



SEOUL  
NATIONAL  
UNIVERSITY



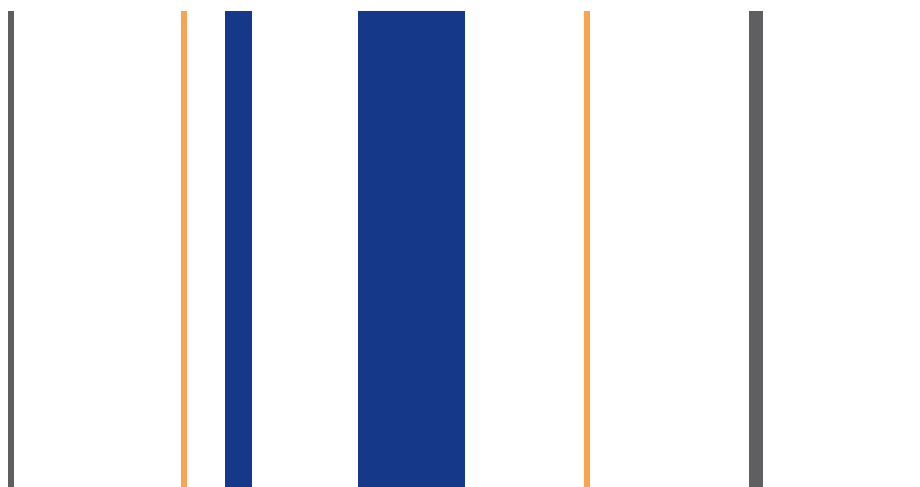
DREAM  
TOGETHER  
MASTER  
Global Sport Management  
Graduate Program

# 2019

# DREAM TOGETHER MASTER

Global Sport Management Graduate Program  
Seoul National University

August 2019-June 2021 | Seoul, Republic of Korea



#### Supported by

Ministry of Culture, Sports and Tourism (MCST)  
Korea Sports Promotion Foundation (KSPO)

#### In Cooperation with

Korean Sport & Olympic Committee (KSOC)

#### In Partnership with

Association of National Olympic Committees (ANOC)  
International University Sports Federation (FISU)  
World Taekwondo (WT)

# WELCOME TO THE DREAM TOGETHER MASTER

## DREAM TOGETHER MASTER

Dream Together Master aims to promote global sport development through providing world-class education for future leaders in the field of sport management

## TARGET GROUP

Visionary, passionate and competent sport administrators in countries where sport is underdeveloped

## FINAL DEGREE

Students successfully fulfilling the degree requirements will receive a Master's degree in Sport Management from Seoul National University

## LANGUAGE OF INSTRUCTION

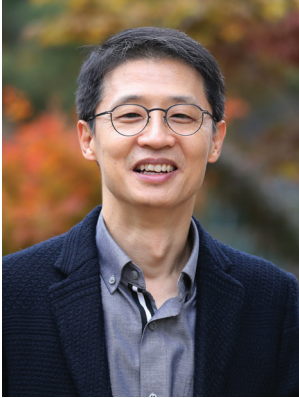
All courses are conducted in English

## OUR PHILOSOPHY



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## DIRECTOR'S MESSAGE



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### Greetings!

It has been six years since the launch of our global sport development initiative, Dream Together Master, which is a graduate program to educate future global leaders in sport management at Seoul National University.

With much gratitude and appreciation, this unprecedented initiative is drawing positive attention from not only within Korea, but from all over the world and continues to grow in prestige and excellence.

The contemporary sport has made great progress. Still, many nations have yet to maximize the full potential of sport in changing life and society. We believe that the best way to promote sport development in the world is to identify, train, and connect the next generation sport administrators who will provide global leadership.

The Dream Together Master offers a master's degree in sport management at Seoul National University. Under a supportive environment, the program provides a curriculum embracing a range of 30 topics to help our students stay relevant and reach their full potential. This program offers full scholarships which cover students' tuition, living expenses, and flight tickets.

The Dream Together Master is part of a national project supported by the Korean Ministry of Culture, Sports and Tourism (MCST) and the Korea Sports Promotion Foundation (KSPO). Without the ardent support of the MCST and KSPO, this program would not be feasible.

By joining the Dream Together Master, students will acquire the knowledge and skills to become global sport leaders through our world-leading faculty members from all over the world as well as Seoul National University. Students will gain a powerful alumni network that extends around the globe. In the near future, we expect students to become active leaders who promote international sport development.

