



AUA Student Activity

**Design Thinking for Urban Challenges**

# Big Data Approach



11-19 January 2020

Seoul National University

## **Design Thinking for Urban Challenges: Big Data Approach**

Date and Time

11-19 January 2020

Venue

Seoul National University, Gwan-ak(Seoul) Campus

Host

Seoul National University

Program Description

Owing to the development of IT, the spread of hand-held communication terminals, and the rapid development of IoT technology, such unimaginably-massive amount of data is formed and moved in modern times. Especially, Seoul is a city equipped with the best IT infrastructure the best in the whole world, and the level of IT utilization for its citizens also shows the world class.

The objective of this program is to understand t

## Tentative Program

Date	Time	program
1.11 (Sat)	All day	Arrival of Delegates
	All day	Check-in & Registration
	18:00	Welcome Dinner
1.12 (Sun)	08:00	Breakfast
	09:00-18:00	City Tour & Ice Breaking
	18:30-20:00	Dinner
1.13 (Mon)	08:00	Breakfast
	09:00	Lecture1 Orientation
	12:00-14:00	Lunch
	14:00-16:00	Lecture2 4th Industrial Revolution and Emerging IT
	16:00-18:00	Group Activity
	18:00	Dinner
	08:00	Breakfast
	09:00	Lecture3 Business Innovation

1.14  
(Tue)

1.16 (Thu)	08:00	Breakfast
	09:00	Lecture6 Virtual Reality (VR), Augmented Reality (AR), Mixed Reality (MR)
	12:00	Lunch
	14:00	site visit2: SKT T.um (Experiencing New ICT )
1.17 (Fri)	08:00	Breakfast
	09:00	Lecture7 Smart City
	12:00	Lunch
	14:00	Business Model Development and Value Creation I (Working in Team)
1.18 (Sat)	08:00	Breakfast
	09:00	Business Model Development and Value Creation I (Working in Team)
	12:00	Lunch
	14:00	Group Presentation Evaluation and Feedback
	18:00	

