

To be established in 2026 and open in 2028 Plan to transition to 'Global Hallyu Alliance University'



President Sung Kyung-ryoong of Sangji University gives a keynote speech at the seventh presentation hosted by the Global Forum on the Future of Hangeul Schools held at the Paper Culture Foundation in Jangchung-dong, Jung-gu, Seoul on March 10.

Sangji University Dean Sung Kyung-ryoong (former director of policy at the Office of the Presidential Secretary) will establish the first domestic “World University of Hallyu Culture, Business, and People.”

In a keynote lecture on March 10 at the seventh presentation of the Global Forum on the Future of Hangeul Schools (co-chairs Park In-gi and Kim Bong-seop) held at the Paper Culture Foundation in Jangchung-dong, Jung-gu, Seoul, Sung revealed that the university plans to establish the World University of Hallyu Culture, Business, and People in 2026.

To this end, Sung decided to establish a basic plan for the World University of Hallyu Culture, Business, and People this year and establish a cyber university as an affiliate of the university.

The plan is to establish and operate a cyber university with a maximum enrollment of 50,000 students in the first phase in 2026, and to open related majors in five educational fields: K-Hangeul, K-Culture, K-Food, K-Medicine & Sports and K-Management.

In the second phase, starting in 2027, the plan is to operate Sangji University as a global campus (hybrid campus), attracting up to 2,000 international students and significantly open up other majors, focusing on the five educational fields, including K-Hangeul. Through this, international students and Korean students will jointly participate in learning, cultural activities, sports, clubs and dormitory life. In terms of language, Korean, English and Chinese will be the

official languages, but students will be able to utilize high-performance simultaneous interpreters or simultaneous interpretation apps.

The third phase is to establish the Global Hallyu Alliance University in 2028, an Asian version of the Erasmus program based around Hallyu. The Erasmus program (ERASMUS-European Region Action Scheme for the Mobility of University Students) is an exchange student program between countries in the European Union. As of 2013, more than 270,000 students have participated in the program. Currently, more than 4,000 universities in more than 30 countries participate in the Erasmus program.

Sung announced that Sangji University is building an alliance with 20 universities across Asia. All students of participating universities are free to enter, attend and graduate from any of the universities. Each university will focus on its own country's language, culture and majors but will give students the opportunity to take a wide range of courses in the Korean language and culture.

Sung also decided to establish a planning committee and organizing committee for the “Global Hallyu Cultural Olympics” with Sangji University and Gangwon Province as the mainstays. He announced that he would promote the Global Hallyu Cultural Olympics and the establishment of “World Hallyu Day,” as well as a “Visit the hometown of overseas Korean merchants” project. [\[장\]](#)