



SDG Partnership Learning Exchange:
Advancing Digital Transformation of MSMEs
for the Innovation of Traditional Markets

ROK Case Study

Digital capacity-building programme for small businesses through specialized university

13 Dec 2023

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01 Need for Digital Transformation of Small Businesses

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As all sectors of society are becoming more contactless and digital after COVID-19, the business environment for small businesses needs to change

01

In 2021, the volume of online shopping continued its upward trend (2019: KRW 134.583 trillion -> 2020: KRW 161.123 trillion -> 2021: KRW 192.894 trillion), marking a 21.0% increase compared to the previous year (Statistics Korea, Mar. 2021)

* Comparing the transaction volume of product categories with 2020, food services increased by 48.2%, food and groceries by 26.3%, and electronics and communication devices by 25.8%, while cosmetics decreased by 1.8%.

* In 2021, mobile shopping transactions increased by 27.6% compared to the previous year, reaching 138.195 trillion won, accounting for 71.6% of the total online shopping transactions.

02

According to a survey by Korea Small Business Institute (Jun. 2021), only 15.4% of 703 small businesses surveyed were utilizing digital technology.

* In particular, industries closely related to small businesses such as repair and other services (5.8%), accommodation and food services (7.6%), wholesale and retail (14.0%) showed low utilization rates.





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02 Digital Specialized University for Small Businesses Programme Overview

02 Overview of 'Digital Specialized University' Programme for Small Businesses

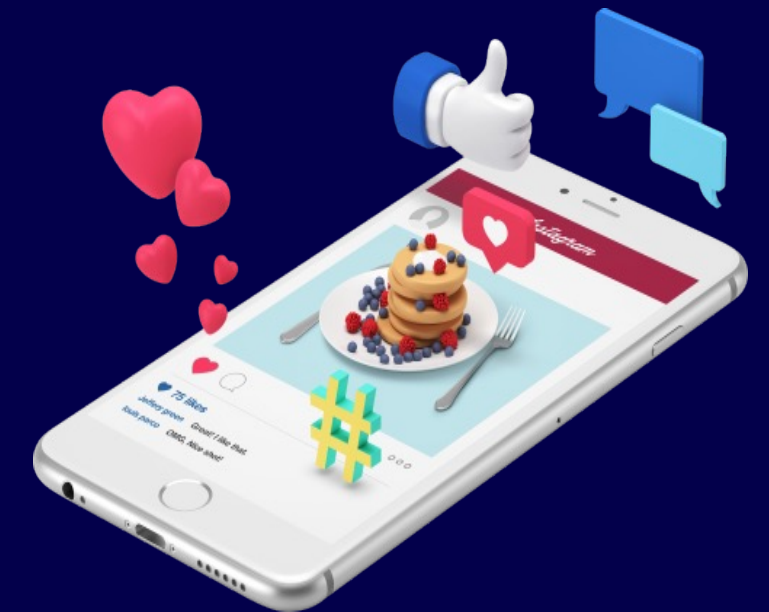
Supporting Digital Transformation of Small Businesses Policy Background

01 Lack of infrastructure (53.1%), skilled professionals (34.5%), and specialized knowledge (38.2%) for the digital transformation of small businesses (SEMAS, Aug. 2020)

Establishment of digital transformation support centres by region to support online and offline training and consulting is needed to activate utilization of digital technology among small businesses.

02 The government initiated the 'Small Business Growth and Innovation Plan 2.0' to bridge the digital gap and improve the digital competitiveness of small businesses (Collaborative initiative of related ministries, Sep. 2020)

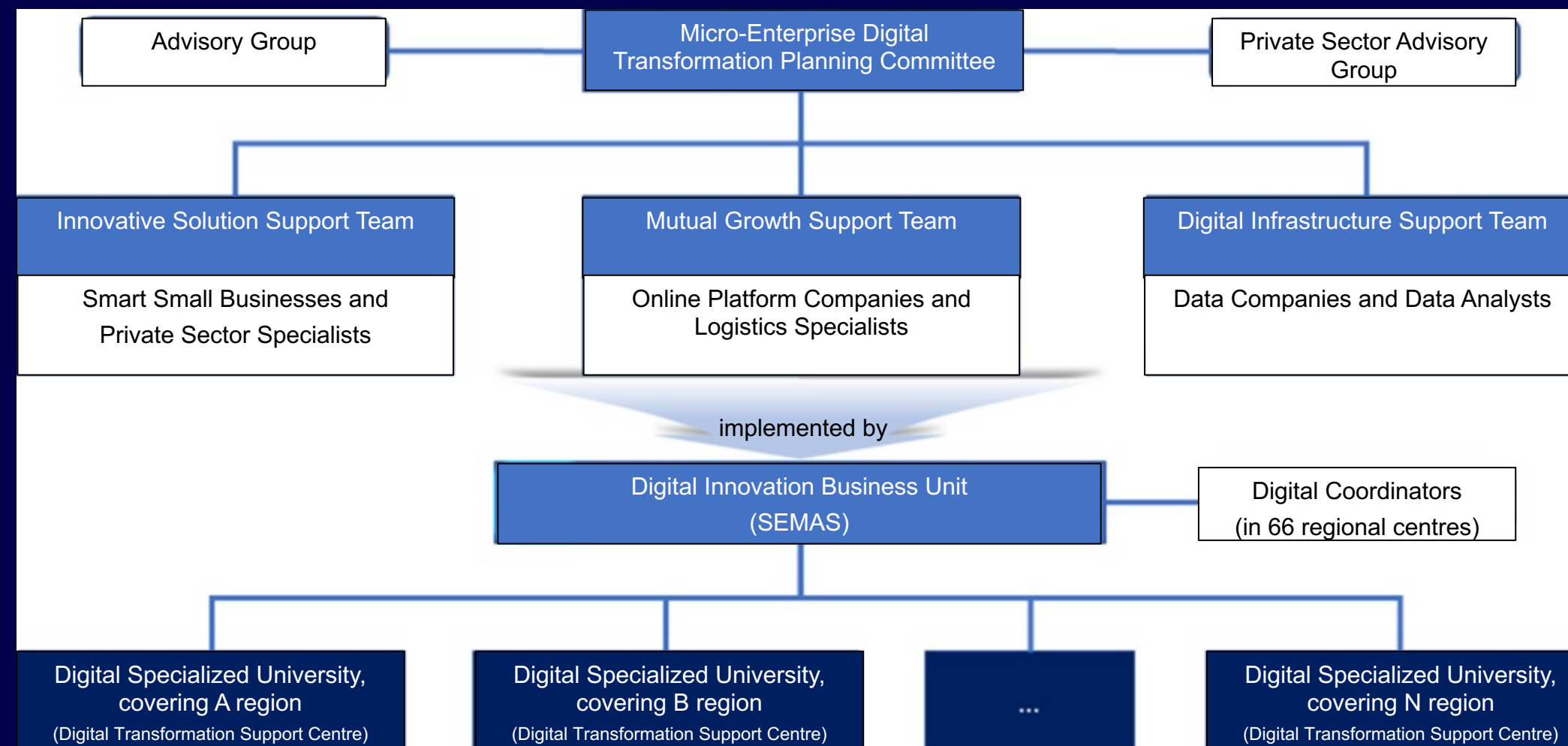
- In 2022, the Ministry of SMEs and Startups promoted a project to support digital transformation for 60,000 small businesses to expedite online and digital transformation
- Specialized training institutions (universities) in the field of e-commerce by region will be designated and operated as 'Digital Specialized Universities for Small Businesses' to strengthen the digital capabilities of small businesses and foster experts in digital transformation



