

Sol-Mag

The Magazine for All SolBridgers



Contents

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Sol-Mag: The Magazine for All SolBridgers
Volume 1, Issue 2
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Message from the Editor	03
The Woosong Educational Foundation	04-07
Our Vision	08
Our Mission	09
GACCS	10-11
Our Objectives	12
Official Letter	13
I Dared to Dream Big... Really Big!	
(Thanks to SolBridge)	14-15
Global-Minded	16
Bonjour de France!	17-19
Working for Samsung Electronics	20-22
All the Way from Azerbaijan	23
Part-Time Jobs at SolBridge	24
What is InterviewStream?	25-27

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Message from the Editor

Welcome everyone to the second issue of Sol-Mag, the Magazine for All SolBridgers.

I would like to start off by thanking the people who contributed to the warm welcome of the first issue: Dr. Endicott, Adam, Maryna, Ha-Jin, Ray, Agnes, Ake, Mr. Geon-Yeob Kim and his team at DAEHYUN, to the administration at SolBridge, and all the near and far-away readers. Everything was possible thanks to each one of you. So thank you, thank you, thank you.

The spring semester that just ended would definitely be remembered with a mix of emotions. The Sewol Ferry accident shook up the entire country and sent many into a deep mourning state. As a result, many of the school activities had to be postponed for the fall out of respect for the parents, family, relatives, and friends of the deceased. Between all, SolBridge had a reason to celebrate in low profile. The good news of the AACSB accreditation was a very rewarding outcome of 5 years of assiduous work by our faculty members, staff, and student body. All in all, we had a quiet and revolutionary spring, indeed.

The summer copy of Sol-Mag presents various articles from our outstanding alumni, great SolBridge students, and excellent professors. Without their generous contribution as a Sol-Volunteer, this issue would be non-existent. I hope you find it informative and a must-have item in your summer reading spree. Safe and healthy summer, everyone!

Deborah Bang





WOOSONG EDUCATIONAL FOUNDATION

A Sea of Inspiration: A Young Man and His Dream

The story of the Woosong Educational Foundation may be traced back to the time when a young Korean man once met the commander of a ship on his way to Japan. The long and tiring journey seemed less taxing whenever he had the chance to speak to the ship captain and learn something new every time. The ship master made his living by trading seafood with other countries. For him, the lack of natural resources in both Japan and Korea naturally encouraged their citizens to engage in international trading. He firmly believed that educating the people to do business was important for the successful economic development of a nation. In his own words: “This ship may be built in one year, but it takes twenty years to train a good captain.” The young Korean man looked far into the wide sea and, once alone, in solitude and freedom, he formulated his own dream: “Developing Korean society through education.”

The Dong-A Pencil Corp.

