea and Asia to the world.

SUNY Korea desires a history beyond the limitations of time. To SUNY Korea, history means more than just a "past". SUNY Korea also sees history as influencing the "present" and the "future" that our education seeks to shape.

SUNY Korea desires humanity beyond the limitations of humankind. We cultivate values that benefit all aspects of people and societies and that reach out and provide a light for the world and all human beings.

We will be evaluated in entirely different ways than other higher education institutions. Rather than being defined by how much our alumni succeed in terms of social status, property, or power, we will be defined by the values that our graduates create. This is the most crucial pillar that props up SUNY Korea House.

SUNY Korea will continue to bolster our power to change the world by fostering exemplary leaders imbued with our core competencies and the good character they cultivate; leaders that will ultimately make our society a more beautiful and better place to live for all.

## We Change the World.