We dream for the day when all the countries throughout the world enjoy and appreciate the benefits of sport. We welcome you join us in realizing this dream at one of the premier sport management programs worldwide.

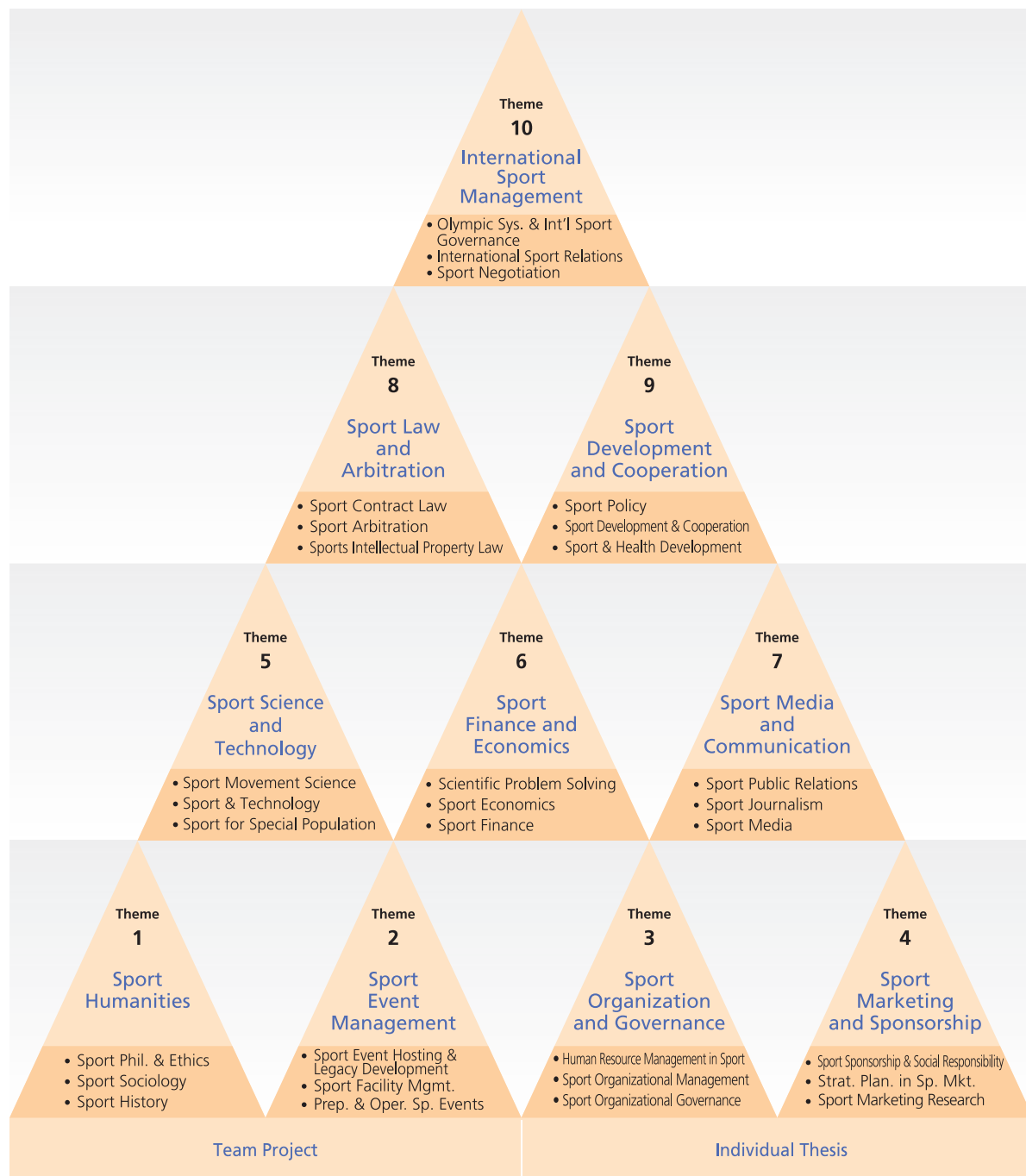
A handwritten signature in black ink, appearing to read 'Joon-ho Kang'.

**Joon-ho Kang, Ph.D.**

Director, Dream Together Master  
Professor, Department of Kinesiology  
Seoul National University, Republic of Korea

## CURRICULUM

Dream Together Master is a 36 credit program that embraces a wide range of topics, including 10 themes (three modules per theme), one team project, and one individual project for thesis.



