



SEOUL  
NATIONAL  
UNIVERSITY



DREAM  
TOGETHER  
MASTER  
Global Sport Management  
Graduate Program

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

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# 2023 DREAM TOGETHER MASTER

Global Sport Management Graduate Program  
Seoul National University  
August 2023-June 2025  
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)

## DIRECTOR'S MESSAGE

Greetings!

It has been ten 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.



Joon-ho KANG, Ph.D.

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



# 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

### MISSION

To promote global sport development through identifying, educating, supporting, and connecting future leaders in sport management

### CORE VALUES

Sharing & Excellence

### VISION

Global platform for sport management education, research, and network



# 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.

## Understanding of Sport

- Sport Philosophy & Ethics
- Modern Society and Sport
- Sport History

Theme 1

## Sport Event Management

- Sport Event Hosting & Legacy Development
- Sport Facility Management
- Sport Event Preparation & Operation

Theme 2

## Sport Organization and Governance

- Human Resource Management in Sport
- Sport Organizational Management
- Sport Organizational Governance

Theme 3

## Sport Marketing and Sponsorship

- Sport Sponsorship & Social Responsibility
- Strategic Planning in Sport Marketing
- Sport Consumer Behavior

Theme 4

## Sport Science and Technology

- Sport Movement Science
- Sport & Technology
- Sport for Special Population

Theme 5

## Sport Finance and Economics

- Sport Industry
- Sport Economics
- Sport Finance

Theme 6

## Sport Media and Communication

- Sport Public Relations
- Sport Journalism
- Sport Media

Theme 7

## Sport Law and Arbitration

- Sport Contract Law
- Sport Arbitration
- Sports Intellectual Property Law

Theme 8

## Sport Development and Cooperation

- Korean Sport Policy
- Sport Development & Cooperation
- Sport & Health Development

Theme 9

## International Sport Management

- Olympic System & International Sport Governance
- Sport Policy and International Cooperation
- Sport Negotiation

Theme 10

## Team Project

## Thesis

# 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.

## SPECIAL LECTURES

- Mr. Thomas Bach, President of International Olympic Committee
- Mr. Ban Ki-moon, 8th Secretary-General of the United Nations
- Mr. Hee-beom Lee, President of the PyeongChang Organizing Committee for the 2018 Olympic and Paralympic Winter Games
- Mr. Olivier Niggli, Director General of the World Anti-Doping Agency
- Dr. Chungwon Choue, President of the World Taekwondo Federation
- Mr. Eric Saintrond, FISU Secretary General/ CEO
- Mr. Wilfried Lemke, UNOSDP Special Advisor
- Mr. Gianni Merlo, President of the World Association of Sports Journalist
- Mr. Gerhard Heiberg, IOC Member of Norway
- Mr. Ivan Dibos, IOC Member of Peru
- Mr. Adam Pengilly, IOC Member of Great Britain
- Ms. Rita Subowo, IOC Member of Indonesia

## FIELD TRIPS

- 2018 PyeongChang Winter Olympics Facility 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
- Seoul Olympic Main Stadium

## CULTURAL EXPERIENCES

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

## SKILL TRAINING

- Leadership Training
- Communication Training
- Korean Language Class at SNU Language Education Institute
- Thesis Workshop (Research Method)

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

# WORLD RENOWNED FACULTY

## North America

### 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. 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. Kathryn HEINZE

Sport Management, School of Kinesiology, University of  
Michigan, USA | Ph.D. in Management and  
Organizations from the Kellogg School of Management at  
Northwestern University, USA

### Prof. Dae Hee KWAK

Department of Sport Management, University of  
Michigan, USA | Ph.D. in Kinesiology, University of  
Maryland, USA

### Prof. Lisa Delpy NEIROTTI

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

## Oceania

### Dr. Lisa HINDSON

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

### Prof. David SHILBURY

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

## Asia

### 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. Joeeun AHN

Department of Kinesiology, Seoul National University,  
KOREA | Ph.D. in Mechanical Engineering, MIT, USA

### Prof. Joon CHAE

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

### Prof. Peter HA

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

### 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. Seok-pyo HONG

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

### 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. YuKyuum KIM

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

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

### Prof. Young Hoon LEE

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

### Prof. Ok Seon LEE

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

### Prof. Choonghoon LIM

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

### Prof. Ilhyeok PARK

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

### Prof. Jaebeom PARK

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

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

## Europe

### 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. Barrie HOULIHAN

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

### Prof. Iain LINDSEY

Department of Sport and Exercise Sciences, Durham  
University, UK | Ph.D. in Sport Policy, Loughborough  
University, UK

### Prof. Leigh ROBINSON

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

### 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. Jean-Loup CHAPPELET

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

### Dr. Thilo PACHMANN

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

### Prof. Gertrud Ursula PFISTER

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

Prof. Lisa Hindson  
Founder and principal, LHC Global,  
AUSTRALIA  
Ph.D. in Sport Management University of  
Iowa, USA



# ENDORSEMENT

## GLOBAL LEADERS IN INTERNATIONAL SPORT ORGANIZATIONS

“Memorandum of understanding with the Division of Global Sport Management Talent Development at Seoul National University (GSM-SNU) has enabled greater academic cooperation between the two organisations. The Dream Together Master programme is specifically designed to target sports administrators at NOCs and National Federation of countries where the sport is less well developed. Working with Seoul National University will allow ANOC to offer greater opportunities to our NOCs and equip them with the tools they need to advance the sports movement within their countries and beyond.”