02 Overview of 'Digital Specialized University' Programme for Small Businesses

Supporting Digital Transformation of Small Businesses Policy Objectives

Aimed at enhancing digital competencies and cultivating digital transformation experts for small business owners



The 'Digital Specialized University' for Small Businesses provides specialized training (in the areas of e-commerce, logistics, imports and exports, marketing, etc.) and consultation to support small businesses in increasing their access to online market





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03 Mokpo National University Digital Transformation Support Centre

03 Mokpo National University Digital Transformation Support Centre

Mokpo National University General Status

Date of Establishment



A 4-year national university established on Oct 31, 1946



Number of Students



9,716 students

8,804 undergraduates,
1,112 postgraduates



798 faculties

전임교원 298명, 비전임교원 429명,
조교 70명



233 staffs

일반직 132명, 연구직 4명,
대학회계직 18명, 계약직 79명



Number of Faculty



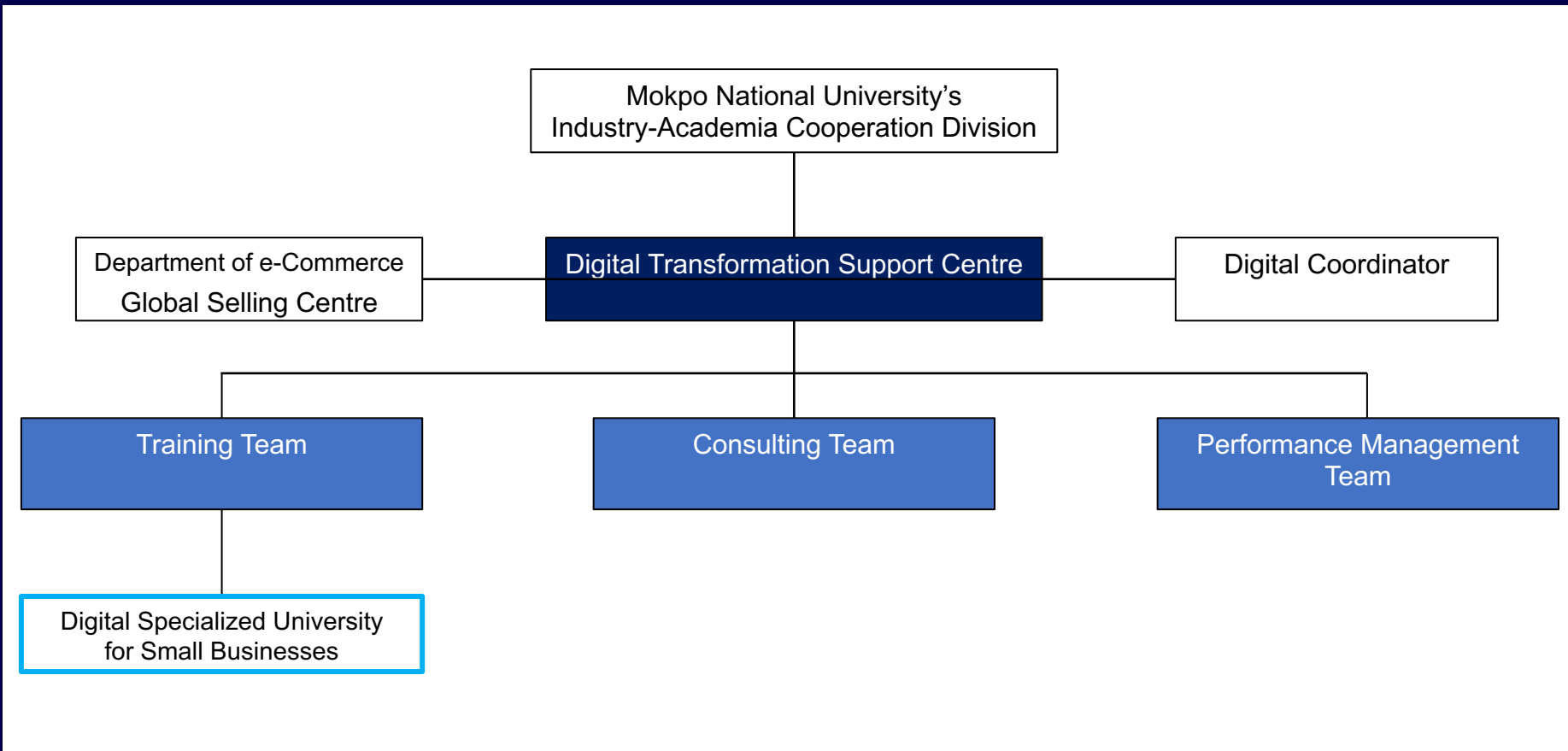
03 Mokpo National University Digital Transformation Support Centre

Digital Transformation Support Centre Structure

'Digital Transformation Support Centre,' established under Mokpo National University's Industry-Academia Cooperation Division, comprises a Training Team, Consulting Team, and Performance Management Team, with the Centre Director serving as the overall Project Manager.

Training Team is responsible for developing and operating the 'Mokpo National University Digital Specialized University' curriculum, managing the pool of instructors, and overseeing the quality of trainings (lecture satisfaction)

* Conducts 'On-site Online Market Entry Training' in local markets by region



Performance Management Team is responsible for managing and promoting the centre's operations, overseeing and sharing training outcomes, managing post-training support for graduates, and networking and collaborating with relevant organizations

Consulting Team conducts consultations with each trainee at least once, provides on-site training and consulting, manages supporters and supports promotional activities (over 50 product photoshoots and detailed page creations per year)

* Establishes a mentor system involving one mentor for every three Digital Marketer teams and conducts consultations to support entry of small businesses into the online market