\* All courses in the Dream Together Master are conducted in English. \*\* Above courses are subject to change.



## EXTRACURRICULAR PROGRAMS

Dream Together Master offers various extracurricular programs to the students. The students are able to broaden their knowledge, practical skills, and cultural experiences through diverse programs outside of the classroom.

### PAST ACTIVITIES

#### Special Lectures

- Mr. Hee-beom Lee, President of the PyeongChang Organizing Committee for the 2018 Olympic and Paralympic Winter Games (2018)
- Mr. Olivier Niggli, Director General of the World Anti-Doping Agency (2017)
- Dr. Chungwon Choue, President of the World Taekwondo Federation (2017)
- Mr. Eric Saintrond, FISU Secretary General / CEO (2016)
- Mr. Wilfried Lemke, UNOSDP Special Advisor (2015)
- Mr. Gianni Merlo, President of the World Association of Sports Journalist (2015)
- Mr. Gerhard Heiberg, IOC Member of Norway (2015)
- Mr. Ivan Dibos, IOC Member of Peru (2014)
- Mr. Adam Pengilly, IOC Member of Great Britain (2014)
- Ms. Rita Subowo, IOC Member of Indonesia (2013)

#### Field Trips

- 2018 PyeongChang Winter Olympics Preparation Experience
- Maritime Sport Experience
- Taekwondowon
- 2002 FIFA World Cup Stadium
- National Training Centers in Taereung and Jincheon
- Korea Paralympic Committee Icheon Training Center
- KBS Sport Media Center

#### Cultural Experiences

- Gyeongbokgung Palace & Insadong Street
- '88 Olympic Park & Korean Baseball Organization (KBO) Game

#### Dream Together Forum

- 2017 Dream Together Forum "Olympic Legacy and Sustainability"
- 2016 Dream Together Forum "Ethics in Sport Management"
- 2015 Dream Together Forum "Future Management Strategy of Sport Organizations"
- 2014 Dream Together Forum "Sport for Global Development"
- 2013 Dream Together Forum "Sport for Change"

#### Skill Training

- Leadership Training
- Communication Training
- Korean Language Class at SNU Language Education Institute



