

INNOVATE TODAY,
DESIGN TOMORROW !

TECHNOLOGY
&
INNOVATION
MANAGEMENT



**GRADUATE SCHOOL OF TECHNOLOGY &
INNOVATION MANAGEMENT, HANYANG UNIVERSITY**

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K-MOT Making New History of Korea

In the past centuries, Korea has achieved unprecedented high growth along with the development of scientific technology in the world. Creative technology management (MOT) has been taking a leading role behind such great achievement. Hanyang MOT has become a hub for establishment of ecology in creative technology management cultivating core talents who lead the agenda of technological innovation in the future including the fourth industrial revolution and technological integration.

Goals of strategies in HY-MOT

- Advance technological management education and expand MOT value
- Provide education courses for cultivating and solving issues in the field
- Cultivate promising technology in the future and specialize capability in commercialization
- Perform R&D for new technology, product, and service integrated with technology and design
- Reinforce capability of technology management for small and medium/middle-standing companies
- Activate global cooperative network





We Will Lead the Field with Creation and Innovation.

The global market is facing a rapidly changing management environment such as acceleration of technology innovation, technology convergence, an increase in value of intangible assets, and diversification of consumer desires. To react flexibly to such environment, creative and challenging talents who are capable of acting with management knowledge and professional technology are needed. Under the management environment in unlimited competition, technology innovation is not an option but an essential condition. Hanyang University has established and is currently administrating Graduate School of Technology & Innovation Management (Hanyang MOT) with the support from the government and the school to satisfy such demands of the era and society.

Hanyang MOT has set up three areas of establishment for accepting industrial demands and practical academic curriculums, acquisition of professors with specialized capability in theory and practice, and creation of infrastructure for supporting MOT with customized network as a strategic goal to promote innovative experts with creative entrepreneurship, emerging technology managing ability, and futuristic problem solving and analytical capability. All curriculums are specifically designed to adopt the fields such as practical training and case analysis and strictly provide practice-oriented training. We promote advanced MOT education program utilizing resources, strength and advantages of Hanyang University. By utilizing strategic alliance and collaborating with industrial groups, education institutions and research institutes in and out of the country, we will support to develop a wide range of vision and sense to initiate changes. In addition, we are equipped with futuristic education system based on industrial convergence and faculty members with much experience in the industrial fields as well as experts who have leading advanced technological management in prestigious education institutions in foreign countries.

Hanyang MOT will be the leader of technology innovation for the future of challenging and creative talents in following the tradition of Hanyang University as a prestigious engineering school that has served a role of driving force in Korea for the past tens of years.

Ph. D. Gyunghyun Choi
Dean of Graduate School of
Technology & Innovation Management



Hanyang University, the Pride of 'The Engine of Korea'

Hanyang University was established in 1939 as the Korea's first private college of engineering and has been the driving force behind Korea's miraculous transformation from being one of the poorest countries in the 1950s and 60s to be among the largest economies in the world today. Our graduates have been highly influential in virtually every aspect of our nation's modernization process, and in recent decades, have progressed to make profound impact on the world stage. The challenges we face today as a nation and a planet are great. We will face them with our steadfast commitment to make discoveries that improves lives and prepare our graduates for positions of global leadership and lives of service.

From National Preeminence to Global Prominence

- 2016 Top 67th ranked in QS World University in Engineering & Technology
 - 2015 Top 30th ranked in QS Asian University
 - Top 15th ranked in 2015 Asia's Most Innovative Universities by Reuters
 - 1st ranked in Korea 2016 Korea Economic Daily · Global Research Engineering School Assessment
 - 1st ranked in Korea in the number of CEO alumni of venture companies
 - 1st ranked in Korea in the number of student entrepreneurs in 2016
 - 2nd ranked in Korea in the number of CEO alumni of KOSDAQ listed companies
 - Top 76th ranked in the number of CEO alumni of world's top 500 companies by THE(Times Higher Education)
 - Top 4th ranked in the number of CEO alumni of Korea's top 100 companies by THE
 - Top 34th ranked in industrial-academic cooperation by THE
 - Won 8 awards for major government funded projects in 2016
-
- Colleges: 24(Department 103)
 - Graduate Schools: 21
 - Number of Registered Students: 33,065
 - Faculty Members and Lecturers: 3,912
 - Alumni: 300,000(as of 2016)