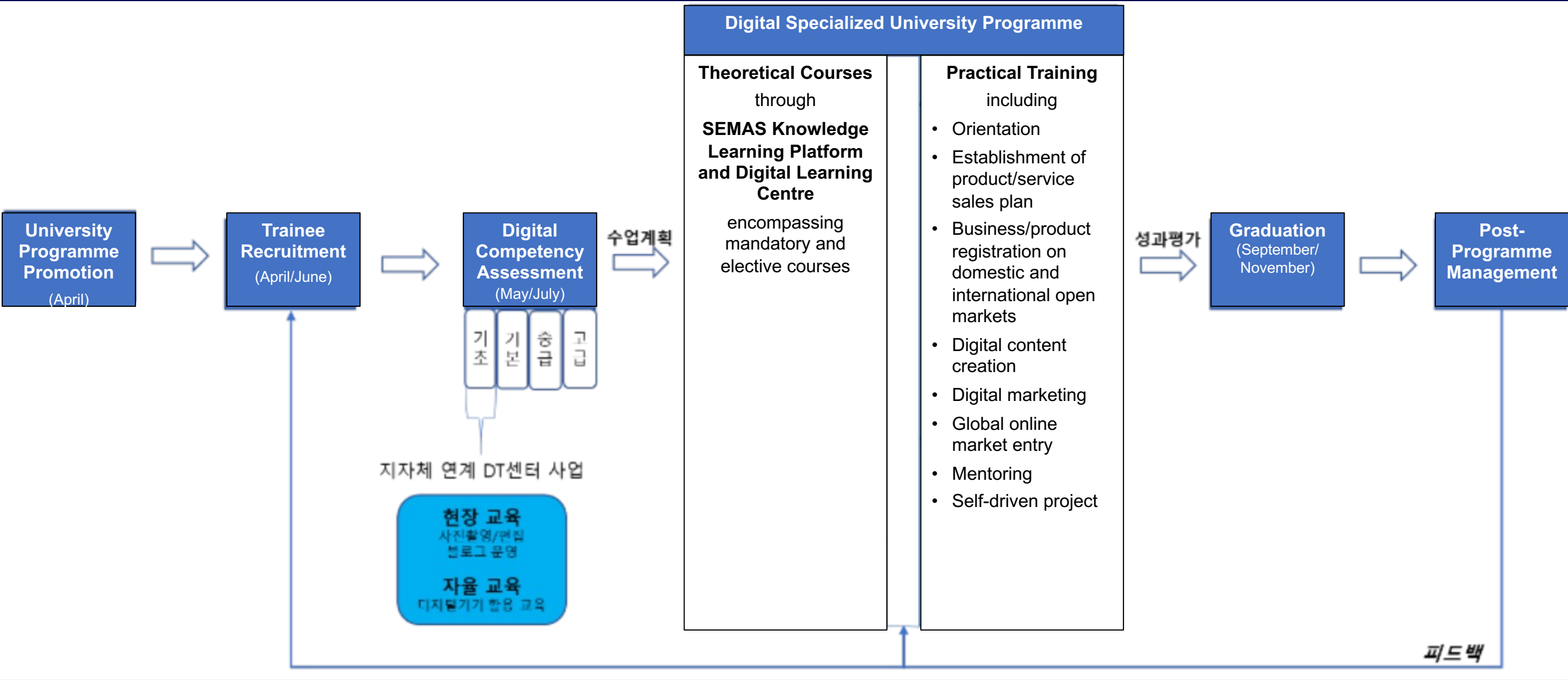
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04 Programme Implementation Strategy and Details

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Programme Implementation Strategy (based on 2023)

The programme is implemented in stages, and performance management is enhanced through feedback



Programme Implementation Strategy and Details

Trainee Recruitment

Promotion and recruitment of students
for online and offline training

Small businesses and prospective entrepreneurs 80%
College students from the region 20%

1st term (1st semester)

2nd term (2nd semester)

Category	Details
Recruitment and selection of trainees	Target: 120 small businesses and prospective entrepreneurs in the region Promotion channels: - Announcement on the SEMAS website - Announcement on the websites of local governments, universities, and related institutions in the region - Local media in the region Application: Submission of the training participation application form (in the prescribed format)



Programme Implementation Strategy and Details

Preliminary Digital Competency Assessment



Utilization of the Digital Learning Centre's Digital Competency System

Customized training and mentoring based on the assessment results

Category	Details
Digital Competency Assessment	Method: Utilization of the Digital Learning Centre's Digital Competency Assessment System Training based on the assessment results: - For basic and moderate digital levels: Undergo digital competency training - For advanced digital level: Enroll in digital specialized university courses



Programme Implementation Strategy and Details

Theoretical Courses (11 credit hours)

Utilization of SEMAS's Knowledge Learning Platform and Digital Learning Centre

Category	Examples of Mandatory E-learning Courses (based on 2021)	Category	Examples of Elective E-learning Courses (based on 2021)
E-commerce Introduction/Case Studies	• Understanding the Online Market and the Importance of Online Market Entry • Success Stories of Online Market Entry and Expected Effects • Preparation for Online Sales	Online Market Analysis	• Trends and Changes in the Online Market • Understanding Different e-Commerce Platforms
Product Development	• Tips for Capturing High-Quality Photography and Creating Compelling Promotional Videos to Boost Sales • Know-how in Creating Detailed Product Pages: Presenting Product Features, Performance, and Distinctive Qualities	Online Business Model (BM) Analysis	• Choosing the Right Online Sales Channel for My Product
Retail/Logistics		Digital Management Practices	
Online Marketplace	• Learning the Basic Features of Sales Channels (Online Shopping Mall) • Learning the Basic Features of Sales Channels (Smart Store) • Learning the Basic Features of Sales Channels (V-Commerce) • Learning the Basic Features of Sales Channels (O2O Platform) • Know-how and Tips for Successfully Entering Open Markets	Digital Marketing	• Importance of Digital Marketing • Increasing Sales through Social Media Marketing



04 Programme Implementation Strategy and Details

Programme Implementation Strategy and Details

Theoretical Courses (11 credit hours) e-Commerce Academy

광주전남지역혁신플랫폼 지역사회혁신본부
Digital Commerce
디지털 커머스 아카데미 참가자 모집

모집기간 ~ 2022년 01월 15일 마감

청년 - 기업 상생 디지털 마켓플레이스 구축!
에너지 신산업, 미래형운송기기가산업의 디지털 생태계 조성!

온라인 접수 : <https://forms.gle/YRqp3MLsUEV9GXa18> 또는 QR코드 스캔
문의 : 목포대학교 지역사회혁신본부 061)450-2657
E-mail 접수 : mnusellinghub@gmail.com 신청양식다운로드 <http://sellinghub.kr/m0302>

디지털 전환 역량별 디지털 커머스 아카데미 운영 (2022.1 ~ 2022.3)

기초교육 (비대면) → 취업특강 → 심화교육 → 핵심교육

디지털 전환 개념과 온라인 마케팅 이해
취·창업역량강화 교육 (안정성, 면접, 소양)

온라인 콘텐츠 제작(상세페이지 및 홍보영상)
라이브 커머스 실습 (네이버스토어, Grip)

선착순 100명 모집 >>>>>> 디지털 마케터 30명 선발

모집 대상 광주·전남소재 15개 대학 소속 대학생, 졸업생 (졸업 후 2년 이내), 대학원생
* 광주·전남소재 15개 대학 : 광주대, 광주여대, 남부대, 동광대, 동신대, 목포대, 목포해양대, 순천대, 순천제일대, 전남대, 전남대여대, 전남도립대, 조선대, 호남대, 호남대

교육 특전 혁신인재지원 장학금 총 1,000만원
코워킹스페이스 인증 무상 이용
청년 디지털 마케터와 지역기업 매칭
디지털 마케터 멘토에 의한 컨설팅 등

* 코로나-19(COVID-19) 확산 방지를 위해 정부방역수칙을 준수하여 진행.