2017 Dream Together Forum "Olympic Legacy and Sustainability"



PyeongChang 2018 Olympic Winter Games Preparation Experience



Korean Culture Tour at Gyeongbokgung Palace



Mr. Wilfried Lemke, UNOSDP Special Advisor



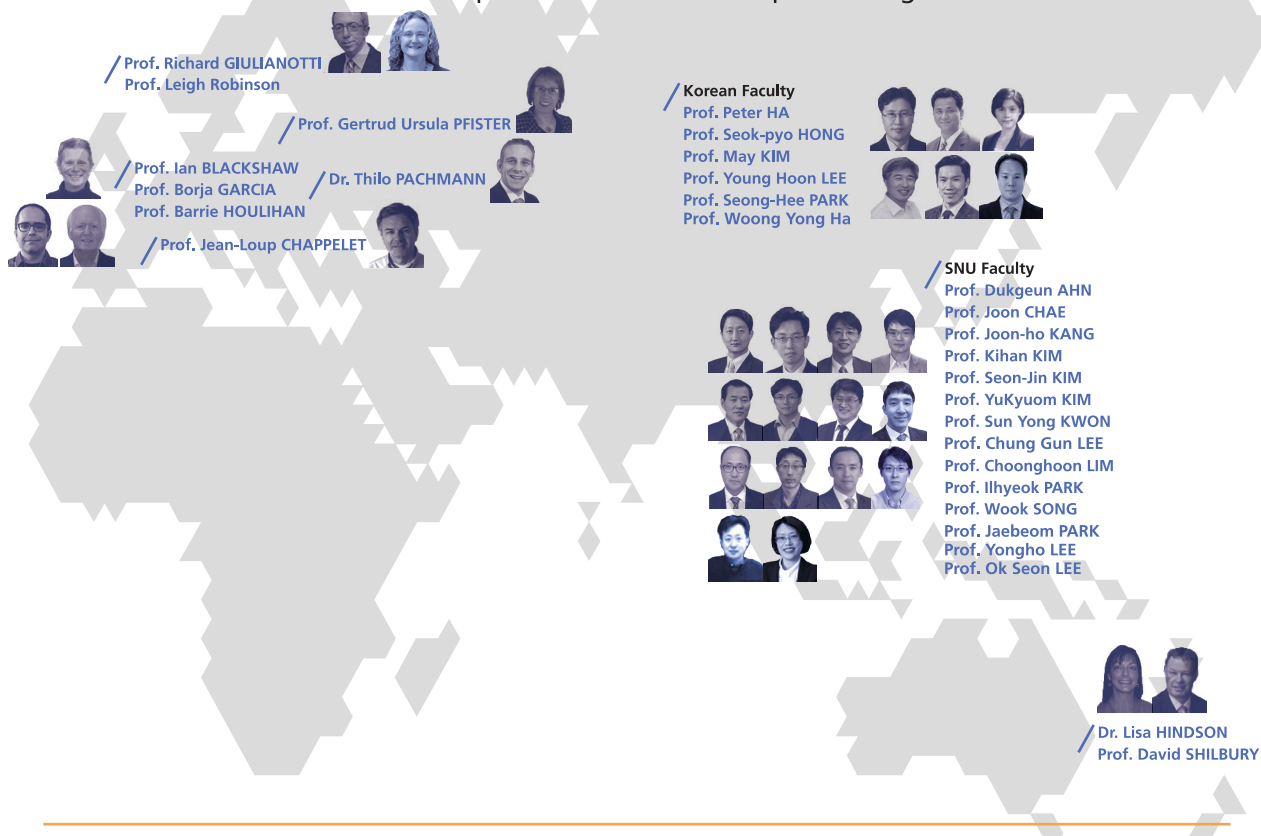
Maritime Sport Experience at Goseong



Team Project & Volunteering at 2015 Gwangju Summer Universiade

## WORLD RENOWNED FACULTY

The members of Dream Together Master faculty are truly international. They are renowned experts distinguished both for their profound knowledge and extensive experience in the field of sport management.



### Prof. Alan ABRAHAMSON

Annenberg School of Communication and Journalism, University of Southern California, USA | Member of IOC Press Commission and AIPS Olympic Commission | J.D., University of California, USA

### Prof. Dukgeun AHN

Graduate School of International Studies, Seoul National University, KOREA | J.D., University of Michigan Law School, USA | Ph. D. in Economics, University of Michigan, USA

### Prof. Ian BLACKSHAW

International Sports Law Centre of the TMC Asser Institute, Hague, NETHERLANDS | Member of court of arbitration for sport, SWITZERLAND | LL.D. in Laws, Anglia Ruskin University, UK

### Prof. Joon CHAE

Business School, Seoul National University, KOREA | Ph.D. in Finance, Sloan School of Management, Massachusetts Institute of Technology, USA

### Prof. Jean-Loup CHAPPELET

Public Management at IDHEAP associated to the University of Lausanne, Switzerland | Ph.D., University of Montpellier, FRANCE

### Prof. Packianathan CHELLADURAI

Sport Management, Troy University, USA | Ph.D., University of Waterloo, CANADA

### Prof. Sungho CHO

School of Human Movement, Sport, and Leisure Studies, Bowling Green State University, USA | J.D., Arizona State University, USA | Ph.D., University of Connecticut, USA

### Prof. Bettina CORNWELL

Lundquist College of Business, University of Oregon, USA | Director, Research for the Warsaw Sports Marketing Center, USA | Ph.D., The University of Texas at Austin, USA

### Prof. Borja GARCIA

School of Sport, Health and Exercise Sciences, Loughborough University, UK | Ph.D. in Politics, International Relations and European Studies from Loughborough University, UK

### Prof. Richard GIULIANOTTI

School of Sport, Exercise and Health Sciences, Loughborough University, UK | Ph.D. in Sociology, University of Aberdeen, SCOTLAND

### Prof. Peter HA

Graduate School of Sport Science, Kyunghee University, KOREA | Ph.D., Catholic University of Leuven, BELGIUM

### Prof. Lisa Delpy NEIROTTI

Department of Management, the George Washington University, USA | Ph.D., University of New Mexico, USA

### Dr. Lisa HINDSON

Founder and Principal, LHC Global, AUSTRALIA | Ph.D. in Sport Management, University of Iowa, USA

### Prof. Seok-pyo HONG

Division of Sport Science, Kangwon National University, KOREA | Ph.D. in Sport Marketing, University of Connecticut, USA