Hanyang Startup Open Campus



HY-MOT Difference: Joint Optimization between Practicality and Academic Excellence

Born in the Heart of Engineering Frontier in South Korea

HY-MOT was founded in the oldest and yet the best engineering school in South Korea. Leveraging with the capability of Hanyang University, HY-MOT provide a strong human network as well as academic excellence to create social and technical innovation.

Tightly Engaging Industry with Education and Research

HY-MOT program places emphasis on the tight coupling between academic experience and industrial performance. All of the case studies and future scenarios for technological innovation deal with real world problem with strong theoretical foundation.

- Integrated education with mentoring, coaching from domain specialists and academic faculties
- Smart education with advanced class

Highlighted on Technology Commercialization

HY-MOT aims at seamless transition from MOT education to tangible value creations:

- Providing guidance for full life cycle of technology startup
- Helping business diversification of small and mid-sized-tech company
- Valuating knowledge asset

Systemized Industry-Academic Collaboration

With strong ties to industry and academia, we continuously explore new opportunities to collaboration to predict and keep pace with emerging technologies that accelerate the innovation of companies, societies and nations.

Case Based & Problem Based Learning

Project practicum & capstone project show the essence of educational innovation of HY-MOT to offer hands-on training.



Academic Programs: Practical Project and Matrix Curriculum Focused on Goals and Career Path

Education Fields	TI Technology Innovation	TD Technology Design	TC Technology Commercialization
Objectives	TI course is targeting comprehensive and deep understanding on the economic and social context based on technology, and organization, policy, and actant that create and utilize technology.	TD course is to research and educate various attempts to incorporate design capability to the technology in need to perform the development of new product-service beyond the previous technology-centered product-service design.	TC course is targeting to explore technologies in demand occurring from the market and society, creatively and proactively predicting promising technology, and build capability in business to find new opportunity in business.
Subjects	<ul style="list-style-type: none"> • <i>Special Topics in Innovation Management</i> • <i>Strategic Management</i> • <i>Theories on Socio-Technical Systems</i> • <i>Emerging Technology Management</i> • <i>Management and Economics of Intellectual Property</i> • <i>Technology Mining</i> • <i>Technology Roadmap</i> • <i>Technology Management Consulting 1,2 (Ph.D. degree only)</i> • <i>Case Studies of Innovation Management</i> 	<ul style="list-style-type: none"> • <i>Behavioral Economics & Psychological Decision-Making</i> • <i>Culture and Technology</i> • <i>Psychology and Its Implications on Technology</i> • <i>Human-Oriented Design Methodology</i> • <i>Design Engineering Methodology</i> • <i>Advanced Technology Design (Ph.D. degree only)</i> 	<ul style="list-style-type: none"> • <i>Market Analysis for Technology</i> • <i>Introduction to Futurology</i> • <i>Introductory Strategic Marketing</i> • <i>Drafting Strategic Marketing Initiatives</i> • <i>High Tech Marketing</i> • <i>Understanding Technology and Finance</i> • <i>Entrepreneurship and New Firm Creation</i> • <i>Entrepreneurship and Technology Strategy Seminar</i> • <i>Technology Valuation and Transfer</i> • <i>Business Planning and Strategy Development</i>