Sheikh Ahmad Al-Fahad Al-Sabah  
Former President of the Association of National Olympic Committees (ANOC)

“DTM has been contributing to the development of sports in developing countries for the last 5 years. I believe that such endeavors are highly influential in generating peace among nations. It is my sincere wish that the program continues on to cultivate and inspire future leaders of the sport field. I will also see to it that more sport administrators in more parts of the world are brought together in a sustained network, which I believe is integral in forming a lasting peace.”

HRH Prince Feisal Al-Hussein  
IOC Member (JOR)

“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.”

Barry Maister  
IOC Member (NZL)

HRH Prince Feisal Al-Hussein  
IOC Member / Founder of Generations For Peace



## DTM FACULTY

“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.”

Packianathan Chelladurai  
Professor, Troy University, U.S.A.

“It's very satisfying to reflect that over 200 students from across the world have completed the program over the past decade. The program provides the students with an outstanding education in a full set of areas within sport management, as delivered by a mix of international and Korean experts. It's a pleasure to teach on the DTM program.”

Prof. Richard Giulianotti  
Loughborough University, School of Sport, Exercise and Health Sciences

## DTM ALUMNI

“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.”

Mohammad Kabir  
Joint Secretary of Ministry of Youth and Sports, Government of Bangladesh  
4th batch alumnus

“I think the DTM program is the best sport management program in the world because it considers an integral perspective of education in potential leaders from a great diversity of countries. This program helps me acknowledge how much sport can represent a manageable tool for the solution of so many problems in different contexts. This program allowed me to make a strong relationship with professors and other international students whom I will remember forever.”

Rodrigo Dosal  
General Director of the Sports Institute of Mexico City (Indeporte)  
1st batch alumnus

“I appreciate all the efforts undertaken by DTM and the important contribution to the development of new talented sport administrators all around the world, DTM helped me to consolidate my experience with a broader perspective and gain a deeper understanding of sport. I look forward to keeping in touch with my DTM family.”

Daulina Osmani  
Deputy Minister of the Ministry of Culture, Youth and Sport of Kosovo  
6th batch alumnus

# 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 13th in the world according to the 2022 Quacquarelli Symonds(QS) World University Rankings by Sports-Related Subjects. Also SNU is ranked 29th in the 2023 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.

## SNU RANKINGS

- 1st** QS World University Rankings by Sports-Related Subjects in Asia 2022
- 13th** QS World University Rankings by Sports-Related Subjects 2022

## 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

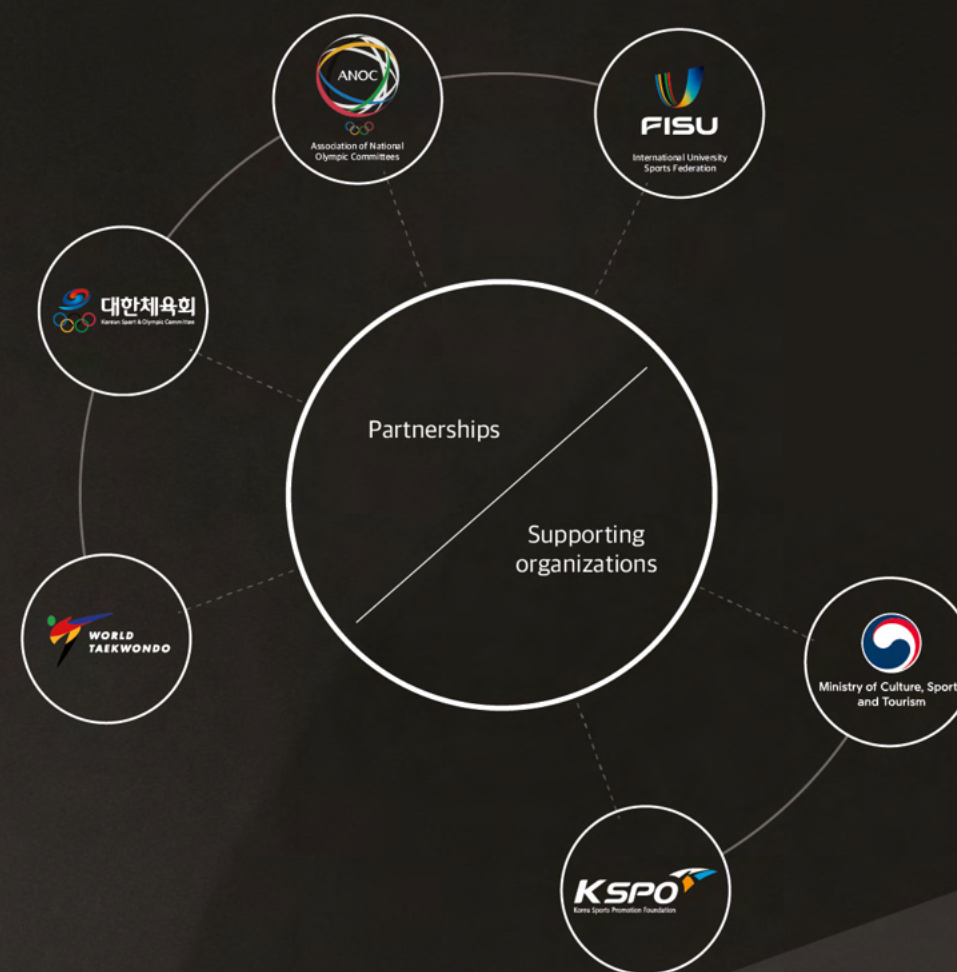
As SNU embraces its vision of becoming a truly global university, there will be greater emphasis put on diversity. And international community on campus than ever before. It continues to promote International collaborations and has academic exchange agreements with around 1000 universities and research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