### Prof. Barrie HOULIHAN

School of Sport, Exercise, and Health Sciences, Loughborough University, UK | Ph.D., Salford University, UK

### Prof. Joon-ho KANG

Department of Kinesiology, Seoul National University, KOREA | Ph.D. in Sport Management, University of Michigan, USA



#### **Prof. Kihan KIM**

Department of Kinesiology, Seoul National University, KOREA | Ph.D. in Communication, University of Texas at Austin, USA

#### **Prof. May KIM**

Department of Sport Science, Korea University, KOREA | Ph.D., The Ohio State University, USA

#### **Prof. Seon-Jin KIM**

Department of Kinesiology, Seoul National University, KOREA | Ph.D., University of Illinois, USA

#### **Prof. YuKyuom KIM**

Department of Kinesiology, Seoul National University, KOREA | Ph.D. in Sport Management, Florida State University, USA

#### **Prof. Yongho Lee**

Department of Kinesiology, Seoul National University, KOREA | Ph.D., University of Minnesota, USA

#### **Prof. Sun Yong KWON**

Department of Kinesiology, Seoul National University, KOREA | Ph.D., University of North Carolina, USA

#### **Prof. Chung Gun LEE**

Department of Kinesiology, Seoul National University, KOREA | Ph.D., Indiana University Bloomington, USA

#### **Prof. Young Hoon LEE**

School of Economics, Sogang University, KOREA | Ph.D., Michigan State University, USA

#### **Prof. Choonghoon LIM**

Department of Kinesiology, Seoul National University, KOREA | Ph.D. in Sport Management, University of Maryland at College Park, USA

#### **Prof. Ok Seon LEE**

Department of Kinesiology, Seoul National University, KOREA | Ph.D., University of North Carolina at Greensboro, NC, USA

#### **Dr. Thilo PACHMANN**

Partner, Pachmann Attorneys at Law Ltd., SWITZERLAND | Ph.D. in Law Studies, University of Zurich, SWITZERLAND

#### **Prof. Ilhyeok PARK**

Department of Kinesiology, Seoul National University, KOREA | Ph.D., University of British Columbia, USA

#### **Prof. Seong-Hee PARK**

Division of International Sport and Leisure, Hankuk University of Foreign Studies, KOREA | Ph.D. in Sport Marketing & Media, University of Louisville, USA

#### **Prof. Jaebeom PARK**

Department of Kinesiology, Seoul National University, KOREA | Ph.D. in Kinesiology, University of Maryland, USA

#### **Prof. Woong Yong Ha**

Department of Sport and Healthy Aging, Korea National Sport University, KOREA | Ph.D. in Sport History, Pennsylvania State University, USA

#### **Prof. Gertrud Ursula PFISTER**

Department of Human and Social Sciences, University of Copenhagen, Denmark | Ph.D. in Habilitation, Ruhr-University Bochum, GERMANY

#### **Prof. Leigh Robinson**

School of Sport, University of Stirling, UK | Ph.D. in Sport Management, Loughborough University, UK

#### **Prof. David SHILBURY**

School of Management and Marketing, Deakin University, AUSTRALIA | Ph.D., Monash University, AUSTRALIA

#### **Prof. Wook SONG**

Department of Kinesiology, Seoul National University, KOREA | Ph.D. in Sport Physiology, Texas A&M University, USA

## ENDORSEMENT

### GLOBAL LEADERS IN INTERNATIONAL SPORT ORGANIZATIONS

#### Barry Maister

Member, International Olympic Committee (NZL)

The Dream Together Master program is based on academic rigour and best practice management. The IOC is very keen to invest in the growth of sports management expertise around the world. The Seoul National University has initiated and developed this program, which is growing in stature and importance. I endorse this program without any reservations.



#### Maxwell De Silva

Secretary General, National Olympic Committee of Sri Lanka

The Dream Together Master's curriculum is very comprehensive which is commendable. In particular, I would like to praise the study methods, experts, international professors' guidance and availability of world class staff.

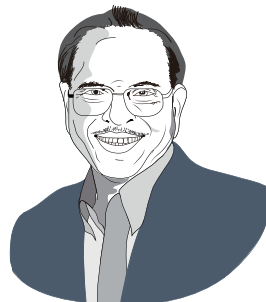


### DTM FACULTY

#### Packianathan Chelladurai

Professor, Troy University, U.S.A.