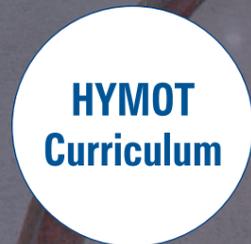
Education Categories	Core Course		Specialized Subjects
	Required Subjects	Elective Subjects	
Subjects	<ul style="list-style-type: none"> • <i>Project Practicum 1~4 (Master's Degree)</i> • <i>Advanced Research Methodology (Ph.D. degree)</i> 	<ul style="list-style-type: none"> • <i>Research Method and Analysis</i> • <i>Introduction to Management of Technology</i> • <i>Technology Innovation Theory</i> • <i>Innovation Management</i> • <i>Technology Commercialization</i> • <i>New Product Development</i> • <i>Technology Design Management</i> • <i>Quantitative Analysis in Technology Management</i> • <i>Economics and Technology</i> • <i>Technological Forecasting Methodology</i> • <i>R&D Management</i> • <i>Service Innovation</i> • <i>Research Methodology</i> 	<ul style="list-style-type: none"> • <i>Accounting for Technology Enterprise</i> • <i>Management of Technology and Innovation Seminar 1, 2</i> • <i>Innovation Strategy with Patents 1, 2</i> • <i>Advanced Statistical Analysis</i> • <i>Special Topics 1, 2 (Ph.D. degree only)</i> • <i>Financial Practice For Tech Companies</i> • <i>Entrepreneurial Bootcamp 1, 2</i> • <i>Another Graduate School or Department Opening Subject</i>



Based on the fundamental MOT classes, HY-MOT provides three specialized MOT tracks aiming to offer demand-based and systemized MOT educational programs: TI (Technology Innovation), TD (Technology Design), and TC (Technology Commercialization)

Set up advanced practical curriculum

- Advanced Curriculum
- Project Practicum/ Capstone Project
- MOT Colloquium
- Specialized Group Teaching



Selection of courses based on targeted goal for experiences

- Technology Innovation Course
- Technology Design Course
- Technology Commercialization Course



International Networks and Activities

International networks are cornerstones for enhancing our research and education. Our faculty members maintain active research networks with diverse foreign institutes and help our students develop international perspectives on innovation management. We provide the following channels to our students among others:

International Summer School:

A week-long intensive overseas training program (partially subsidized by the School)

- Silicon Valley and YouNoodle, the US in 2012
- University of Utrecht, the Netherlands in 2013
- Cambridge University, United Kingdom in 2014 and 2015
- Fraunhofer Institute for Systems and Innovation Research(ISI), Germany in 2016 and 2017

Participation of International Conference:

The school provides travel grant to a selected student whose paper is accepted for oral presentation at a peer-reviewed international and national conferences.

Exchange Studentship

- Bangkok University, Thailand
- Arts et Métiers ParisTech, France

Internationally renowned researchers in the broad areas of technology and innovation management are also invited to Hanyang University and provide

- A invited speech and research clinic sessions
- A regular course for a semester or two
- Thesis advice as a member of thesis advisory committee



HY-MOT Industry Collaboration Program: JUST Program

The essential benefit of HY-MOT and industry collaboration program is sharing the value for co-evolution with the knowledge of innovation. The HY-MOT family enterprises will have a chance to develop technology strategy with our faculty and professional student. We also provide the know-how and insight for new product development, management of R&D, and creative technology commercialization. As the most admirable think-tank for the innovation in South Korea, we always welcome to be part of us.