# GLOBAL NETWORKING



Ser Miang Ng  
IOC Executive Board Member

“ I strongly endorse Dream Together Master, a major catalyst for the development of and inspiring future leaders in developing countries. I am sure that every DTM students and alumni will have the chance to maximize their potential and contribute to sport development in their home country and international sport. ”





Dream Together Seoul Forum 2022

# “The Future of Development through Sport”

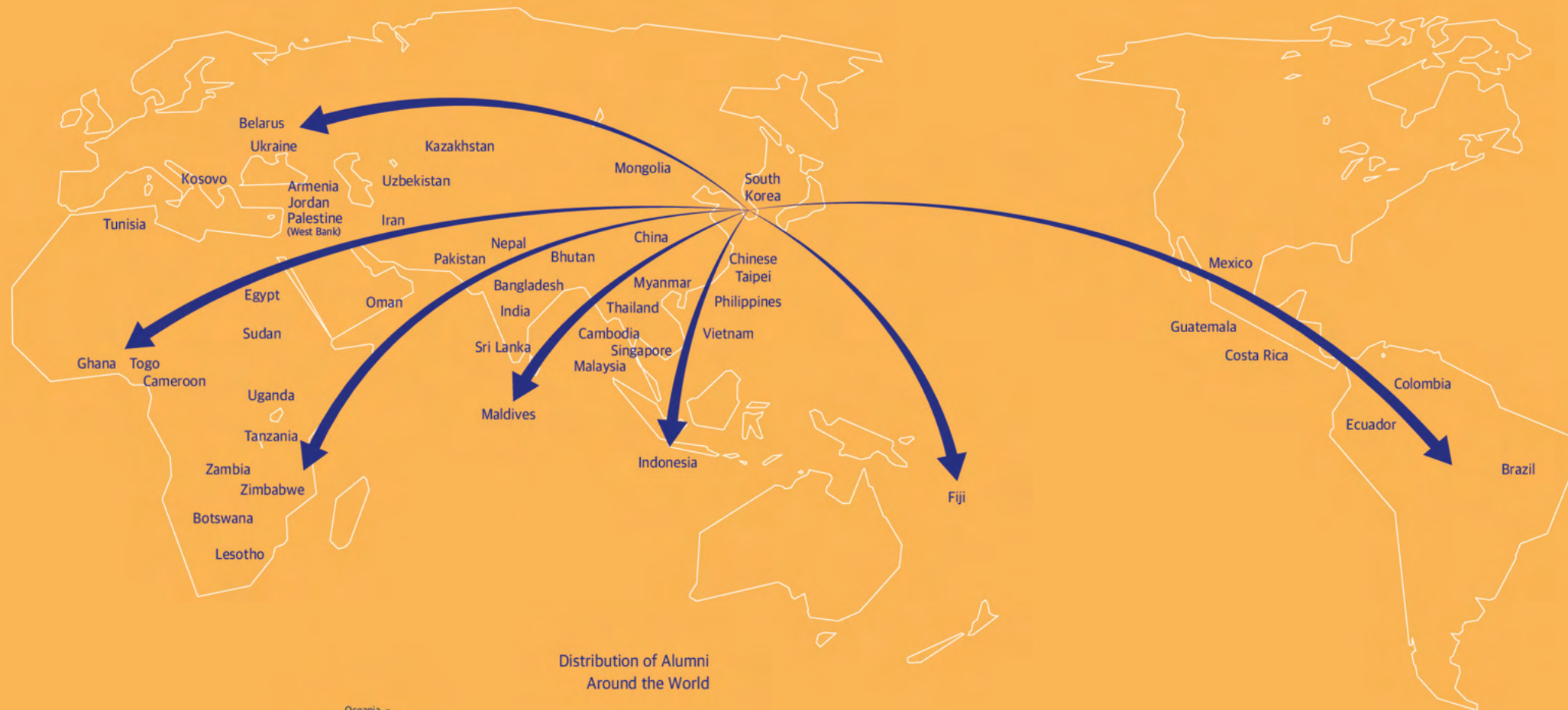
Dream Together Seoul Forum is an international platform, which aims to address variety of topics related to sport management. Experts from the field of sport industry have participated as speakers, and more than 1,000 across the globe have attended over the past 9 years. The forum includes a key note speech and presentations from global sport leaders, as well as a panel discussion session with the all presenters and the Dream Together Master students.

