


2022 DONGGUK UNIVERSITY
INTERNATIONAL VIRTUAL SUMMER SCHOOL

COURSE TITLE	Global Capstone Design
DATES	June 21, 2022 – July 5, 2022
COURSE TIMES	15:00-18:30 (KST)
CREDIT HOURS	3 credits
PROFESSOR	- Name : Sungbum Jun - Email : sbjun@dgu.ac.kr
COURSE DESCRIPTION	<p>The purpose of the Global Capstone Design (GCD) is for the students to apply theoretical knowledge acquired during this summer semester. During the project, students engage in the entire process of solving the real-world problems from collecting and processing actual data along with suitable and appropriate analytic methods to the problem. Both the problem statements and the datasets originate from real-world domains similar to those that students might typically encounter within industry or academic research.</p> <p>This GCD is based on a capstone project with collaboration between international students from overseas and South Korea. Depending on the project's complexity, students will work in small teams on a problem statement, typically specified by a faculty or industry. Each project team will be supervised by a faculty advisor or project coaches assigned from industry sponsors.</p> <p>The topic is provided from a South Korean wireless telecommunications company (<i>SK Telecom</i>) in South Korea. The potential topic (but are not limited to) is as follows:</p> <ul style="list-style-type: none"> - Service Ideation for AI Platform called <i>Nugu</i> <p>The basic philosophy of GCD is a problem-based learning (PBL), which develops problem-solving techniques from experiences. The major goals of GCD are as follows:</p> <ol style="list-style-type: none"> 1) Define the problems properly from the real-world dataset 2) Identify possible alternatives for the defined problem 3) Elaborate the approach with other students 4) Provide detailed solutions to practitioners and receive feedback <p><i>Project Description</i></p> 

	<p><i>SK Telecom</i> launched an AI assistant service by equipping its AI speaker Nugu Candle, which supports both Korean and English languages, through collaboration with Amazon. Customers can use the wake word “Aria” to initiate Nugu services in Korean, and “Alexa” to enjoy Alexa’s services in English.</p> <p>Both Nugu and Alexa support basic features like weather, news, chitchat and calendar. Korean content like Flo (music streaming service) and Potbbang (audio streaming service) can be accessed via Nugu, while foreign content such as TuneIn can be enjoyed via Alexa.</p> <p>A team comprised of capstone students, advised by the instructor in conjunction with a technical coach from the company, employ the dataset to develop a new business idea and propose customized marketing strategies.</p>																						
SCHEDULE	<table border="1"> <tr><td>DAY 1</td><td>Introduction</td></tr> <tr><td>DAY 2</td><td>Problem Description</td></tr> <tr><td>DAY 3</td><td>Ideation and Discussion</td></tr> <tr><td>DAY 4</td><td>Mid-term Presentation (1)</td></tr> <tr><td>DAY 5</td><td>Mid-term Presentation (2)</td></tr> <tr><td>DAY 6</td><td>Feedback and Comments</td></tr> <tr><td>DAY 7</td><td>Concretization of Ideas – Discussion with Professor</td></tr> <tr><td>DAY 8</td><td>Concretization of Ideas – Discussion with Practitioners</td></tr> <tr><td>DAY 9</td><td>Design of Solution Approaches</td></tr> <tr><td>DAY 10</td><td>Final Presentation (1)</td></tr> <tr><td>DAY 11</td><td>Final Presentation (2)</td></tr> </table>	DAY 1	Introduction	DAY 2	Problem Description	DAY 3	Ideation and Discussion	DAY 4	Mid-term Presentation (1)	DAY 5	Mid-term Presentation (2)	DAY 6	Feedback and Comments	DAY 7	Concretization of Ideas – Discussion with Professor	DAY 8	Concretization of Ideas – Discussion with Practitioners	DAY 9	Design of Solution Approaches	DAY 10	Final Presentation (1)	DAY 11	Final Presentation (2)
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REFERENCE	<p>There is no required textbook for the course. Instructors can recommend various references (including texts and journal articles) particular to topics of interest.</p>																						
EVALUATION	<p>The evaluation of this course is based on the following criteria:</p> <ol style="list-style-type: none"> 1) Attendance and Participation 2) Mid-term Presentation 3) Final Presentation 4) Evaluation of Practitioners 5) Peer-evaluation - <p>2)-4): The tabulated results will be reviewed by the instructor. 5): Students will complete an anonymous survey.</p>																						
ASSIGNMENT	<ol style="list-style-type: none"> 1) Ideation and One-page Executive Summary 2) Mid-term Presentation 3) Final Presentation 																						