Scheduling of the classes, the classroom, the audiovisual aids in the room and the technical assistance were outstanding. I am impressed with the very rigorous method of selecting the candidates for the course from around the world and I am proud to be associated with the program.



### WORLD'S SPORTS STARS

#### Ji-Sung Park

Former Football Player of Korea National Team & Manchester United, English Premier League, U.K./Current Club Ambassador at Manchester United, English Premier League, U.K.

Seoul National University has made a remarkable approach to assessing priority needs of the participants and providing opportunities for them to become global sport administrators. DTM program has generated a platform for the students to build global networks and to interact with the world-renowned faculty.

#### Chan-Ho Park

Former Baseball Player of Korea National Team/Former Major League Baseball (MLB) Player of Los Angeles Dodgers, U.S.A.

Being a professional baseball player overseas, I always wished for a program that provides high quality education to train and foster sport players and administrators. I am very delighted that a such program now exists in my own country, Korea. I highly recommend current sports players and administrators to join the DTM program at one of the most prestigious universities in the world.



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## Wilfried Lemke

Former Special Adviser to the United Nations Secretary-General Ban Ki-moon on Sport for Development and Peace

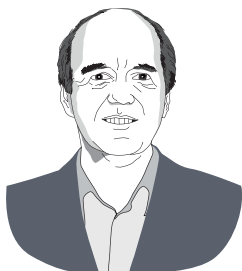
I was in particular impressed by the vision of the faculty, which is to train future sport administrators. Such vision is as relevant as it can get to my role as a Special Advisor since it is also my objective to widen access of sport to as many people around the world. It is my hope that this Master's program will be able to cultivate and inspire future leaders in the world of sport.



## Roland Naul

Vice-President of the Willibald Gebhardt Research Institute, Germany

The Republic of Korea is giving an opportunity to young people who otherwise would never have a chance to be a part of such an academic program. I am sure the DTM students will become good role models for the next generation in their home countries and will be grateful lifelong for the academic support they received from Korea.



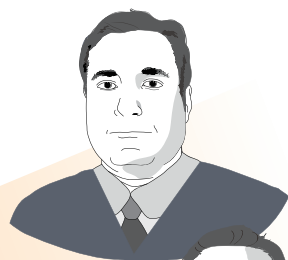
## Barrie Houlihan

Professor, Loughborough University, U.K.

DTM is a unique programme which meets the educational needs of students from developing countries and which adds to SNU's reputation as a world-leading university.

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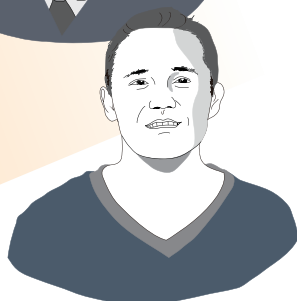
## DTM ALUMNI



## Md Musaraf Husain Molla

Joint Secretary of Ministry of Youth and Sports, Government of Bangladesh

I feel grateful for what I have experienced from the Dream Together Master program. Through this program, I have learned diverse subjects related to sport management and gained skills and knowledge to become a future global sport administrator.



## Isai Cruz

Deputy Manager of Medicine & Sports Sciences, Confederación Deportiva Autónoma de Guatemala

I truly believe the DTM program is the best sport management program in the world because it considers an integral perspective of education in potential leaders from underdeveloped countries. This program allowed me to make strong friendship with other international students who I will remember forever.

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## WHY SEOUL NATIONAL UNIVERSITY?

As the academic hub of Asia, Seoul National University (SNU) is an ideal institution in realizing the visions of the Dream Together Master. SNU offers a world-class education and a wealth of extraordinary opportunities that only SNU can offer.

### A TRADITION OF EXCELLENCE

Since its foundation in 1946, Seoul National University has been the undisputed leader of higher education in Republic of Korea and has established a global reputation. Seoul National University (SNU) is ranked 1st in Asia and 7th in the world according to the 2017 Quacquarelli Symonds (QS) World University Rankings by Sports-Related Subjects. Also, SNU is ranked 36th in the 2018-2019 QS World University Rankings, and it is the only institution among Asia's top-10 universities that offers both Master's and Ph.D. degrees in Sport Management.

### WORLD-CLASS EDUCATION

Since its beginning, SNU has been the cradle of liberal education and fostered a lifelong love of learning in our students. SNU trains the most outstanding students in a wide array of areas in its master's and doctorate programs. The resulting report of satisfaction level among the graduates and career advantage is the highest in the nation.