## DREAM TOGETHER SEOUL FORUM

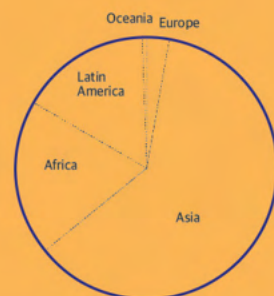
- Dream Together Seoul Forum 2022 “The Future of Development through Sport”
- Dream Together Seoul Forum 2021 “Sport and SDGs for the New Globe”
- Dream Together Seoul Forum 2020 “Sport for a Better World”
- Dream Together Seoul Forum 2019 “Sport Value and Diffusion”
- Dream Together Seoul Forum 2018 “Sport for Peace”
- Dream Together Seoul Forum 2017 “Olympic Legacy and Sustainability”
- Dream Together Seoul Forum 2016 “Ethics in Sport Management”
- Dream Together Seoul Forum 2015 “Future Management Strategy of Sport Organizations”
- Dream Together Seoul Forum 2014 “Sport for Global Development”

# 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



Europe	5 (2.8 %)
Asia	108 (61.3%)
Africa	34 (19.3%)
Latin America	28 (15.9%)
Oceania	1 (0.5%)

# LIFE IN SEOUL

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.

## 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 Cups and 1988 Summer Olympics.

N Seoul Tower





DTM 10th batch student  
Lawrence Tapiwa Kamukapa

# ADMISSION

## Program Start

The regular semester will begin in early September 2023. 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 2023 to December 2024.

## 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 OECD 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

- |                                      |                |
|--------------------------------------|----------------|
| • Electronic Submission of Documents | March, 2023    |
| • Submission of Documents            | March, 2023    |
| • Announcement of Interview Schedule | April, 2023    |
| • Interview                          | April, 2023    |
| • Announcement of Admission Decision | May, 2023      |
| • Date of Arrival in Korea           | August, 2023   |
| • Start of Semester                  | Semester, 2023 |

## Financial Aid

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

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

## 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. Official Bachelor's (Undergraduate Studies) Transcript (in English)
5. Official Bachelor's Certificate of Graduation (in English)
6. A copy of the applicant's passport (or other official document indicating applicant's nationality)
7. Copies of both parents' passports (or other official documents indicating parents' nationality)
8. Official document indicating parent-child relationship between the applicant and his/her parents (Applicant's Birth Certificate or Household Register proving the parent-child relationship)
9. Proof of English Proficiency : A score report of a recognized English proficiency test (TOEFL iBT 80, IELTS 6.0, TEPS 551 (new TEPS 298) or higher), or any other official documents indicating proof of English proficiency (E.g. School profile/medium of instruction letter; if fully taught in English) (\*) TOEFL ITP not acceptable.
10. Curriculum Vitae (must clearly state current and/or previous position and affiliation)
11. Certificate of Employment (Certificates from current and/or all previous jobs must be submitted)
12. Supplementary Material (Awards, Scholarships, Proof of Language Proficiency except English, etc.) - Optional
13. Explanatory Statement (if an applicant needs to provide additional documentary evidence for his/her eligibility for Admissions) - if applicable
14. Checklist (Form 0)

- \* Please refer to the 'Admission Guideline' for detailed instructions and download the necessary forms (forms 1-3) from our website. (dtm.snu.ac.kr)
- \* All documents must be in ENGLISH, if not, they need to be translated and certified/notarized by an official translator or public notary

## Contact

### Mailing Address

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Building 153, Room 316, Seoul National University, 1 Gwanak-ro  
Gwanak-gu, Seoul, Republic of Korea 08826

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