광주전남지역혁신플랫폼 지역사회혁신본부
Digital Commerce
디지털 커머스 아카데미 과정소개

청년 - 기업 상생 디지털 마켓플레이스 구축!
에너지 신산업, 미래형운송기기가산업의 디지털 생태계 조성!

기초교육

4차 산업혁명과 디지털 트랜스포메이션
01월 17일(월) (14:00~17:00)
박정영 이사
한국과학기술원(KAIST) 대학원생
한국과학기술원(KAIST) 대학원생
한국과학기술원(KAIST) 대학원생

디지털 트랜스포메이션을 위한 핵심기술 살펴보기
01월 18일(화) (14:00~17:00)
이건복 소장
Microsoft, SAP 솔루션 사업부 팀장(SAP)
전 Microsoft, SAP Team2 리더(SAP)
전 Microsoft, SAP Team2 리더(SAP)

디지털 커머스의 미래
01월 19일(수) (14:00~17:00)
서범근 소장
11번가 주식회사 제품관리팀 팀장(Supervisor)
11번가 주식회사 제품관리팀 팀장(Supervisor)
11번가 주식회사 제품관리팀 팀장(Supervisor)

디지털 트랜스포메이션 사례
01월 20일(목) (14:00~17:00)
김희영 대표
한국과학기술원(KAIST) 대학원생
한국과학기술원(KAIST) 대학원생
한국과학기술원(KAIST) 대학원생

인공지능과 메타버스로 바뀌는 미래 세상
01월 21일(금) (14:00~17:00)
안종현 소장
국립중앙도서관 소장
국립중앙도서관 소장
국립중앙도서관 소장

블록체인과 NFT
01월 22일(토) (09:00~12:00)
김성국 대표
KPMG 컨설팅 파트너
KPMG 컨설팅 파트너
KPMG 컨설팅 파트너

취업특강

취업특강 대표
한국과학기술원(KAIST) 대학원생
한국과학기술원(KAIST) 대학원생
한국과학기술원(KAIST) 대학원생

심화교육(현장실습)

각 팀별(6개 팀) 운영 (10:00 ~ 16:00)
매출액제 5개사 10개 상품 선정 현장실습 진행
2/7(월), 2/8(화), 2/10(목), 2/11(금), 2/14(월), 2/15(화),
2/17(목), 2/18(금), 2/21(월), 2/22(화), 2/24(목), 2/25(금)

주요내용
① 상품기획, 상품구성, 라이브방송을 위한 콘텐츠
② 상품자료 정리 및 각 분야 멘토링
③ 영상제작(스튜디오/모바일) - 2.28(월)~3.7(월) 수시진행

핵심교육

라이브 방송 기획 및 진행 (14:00 ~ 15:00)
3/2(수), 3/4(금), 3/7(월), 3/10(목), 3/15(화), 3/17(목),
3/22(화), 3/24(목), 3/28(월), 3/30(수)

온라인접수

목포대학교 지역사회혁신본부
061)450-2657

Curriculum	콘텐츠 구성(안)	비고
	- 디지털 콘텐츠의 현재와 미래 - 디지털 콘텐츠 산업 현황 및 비전, 디지털 콘텐츠 특징 - 채널운영방법 - 디지털 콘텐츠 성공 원칙, 인기채널 컨셉, 시청자 유입방법 - 디지털 콘텐츠의 기획과 스토리 텔링	
Courses on Digital Content Creation and Management	- 유/무료 편집 프로그램 특징, 영상 및 사진 편집스킬 - 저작권과 사용의 윤리 - 미디어 콘텐츠 저작권의 범위와 유형별 저작권 정책 - 크리에이터의 콘텐츠 사용 윤리	
Courses on Live Commerce	- 라이브 커머스 전략과 기획 - 라이브커머스 기획과 운영의 이해, 상품별 소구점의 구성 - 이미지 메이킹 및 스피치 - 카메라 앞에서 당당해지는 이미지 컨설팅, 방송에서 목소리 내기, 자신감 있는 자세와 몸짓 - 외부의 커뮤니케이션 - 원거 위한 대화 방법, 실시간 소통 방법, 소비자에게 주는 대화법 - 라이브 방송 실제 운영 노하우 - 플랫폼 선정, 시장분석, 상품소싱, 컨셉(브랜딩) 및 마케팅 전략 수립 - 라이브 방송 준비 - 방송장소 섭외, 장비 및 상품 세팅, Q시트 작성 - 라이브 방송 진행 - 방송 진행, 방송 중 커뮤니케이션, 판매 데이터 분석	



04 Programme Implementation Strategy and Details

Programme Implementation Strategy and Details (based on 2023)

Practical Training Courses (50 credit hours)

Category	Details
Digital Specialized University Practical Training Courses	Method: Self-driven individual project Content: 1. Orientation: Setting training goals and direction 2. Establishment of product sales plan : Analyzing target market/customer, product planning, marketing/sales planning 3. Business/product registration on domestic and international open markets 4. Channel-specific marketing strategy: SEO, keyword advertising, SNS, influencers, live broadcasts, etc. 5. Sales performance management: Monitoring performance by channel, writing reports, holding sales performance sharing sessions 6. Global online market entry (specialized goal): Utilizing eBay and Amazon platforms 7. Networking: Workshops/seminars, building an online entrepreneurial network 8. Other: Utilizing digital marketplaces as a platform for promoting and selling products



Programme Implementation Strategy and Details

Graduation Ceremony and Post-Programme Management



Location	Mokpo National University
Details	Presentation of Best Training Cases Awarding of Student Teams of Excellence

Details	• Analysis of Training Satisfaction (using a prescribed form) • Evaluation and feedback on achievements compared to business goals • Follow-up support • For small business owners: Assistance in connecting with market and funding opportunities • For prospective entrepreneurs: Assistance in connecting with job and business opportunities (including through the university's global seller programme) • Operation of Online Marketplaces
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04 Programme Implementation Strategy and Details