Programs and Benefits

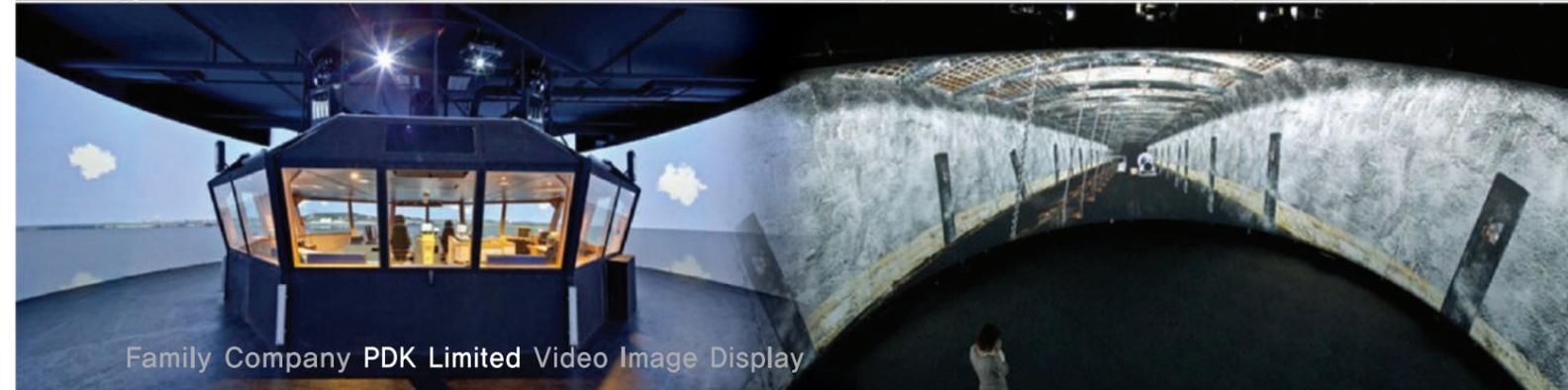
- Consulting Program [Jump Bootcamp] Provide technology management program
- Platform for the Innovation [Understanding Tech-Trends] Provide various information such as industrial and technology information
- Education Program [Searching for Excellence] Provide technology management education program
- R&D Program [Transformation and Innovation] Joint R&D program to make essential

Business Distribution for Family Companies

IC SW 25%	Video Image Display 7%	Robot 5%
Comprehensive Service 17%	Electrical and Electronic Component 7%	Management Advisory Consulting 2%
General Manufacturing 12%	Medical Device 7%	Bedding Manufacturing and Distribution 2%
Automobile Manufacturing 7%	Design Consulting 7%	Education Business 2%



Family Company Epica Automobile Manufacturing



Family Company PDK Limited Video Image Display



Family Company DeltaBot Robot

Entrepreneurial Bootcamp: Creating New Value with a Start-Up

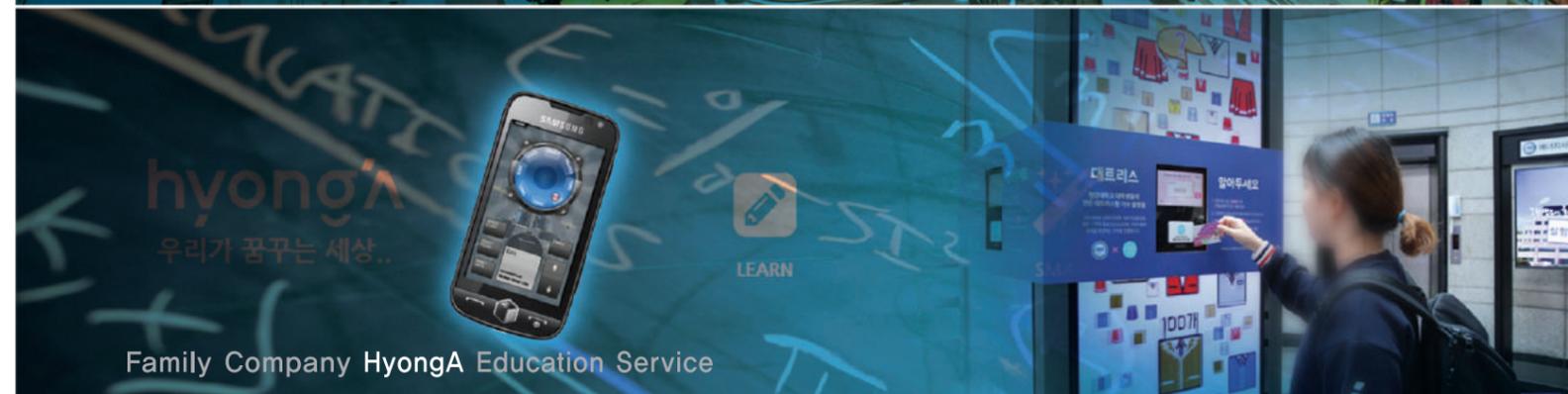
This program is a strategic essential course for technology commercialization (TC).