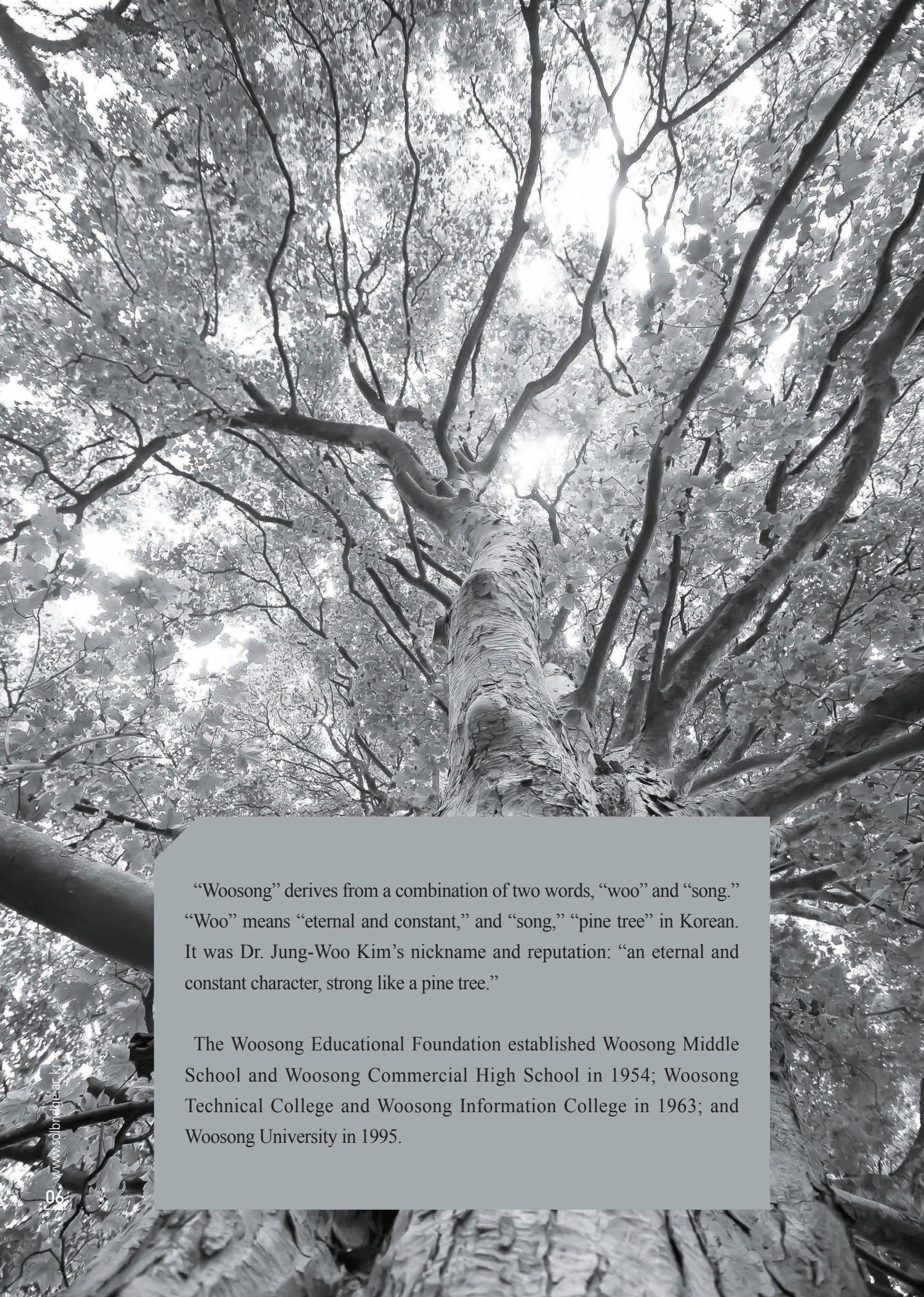
The young Korean man, Dr. Jung-Woo Kim, returned to his home country after completing his studies in Japan, and founded the Dong-A Pencil Corp. in 1948, the first stationery manufacturer in Korea. He believed that the supply of pencils to students would support their education. He worked hard to develop the company and provide high quality educational materials for all Koreans. Unfortunately, when the Korean War (1950-53) broke out, the factory was destroyed and the company went bankrupt.



The Dong-A Pencil Company in 1948: Current location of SolBridge International School of Business.
Dr. Jung-Woo Kim is the fourth in the front row.

First Steps

The war left the country in very poor conditions. Compared to other cities in Korea, Daejeon was one of the worst. Elementary schools were overcrowded and in deteriorating conditions, and many Koreans did not dream of completing their studies, being more concerned with making ends meet on a day-to-day basis. Dr. Jung-Woo Kim established the Woosong Educational Foundation in 1954 and a commercial high school thereafter in order to teach practical and transferrable skills to the young generation. This was a meaningful transformation from a stationery business to an educational foundation. According to Dr. Kim, young Korean men and women at the time were capable of and in desperate need of technical knowledge more than intellectual knowledge as getting a job was their priority. Rebuilding the Korean economy through education was a must for Dr. Jung-Woo Kim.



“Woosong” derives from a combination of two words, “woo” and “song.” “Woo” means “eternal and constant,” and “song,” “pine tree” in Korean. It was Dr. Jung-Woo Kim’s nickname and reputation: “an eternal and constant character, strong like a pine tree.”

The Woosong Educational Foundation established Woosong Middle School and Woosong Commercial High School in 1954; Woosong Technical College and Woosong Information College in 1963; and Woosong University in 1995.

Going Global

Dr. Sung-Kyung Kim was appointed President of Woosong University in 1995 and opened his inaugural ceremony by promising to make a “proper university” and stating that the “direction of Korea and that of the Woosong Educational Foundation was to be found in Asia.” As such, he travelled around the continent and signed various MoUs with universities in Japan, China, and other countries nearby. In 2004, he established the Nanjing IT Center in Nanjing, China, and the KOVIT IT Center in Ho Chi Minh City, Vietnam. President Kim donated many educational supplies and supported various programs for national universities in Laos and Cambodia. In 2005, he became the Chairman of the Woosong Educational Foundation after his late father, Dr. Jung-Woo Kim.



Sung-Kyung Kim, Ph.D.