Activities for Programme Improvement and Feedback

Roundtables



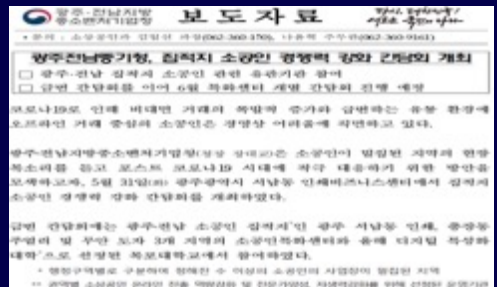
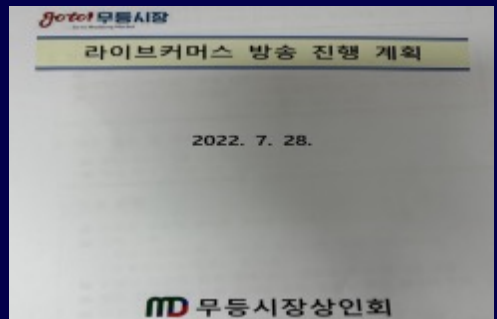
≡ With Supporter

≡ With the Private Sector



≡ With Trainees

≡ With Relevant Agencies



04 Programme Implementation Strategy and Details

Activities for Programme Improvement and Feedback

Mentoring, Graduation Ceremony, and Achievement Sharing

☰ Mentoring

- Objective: Discuss and address challenges with expert mentors
- Key Activities
 - ① Team-specific guidance in developing product sales plans
 - ② Guidance in preparing budget delivery reports
 - ③ Team-specific guidance in resolving sales challenges
 - ④ Team-specific guidance in preparing sales result reports



☰ Graduation Ceremony and Achievement Sharing

- Key Activities
 - ① Awarding of Trainees of Excellence
 - ② Awarding of Student Teams of Sales Excellence
 - ③ Sharing of training outcomes and suggestions for future improvements



Sharing of achievement videos for the 1st semester



Sharing of achievement videos for the 2nd semester



04 Programme Implementation Strategy and Details

Efforts to Engage with External Resources/Local Authorities

- Provide support to small business owners who have initiated global selling and organize consultations to match them with relevant SMEs
- Participate in the flea market organized by the university's Entrepreneurship Club



04 Programme Implementation Strategy and Details

Efforts to Engage with External Resources/Local Authorities

Memorandum of Understanding with Relevant Agencies

- a. Signed a memorandum of understanding with the Merchant Association of Mudeung Market for 'On-site Training for Online Market Transition.'
- b. Signed a memorandum of understanding with the Muan Ceramic Small Business Support Centre.



Collaboration with Jeollanam-do Municipality's 2023 Digital Talent Development Programme

- Plan to support for fostering operational / management skills for digital devices (targeting 200 individuals).

Collaboration with 2023 Namdo Market Enterprise Capacity Strengthening Programme

- Support to enhancing the agricultural and fishery competitiveness of the Namdo Market Foundation (KRW 80 million budget).

4 [정책과제] 디지털 소상공인 1만 육성
도내 소상공인의 디지털 전환을 위한 기초 기술 도입과 운영 능력 교육을 통한 소상공인 매출향상 및 경쟁력 강화
□ 검토배경 ○ 코로나로 비대면(온라인) 주문 등 생활속 디지털 전환 가속 ○ 정부(중기부) 지원은 일정 규모 이상의 소상공인 대상 - (지원)무인도매, 데이터센터 등 스마트 기술 중 중점지원기술 중심 * 스마트스토어 운영을 위한 기초기술 맞춤형 지원 필요 ○ 전남도, 소규모 영세 소상공인 대상 지원 필요 - 소상공인(128만명/연간) 중 연매출 3억이하 11만개소(86%) 예상 * 디지털전환교육, 데이터센터 등 스마트 기술 중 기초지원필요
□ 사업 추진방향 [1] 기초기술 중심 디지털 전환 지원(목표 8,000개소) ○ 시군단위 단계별 전환 계획 수립(연간 5~6개 시군 선정) - 도입 기술에 따라 사업제별 최대 100만원 지원(예정) [2] 디지털 기기 운영 능력 향상 교육 지원(목표 2,000명) ○ 시군 교육과정(평생교육 등) 도비 지원 - 디지털전환 교육 프로그램 추가 또는 신규과정 개발 등
□ 시군 협조사항 ○ 디지털 전환 수요조사 - 시군별 수요조사를 통한 대상지 선정 및 추진 ○ 소상공인 대상 디지털 전환 관련 교육 현물 제공 - 스마트기기, YouTube 등 SNS 운영, 인터넷 활용 등

농어가 경쟁력 강화 지원
○ 사업목적 - 농어가별 맞춤형 판매·마케팅 교육으로 농어가 및 중소소상공인 경쟁력 강화와 자립화 도모
○ 사업내용 - 사업기간 : 2023. 1. ~ 2023. 12. - 예산액 : 80백만원 - 주요내용 : 판매·마케팅을 위한 교육 ① 신규 입점업체 발굴을 위한 오프라인 입점지원 및 마케팅 교육(분기별) ② 제품기획부터 판매·정산까지 일괄 지원하는 One-Stop 라이브커머스 진행 ③ 다품종 소량파키지, 지역축제 연계 상품 개발
○ 향후추진 계획 - 온라인 SNS 마케팅 교육 실시 - 초기 제품의 신규시장 진입을 위한 브랜드 마케팅 교육 - 판매 촉진을 위한 온/오프라인 마케팅 교육 - 라이브커머스 경험이 없는 농가 대상 라이브커머스 대행서비스 개발



04 Programme Implementation Strategy and Details

On-Site Training for Online Market Transition

- Conducted on-site training, counseling, and a total of 11 sessions of online live training for small businesses, including traditional markets and government-recognized stores /shops, located in the Gwangju-Jeonnam-Jeju region.
- Online live broadcast sales events achieved a cumulative sales of total ₩2,805,690.



04 Programme Implementation Strategy and Details

Programme Management for Efficient Training Programmes

The business scope of MNU's Digital Transformation Support Centre is limited to the Gwangju-Jeonnang region.
The target areas (markets, shopping streets, etc.) for 'On-site Training for Online Market Transition' include these jurisdictions:

1) Jeonnang Southwest Region, 2) Jeonnang Central Region, 3) Jeonnang East Region, 4) Gwangju Region