[STEP 1] Ideation + Business Modeling

Understanding the knowledge for starting new business developing idea to fit the customers' needs and planning a business with professional mentors

[STEP 2] Realizing Business

Confirming business feasibility and establishing business with practical guidance from the professional mentors and accelerators



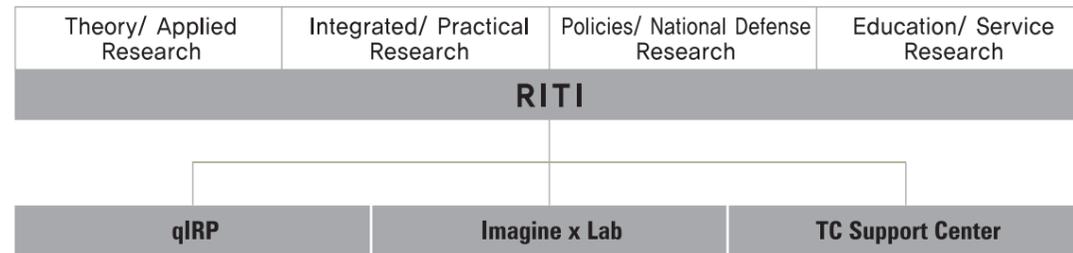
Family Company HyongA Education Service



Family Company DANUSYS SW

Research Institutes: Hub of Industry–Academia Collaboration and Resource of Education

HY–MOT has been proceeding system in the production and utilization of research information by operating research organization based on RITI (Research Institute of Technology Innovation)



RITI

RITI was established to expand the technology innovative methodologies developed in HYMOT to small businesses and high potential enterprises and to lay the foundation of practical academic–industrial cooperation. The ultimate value pursued by this research institute is to develop theory and practical methodology of Korea–MOT, research and distribute plans for promoting the growth of companies based on innovative technology, suggest policies for advancement of national technology innovation system, and cultivate experts in the fields of technology innovation and incorporation.

qIRP

qIRP (Quantitative Innovation Research Platform) is the quantitative analysis platform that performs systematic and scientific analysis for information. Highly functional server in qIRP is equipped with raw data related to technological innovation and industry including about 90 million cases of patents in all over the world, OECD industrial structure information, OECD scientific technology industry data, UNIDO systematic industrial data, and UN global trade data. It is feasible to proceed various technological management quantitative analysis including prediction of promising technology and commercialization by utilizing a large amount of resources.

Imagine x Lab

Imagine x Lab is the space for experiment based on 3D VR technology to experiment convergence technology, creative products, and services in the future. Students–led companies in HY–MOT and family companies are able to find help in the field of integrated product and service design–analysis–production through the support from Imagine x–Lab.



Professional Faculty with Theoretical and Practical Expertise



Technology Innovation Group

- Hyunghyun Choi Ph.D. Dept. of ISE, Virginia Tech./ Dean of HYMOT
- Jaehyun Jung Ph.D. School of Public Policy, Georgia Tech.
- Jae Young Choi Ph.D. Economics and Policy Program, Seoul Natl. University
- Donghee Lee Ph.D. Dept. of Industrial & Management Engineering, POSTECH