### EXTRAORDINARY ALUMNI NETWORKS

Alumni network at SNU is one of the most prominent and strongest in Korea. SNU's distinguished graduates include key figures in all sectors within Korea as well as in international community. SNU's distinguished graduates include the Former Secretary-General of United Nations Ban Ki-Moon among others.

### TRULY GLOBAL CAMPUS

As SNU embraces its vision of becoming a truly global university, there will be greater emphasis put on diversity and international community on campus than ever before. It continues to promote international collaborations and has academic exchange agreements with around 1000 universities and research institutes worldwide.

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### SNU RANKINGS

1<sup>st</sup>

QS World Universities Ranking by  
Sports-Related Subjects in Asia 2017

7<sup>th</sup>

QS World Universities Rankings by  
Sports-related Subjects 2017

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## GLOBAL NETWORKING

Dream Together Master is in cooperation with the Korean Sport & Olympic Committee (KSOC). Also, Dream Together Master is in partnership with international organizations which are the Association of National Olympic Committees (ANOC), International University Sports Federation (FISU), and World Taekwondo (WT).



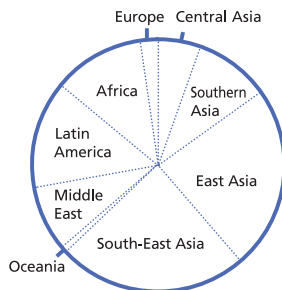
## WORLDWIDE ALUMNI

The students of Dream Together Master, selected through a competitive process, are visionary, passionate and competent sport administrators in countries from all over the world. Our proud alumni of the program are the future leaders in the field of sport management to foster sport development both at the national and international level.



### Distribution of Alumni Around the World

Central Asia (6) 5%  
 East Asia (20) 18%  
 Southern Asia (12) 10%  
 South-East Asia (29) 25%  
 Middle East (8) 7%  
 Latin America (20) 17%  
 Africa (17) 15%  
 Europe (2) 2%  
 Oceania (1) 1%  
 Total 115 100%







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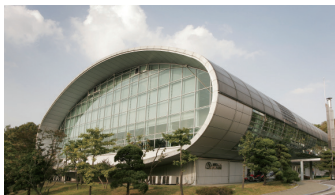
## CAMPUS LIFE



SNU Gwanak Residence Halls



SNU Gwanjeong Library



SNU POSCO Sports Center

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Seoul National University offers invaluable cultural resources and impressive facilities to become a part of an extensive social, recreational and academic community.

### HOUSING

SNU's housing, Gwanaska, is home to over 4000 students from all over Korea and around the world, providing residents with living quarters not only to study and relax, but also to meet people from various backgrounds.

### LIBRARY

The SNU Library and its 8 branches maintain a collection of 5 million volumes of books, over 10,000 scholarly journals, 31,000 electronic journals, and over 200,000 non-book materials in support of research and academic activities of the University.

### SPORTS FACILITIES

The POSCO Sports Center is equipped with an Olympic-scale swimming pool, weight room, golf ranges, squash/racquetball courts and multipurpose fitness rooms. Wide-ranging instructional courts, as well as shower booths and sauna facilities are available. Other sports, fitness, and health facilities are located around the SNU Campus.

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## LIFE IN SEOUL

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As SNU is located in Seoul, the heart of Korea, it is able to offer its students with a wide range of outstanding cultural, religious and recreational opportunities. Seoul, the capital of Republic of Korea, is a safe, exciting, and attractive city, packed with countless sights to see and places to visit – from traditional royal palaces to trendy shopping districts.



N Seoul Tower



Hyangwonjeong Pavilion,  
Gyeongbokgung Palace

### UNESCO WORLD HERITAGE SITES

The Seoul metropolitan area contains four UNESCO World Heritage sites including Changdeok Palace and the Royal Tombs of the Joseon Dynasty.

### BIRTHPLACE OF K-POP AND THE KOREAN WAVE

Seoul has been voted as one of the most popular destinations by Asian tourists.

### HOST CITY OF INTERNATIONAL SPORTING EVENTS

Seoul has a legacy of hosting various international sporting events such as the 2018 Winter Olympics, 2014 Asian Games, 2002 FIFA World Cup and 1988 Summer Olympics.