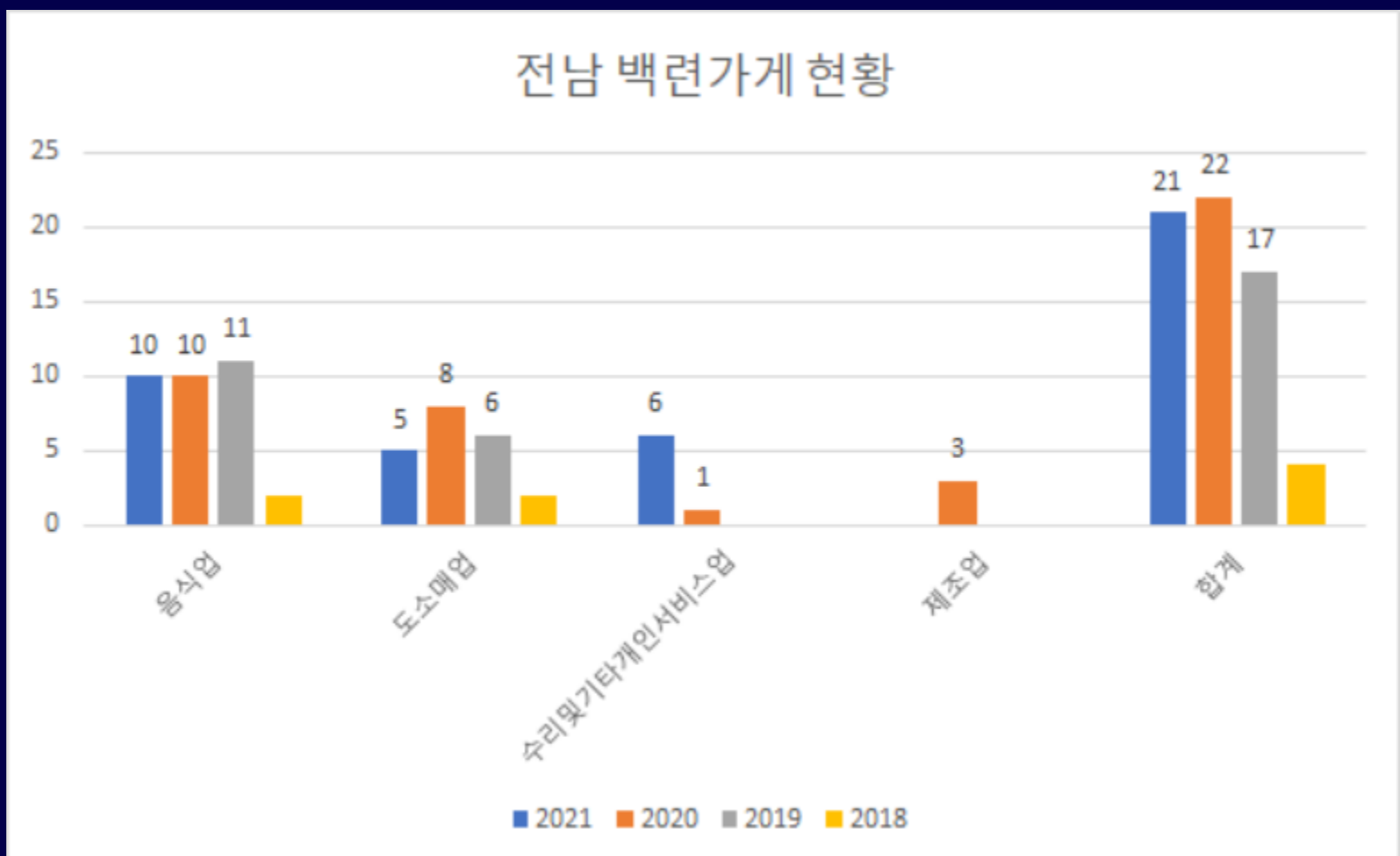
지역명	관광/여가/오락	부동산	생활서비스	소매	숙박	스포츠	음식	학문/교육	총합계
강진군	29	8	301	890	52	2	832	55	2,169
고흥군	32	26	533	1,742	130	2	1,402	93	3,960
곡성군	21	6	242	540	66	-	578	53	1,506
광양시	196	168	1,508	2,771	198	6	3,476	732	9,055
구례군	36	18	284	742	158	1	772	67	2,078
나주시	99	192	823	2,068	79	12	2,167	252	5,692
담양군	29	37	347	851	149	1	1,072	58	2,544
목포시	365	309	2,662	5,947	303	9	5,923	1,301	16,819
무안군	72	118	596	1,469	82	8	1,807	266	4,418
보성군	31	15	361	1,013	109	2	966	63	2,560
순천시	460	417	3,324	7,473	371	32	6,860	1,775	20,712
신안군	14	11	181	530	141	-	752	25	1,654
여수시	446	207	2,948	6,249	724	19	6,770	1,457	18,820
영광군	35	19	506	1,445	64	1	1,202	109	3,381
영암군	45	24	424	1,181	92	3	1,229	122	3,120
완도군	29	6	408	954	236	2	1,502	91	3,228
장성군	30	35	347	877	83	2	759	86	2,219
장흥군	31	16	360	908	70	1	859	69	2,314
진도군	23	9	216	679	71	-	701	60	1,759
함평군	10	8	212	570	46	-	519	33	1,398
해남군	52	24	542	1,738	150	1	1,516	139	4,162
화순군	61	51	571	1,221	65	1	1,274	253	3,497
총합계	2,146	1,724	17,696	41,858	3,439	105	42,938	7,159	117,065



04 Programme Implementation Strategy and Details

Efforts to Raise Awareness on SEMAS' Support Programmes

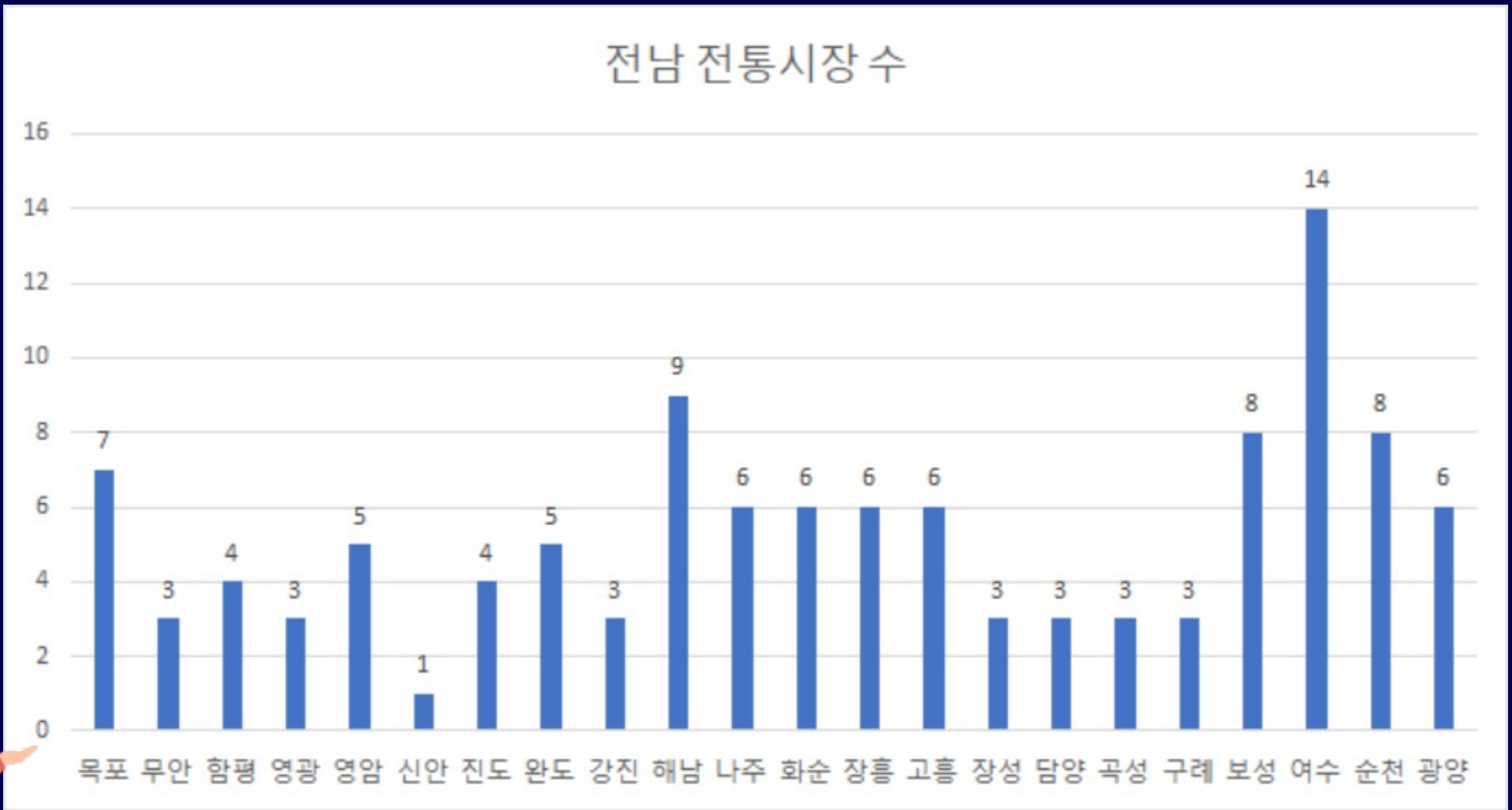
01 Enhancing awareness of the agency through strengthened online promotion activities for 64 'government-recognised' stores / shops in Jeollanam-do