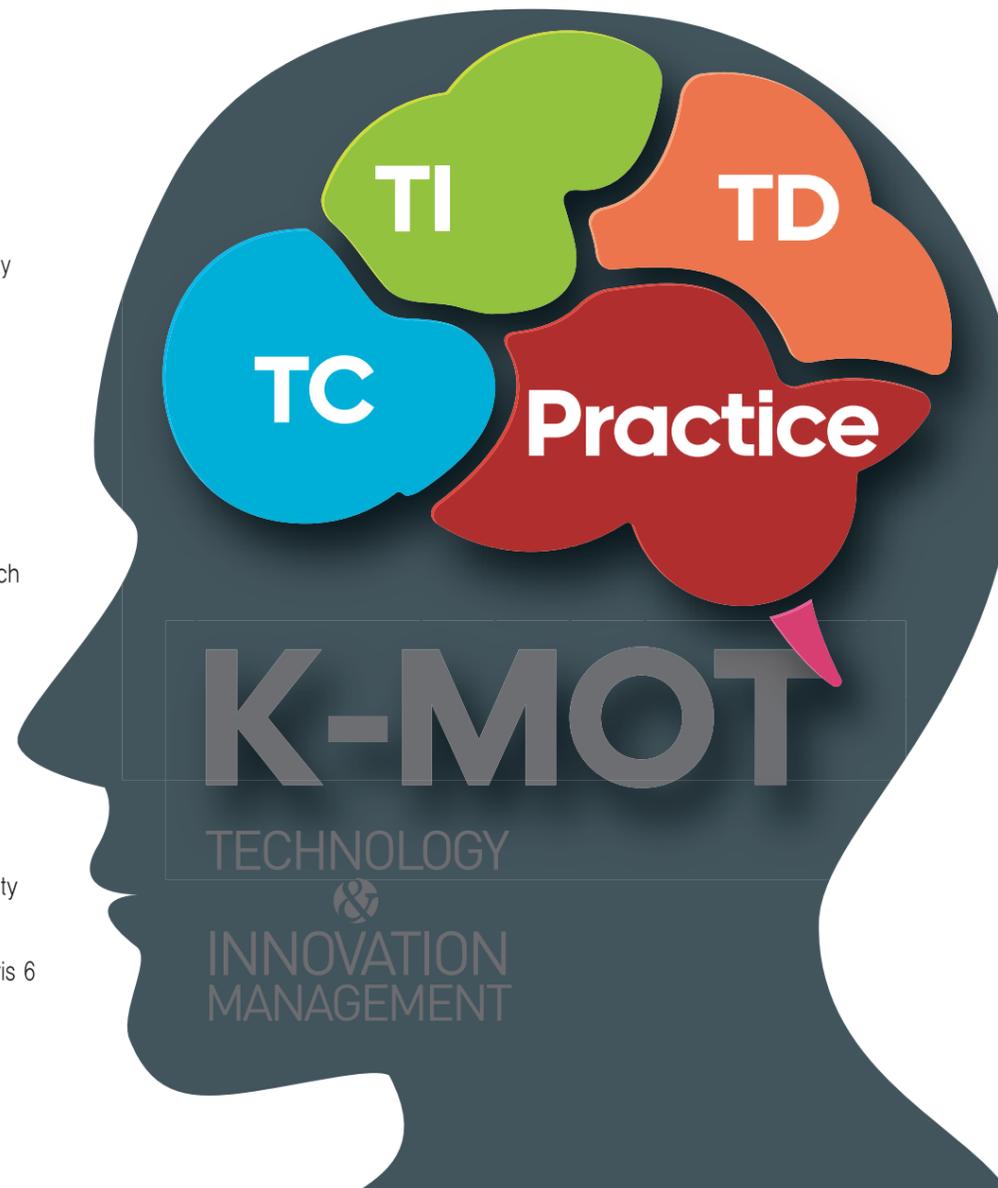
Technology Design Group

- Hokyung Ryu Ph.D. Dept. of Psychology, York University
- Jieun Kim Ph.D. Dept. of Design Science, Arts et Métiers ParisTech
- Gyu Hyun Kwon Ph.D. Dept. of ISR, Virginia Tech.