# ADMISSION

## Program Start

The regular semester will begin in early September, 2019. However, preparatory session begins in August, prior to the regular semester start date. The session includes Korean language course and cultural experience tours. Tours include, but are not limited to, the visiting of Korean traditional heritage sites, Olympic and World Cup stadiums and the viewing of Korean professional baseball games, and K-Pop concerts.

## Duration

Dream Together Master is a two-year program (four academic semesters) in which students will stay in Korea for 17 months from August 2019 to December 2020.

## Admission Eligibility

- Former and current sport administrators or athletes
- Bachelor's degree or higher (in any field)
- Sufficient command of both spoken and written English to take classes conducted entirely in English
- Potential and passion for sport management
  - \* Preferred Qualifications
- Sport administrators from countries recognized in the List of Official Development Aid (ODA) Recipients provided by the Development Assistance Committee (DAC) with recommendation from government sport organizations or National Olympic Committees
- Athletes from countries recognized in the List of ODA recipients provided by the DAC who have participated in major international sporting events (Olympics, Asian Games, World Championships) with recommendation from government sport organizations or National Olympic Committees

## Application Procedure

Please refer to our homepage for the most up-to-date information regarding application deadlines.

|  |                 |
|--|-----------------|
| • <b>Electronic Submission of Documents</b>  | March, 2019     |
| • <b>Submission of Documents</b>             | March, 2019     |
| • <b>Announcement of Interview Schedule</b>  | April, 2019     |
| • <b>Interview</b>                           | April, 2019     |
| • <b>Announcement of Admissions Decision</b> | May, 2019       |
| • <b>Date of Arrival in Korea</b>            | August, 2019    |
| • <b>Start of Semester</b>                   | September, 2019 |

## Financial Aid

Dream Together Master offers full scholarships to most students. The scholarship covers:

- Tuition
- Living expenses
- Flight tickets
- Health Insurance
- Field Trips

## Application and Documents to be Submitted

Documents and forms to be submitted for admissions consideration are as follows.

- ① Application Form (Form 1)
- ② Personal Statement and Study Plan (Form 2)
- ③ Two Letters of Recommendation (Form 3) from your professors and/or employers
- ④ Financial Certification (Form 4) – Signature required
- ⑤ Agreement for Verification of Academic Record (Form 5)
- ⑥ Official Undergraduate Studies Transcript (in English)
- ⑦ Notarized Certificate of a Bachelor's Degree/ Undergraduate Graduation Certificate (in English)
- ⑧ A copy of the applicant's passport (or other official document indicating your nationality)
- ⑨ Copies of both parents' passports (or other official documents indicating parents' nationality)
- ⑩ Official document indicating parent-child relationship between the applicant and his/her parents
- ⑪ Curriculum Vitae
- ⑫ Certificate of Employment (if applicable)
- ⑬ Recognized English Proficiency Test (TOEFL, TEPS, IELTS) or any other supporting document which demonstrates appropriate English language proficiency (ie. English teacher's letter or Institution Attended Certification)
- ⑭ Checklist

\* Please refer to the 'Admission Guideline' for detailed instructions and download the necessary forms (forms 1~5) from our website. ([dtm.snu.ac.kr](http://dtm.snu.ac.kr))

\* All documents must be in ENGLISH, if not, they need to be translated and certified/notarized by an official translator.

## Contact

### Mailing Address

Division of Global Sport Management Talent Development  
Building 153, Room 316, Seoul National University 1 Gwanak-ro,  
Gwanak-gu, Seoul, Republic of Korea 08826

Homepage [dtm.snu.ac.kr](http://dtm.snu.ac.kr)

E-mail [snugsm@snu.ac.kr](mailto:snugsm@snu.ac.kr)

Phone +82-2-880-2984, 2985 Fax +82-2-888-2985



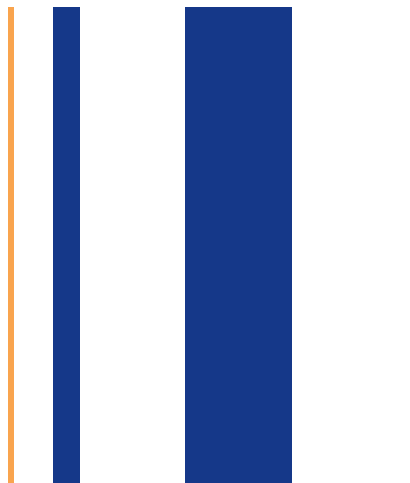
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1 Gwanak-ro, Gwanak-gu Seoul, Republic of Korea 08826

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