04 Programme Implementation Strategy and Details

Efforts to Raise Awareness on SEMAS' Support Programmes

02 Enhancing awareness of SEMAS through on-site support among 116 (81) traditional markets in Jeollanam-do



시군별	시장수	매월 1/6일	매월 2/7일	매월 3/8일	매월 4/9일	매월 5/10일
합계	81(7)					
목포	-					
여수	2(1)			덕양	(서시장주변)	
순천	6(1)	송주	여랫장	주암, 밀랑	계곡	(웃장)
나주	6(1)	남평, 공산	세지	다시	(목사고을)	영산포통물시장
광양	3	광양		진상	옥곡	
담양	3		담양	대전		창평
곡성	3			곡성	옥과	석곡
구례	2		신동	구례		
고흥	6(2)	동강	봉세	(녹동), 도화	(고흥)	과역
보성	6		녹차골광동	조성	별교, 복내, 외천	득량
화순	6		춘양, 동복	화순	이양	능주, 남면
장흥	6(1)	용산, 장평, 회진	(장흥토요)	관산		대덕읍
강진	3(1)			마량, 병영	(강진)	
해남	8	해남	신정, 남창	좌일, 남리	월송, 우수영	화원
영암	5		시종, 구림	신복	득천	영암
무안	3	일로, 망운			무안	
함평	4		함평	해보	나산	윤야
영광						
장성	3	사기	시장		함평	
완도	2		노화			완도
진도	3		진도		영희	고군
신안	1			지도		

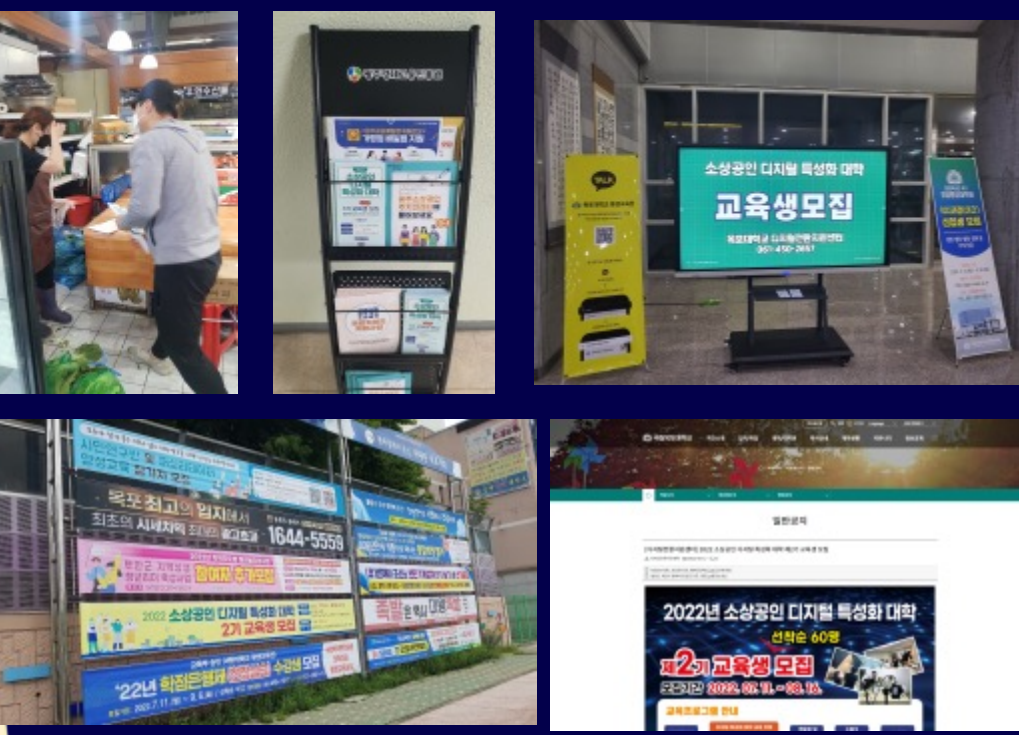
04 Programme Implementation Strategy and Details

Promotion and Communication Efforts

Online and Offline Promotion (SNS)