Technology Commercialization Group

- Jaemyeong Cho Ph.D. Dept. of Industrial Engineering, Hanyang University
- Heejung Lee Ph.D. Dept. of Industrial Engineering, KAIST
- Youngmin Kim Ph.D. Computer Science, Pierre and Marie Curie Univ.-Paris 6



Adjunct Professors



- Bong Whan Yoo Vice President of Daijoo LLC.
- Eun Taek Lee Former CEO of OpenTide
- Geunsik Myoung Vice President of Daeil Electrical communication
- Ghai Hong Min Former CEO of Korea Radioactive Waste Agency
- Hung-Sik Ko Former CEO of Samsung Total Petro-chemicals Co., LTD.
- Jai Hong Yoo President of ActEdu
- Jeongho Lee CEO of Ernst & Partners LLC
- Jeong Whan Kim Senior Researcher at KOITA
- Jin Woo Bae Senior Researcher at KIPSI
- Joon Woo Lee Senior Researcher of KISTI
- Ki Ho No Former CEO of LG Chem, LTD.
- Kyung Jun Chun CEO of Seegene, Inc.
- Sang Wan Lee Former President of Samsung Electronics, Inc.
- Yeongho Jin Adviser of Doosan Heavy Industries & Construction
- Yongseok Seong CEO of Clavis Co., LTD.



Class Information for Foreign Students

Application Procedure

Online application(<http://study.hanyang.ac.kr>) ▶ Submit an application form and required documents (by mail or visit office) ▶ Admission test and Korean Language Proficiency Test (Optional) ▶ Admission result announcement

Application Schedule

Schedule	Fall Semester Admission [September]	Spring Semester Admission [March]
Online application(http://study.hanyang.ac.kr) (Submit the application form after registering online)	April	September
Submit required documents	April	September
Result announcement	June	December
Deposit payment	-	December
Tuition payment	July	February
Student Orientation	August	February
Beginning of each semester	September	March

Eligibility Requirements for Application

International students with foreign citizenship whose parents both have foreign citizenship or international students including Koreans residing overseas who have completed the entire elementary, middle, high school and undergraduate education outside Korea (Bachelor's degree required for Master's program admission / Master's degree required for Doctoral Program admission)

Graduation

- Submission of certified English language score or replace by taking two classes exclusively for English (Grade of B or above is admitted for classes exclusively for English)
- [Master] Research methodology and project practicum are required.
- [Ph. D.] General examination/ Submission and passing evaluation of degree thesis/ Satisfaction of research history – Publish 200% in listed (perspective) journals – Publish a thesis of SCI/ SSCI level or SCOPUS (certificate of expected publication is permitted).