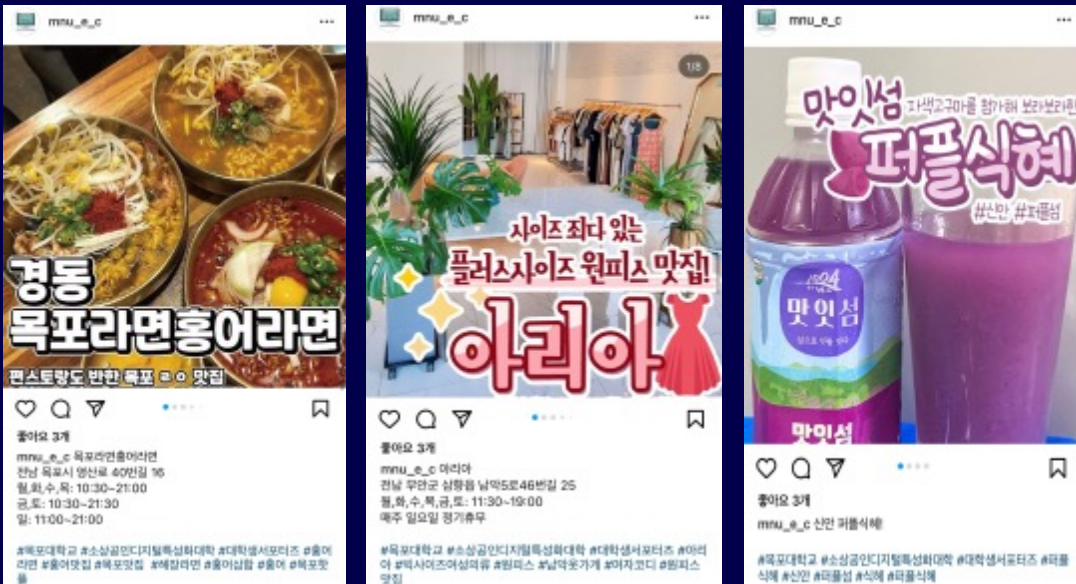
Advertisements to Recruit Learners

- Posting on Local Government/University/Centre Websites
- Management of SNS platforms
- Outdoor Billboards
- Offline Promotion via Small Business Support Centres of different cities/ Promotion via Traditional Markets
- Placard Installations (12 locations in Mokpo, 4 locations in Muan, 2 locations on Namak's exterior wall)



Promotion via Online Supporters

- Online promotion activities for small businesses



Programme Promotion

- Posting on the Centre's website
- Sharing in 1st/2nd-semester KakaoTalk group chats
- Distributing agency leaflets





SDG Partnership Learning Exchange:
Advancing Digital Transformation of MSMEs
for the Innovation of Traditional Markets

05 Major Activities and Achievements

Major Activities and Achievements

Summary of Achievements

- Understanding of the overseas online platform market and developing tailored sales strategies for each platform.
- Entry into the global market via online sales platforms
- Continuous promotion and marketing efforts for global market penetration
- Fostering the understanding of digital marketing
- Bold application of online marketing techniques in practice.
- Sustained revenue growth through continuous online marketing.



05 Major Activities and Achievements

Major Activities and Achievements (based on 2022)

Training Operation

Category	Mission Goals	Achievements
Training Operation	Programme Promotion	Successfully recruited 150 participants
	Selection and Management of Learners	51 participants in the 1 st semester, 56 participants in the 2 nd semester
	Theoretical Training	51 participants in the 1 st semester, 54 participants in the 2 nd semester who received certificate
	Practical Sales Training	Enhanced practical skills in digital marketing
	Mentoring	Conducted 1 session for each team
	Achievement Sharing Meetings (Performance Management)	47 participants in the 1 st semester, 54 participants in the 2 nd semester
	Other Business Programme (Big Data Analysis Consulting)	Conducted 26 consulting sessions in a lecture-style consulting approach



05 Major Activities and Achievements

Major Activities and Achievements (based on 2022)

Digital Transformation Support Centre

Category	Mission Goals	Achievements
Digital Transformation Support Centre	Learner Counseling	Completed 125 sessions
	On-site Training for Online Market Transition	Conducted a total of 11 trainings, achieving a cumulative sales total of ₩2,805,690
	Promotional Supporter	Completed 120 promotional support activities
	Other Business Plans (Operation of Digital Marketplace Platforms)	



05 Major Activities and Achievements

Major Activities and Achievements (based on 2023)

Learning Completion Rate

100 out of 109 individuals selected as learners successfully completed the program

Category	Goal (A)	1 st Semester Performance (B)	2 nd Semester Performance (C)	Total (D=B+C)	Achievement Rate(%) (D/A)
Application		58	89	147	
Small Business		45	76	121	
Entrepreneur		13	13	26	
Selection		51	58	109	
Small Business		39	48	87	
Entrepreneur		12	10	22	
Completion	100	47	53	100	100
Small Business		37	46	83	83
Entrepreneur		10	7	17	17

* The figures in the table include both small business owners and entrepreneurs.



05 Major Activities and Achievements

Major Activities and Achievements (based on 2023)

Percentage Increase in Online Sales Revenue

- o New Entrants to the Online Market
 - 13 individuals entered the domestic and international online platform / marketplaces as new entrants.
- o Online Platform Sales Revenue Trend
 - Among the participants, 41 individuals experienced an increase in online sales revenue after practical training.

Category	2023 Goals (A)	1 st Semester Performance (B)	2 nd Semester Performance (C)	Total (D=B+C)
Percentage Increase in Online Sales Revenue(%)	41 individuals*	21	20	41

* If the total number of small business graduates is 80, the goal is set at 50%, i.e., 40 individuals.



05 Major Activities and Achievements

Major Activities and Achievements (based on 2023)

Creation of Outstanding Learner Cases

Specialized Indicators
Entry into Domestic and International Sales platform
Increase in Online Sales
Exports
Promotional Effectiveness



05 Major Activities and Achievements

Major Activities and Achievements (based on 2023)

Achievement of Specialized Performance Indicators

Category	2023 Goals (A)	1 st Semester Performance (B)	2 nd Semester Performance (C)	Total (D=B+C)	Achievement Rate(%)(D/A)
Specialized Performance Indicators	Overseas Export \$20,000 Including Online Sales Revenue \120,000,000	35,247,500	122,561,423	157,808,923	131.5

Qualitative Achievements

- Although majority of learners aim to enter domestic online platforms, there has been an increase in understanding and interest in the global e-commerce market.
- Some small businesses have opened accounts on platforms like eBay and Amazon, listing products and achieving online export results.



05 Lessons from Utilizing University Infrastructure: Insights from the South Korean Experience

Utilization of University Infrastructure

Insights from the Experience of South Korea

01 Quality Training with Expert Personnel and Facilities

- Establishment of infrastructure to provide high-quality training to learners
- Conducting target-specific training through group training and supporters (enrolled students)
- Yet a challenge in recruiting learners due to limitations in training venues and characteristics of local universities (e.g. location)

02 Contribution to the Digital Transformation of Small Businesses through a Diverse Pool of Experts

- Implementation of tailored training for different age groups and industries
 - : Execution of basic, advanced, project-based, on-site, and continuous training to enable self-learning for small business owners

03 Leveraging University's Local Network (including connecting with relevant organizations)

- Close collaboration with Jeollanam-do, Muan-gun, Gangjin-gun, Small Business Union, Traditional Market Merchant Association, Local Shopping District Merchant Association, and the SEMAS Mokpo Centre for learner recruitment and programme implementation.
- Securing operational personnel, operating training programme, and leveraging infrastructure through collaboration with the university's Industry-Academia Cooperation Division, Department of E-commerce, Global Selling Centre, Ceramic Small Business Support Centre, Link 3.0 Project Team, and the Local Creator Development Project Team.



Utilization of University Infrastructure

Expected Benefits

Contribution to the Increase in Domestic and International Online Sales (Exports) for Local Small Business Owners Amid the Expansion of the Global E-commerce Market.



Thank you.