*Sharing the Passion, Challenging Spirit,
and Vision of Innovation Leader*



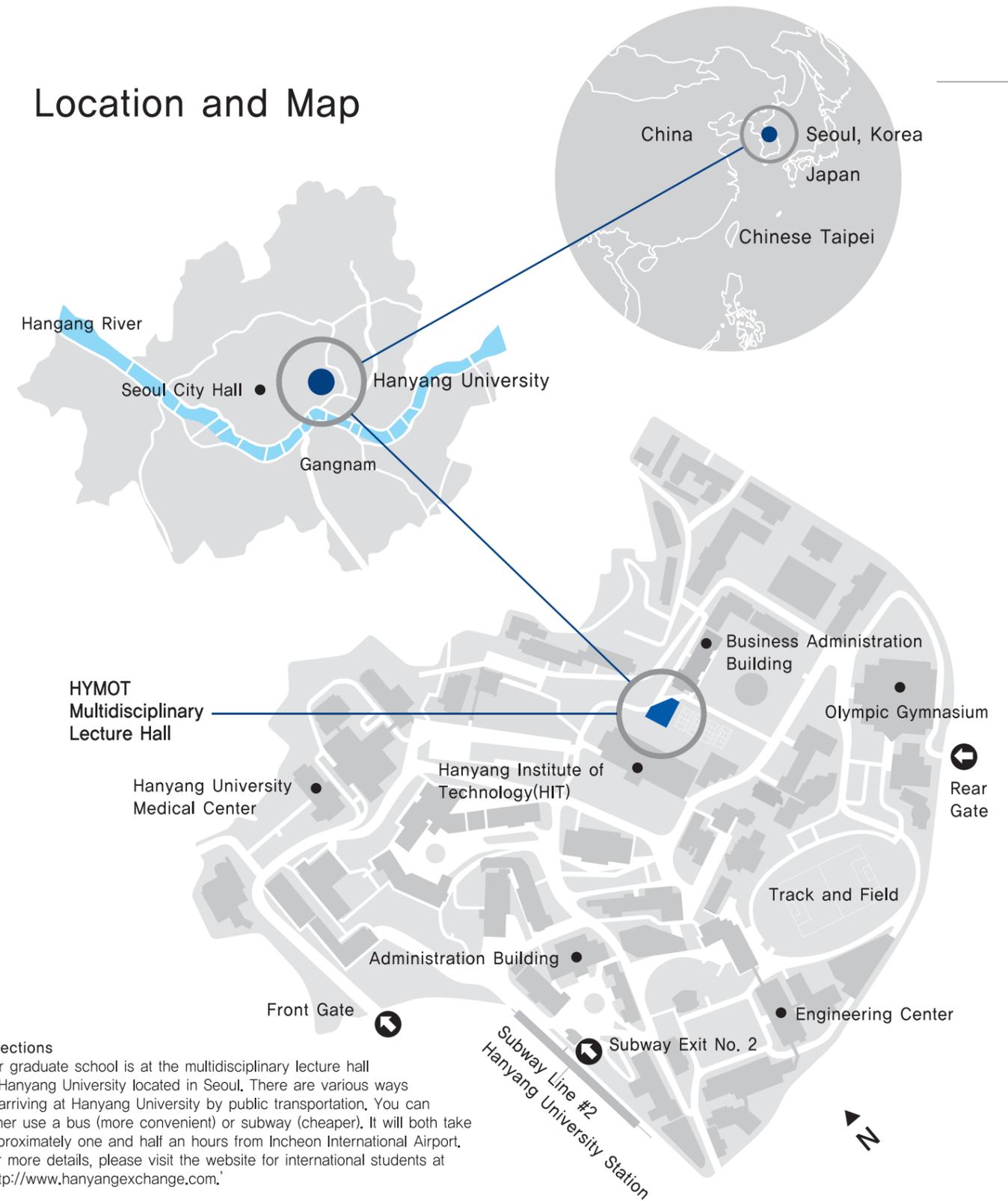
MOT Story from Foreign Student

Dominik Witka, Alumni 2017, Germany

Every day, I sensed the passion of everyone and the openness to new ideas and technology which are fundamental to MOT field. A very attractive option is that many classes are created for evenings and weekends. It gives enough time for either a full-time job or following a different time intensive plan.

Thanks to my experience here, I start my professional career at R&D center of Namuga Co., Ltd., in 3D Depth Sensing Camera and Optional Image.

Location and Map



Directions

Our graduate school is at the multidisciplinary lecture hall of Hanyang University located in Seoul. There are various ways of arriving at Hanyang University by public transportation. You can either use a bus (more convenient) or subway (cheaper). It will both take approximately one and half an hour from Incheon International Airport. For more details, please visit the website for international students at <http://www.hanyangexchange.com>.

Surrounding Stations:

Main Line #121 , #302, N62(Night Bus)
Branch Line #2012, #2014, #2016, #2222

Surrounding Subways:

Hanyang University Station, Subway Line #2, Exit #2
Yongdap Station, Subway Line #2
Wangsimni Station, Bundang Line and Gyeongui Line