In order to go global, Chairman Kim established SolBridge International School of Business in 2007 to serve as the Asian Center of Excellence in Global Business Education (vision) by Educating the Next Generation of Asian Thought Leaders (mission). It was named “SolBridge” after the Korean “Sol” (or “song”/alternative pronunciation), “pine tree,” and the English “Bridge,” a strong bridge between Korea and the rest of the world. The initial concept was first formulated in the 1980s but had to wait almost 20 years to come true. His idea was too ahead of his time. Many people could not understand what an “international education” meant or was all about. SolBridge International School of Business was indeed Dr. Sung-Kyung Kim’s masterpiece. “I still haven’t completed the homework and tasks that my father left behind. We look forward to becoming the best international business school in Asia.”

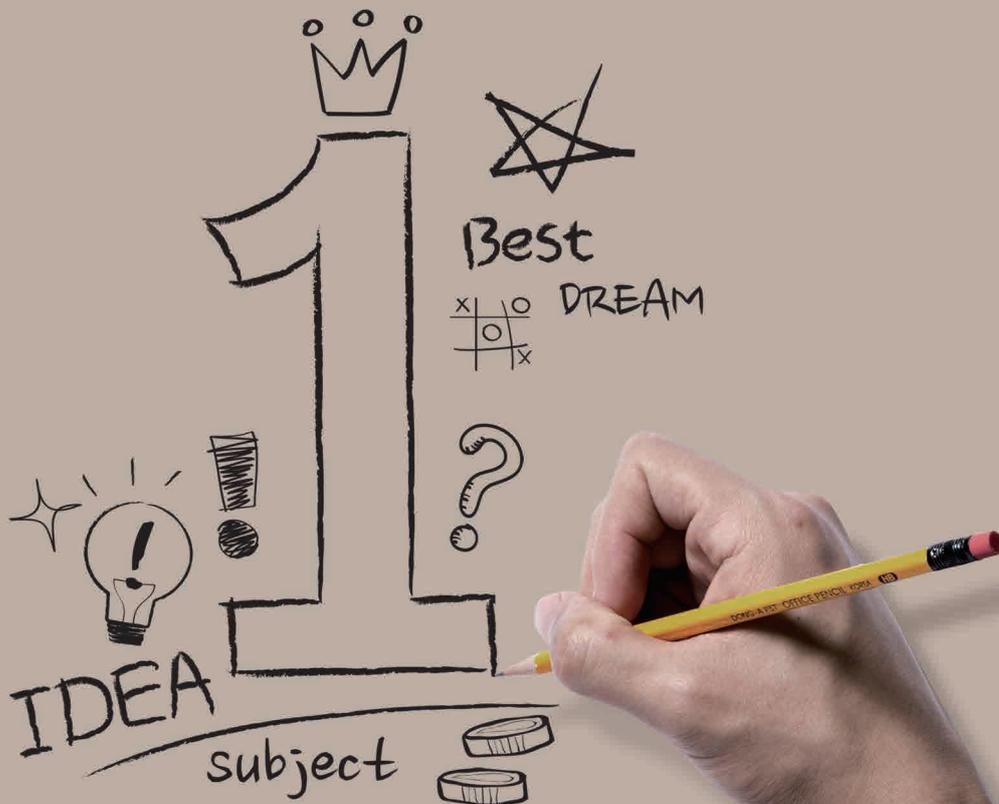
Our Vision

Asian Center of Excellence in Global Business Education



Our Mission

Educating the Next Generation of Asian Thought Leaders





Who is an Asian Thought Leader?
An Asian Thought Leader is someone with
GACCS.

Global Perspective – knowledge of global markets, business practices and cultural norms between businesses in Asian and other parts of the world.

Asian Expertise – knowledge of Asia by articulating the differences and similarities among their individual cultures, best business practices, legal requirements and economies.

Creative Management Foundation – broad understanding of management principles and the ability to analyze situations to select the best solution or to identify, derive and deliver new, alternative solutions.

Cross-Cultural Competence – awareness of one's own cultural values and beliefs, awareness of other cultures' values and belief systems, and ability to effectively communicate and function in multicultural settings.

Social Responsibility – ethical behavior in decision making within and beyond the organization in the context of varying cultural constraints, articulating the necessity for organizations to be environmentally and socially responsible.



Our Objectives

We are dedicated to producing top business leaders in Asia in all fields: business, politics, the military, and social activism, prepared to be instruments of change in their respective societies. We do not focus only on the “hard skills” needed for such an undertaking, but also on the critically important “soft skills” that provide flexibility, understanding, and interpersonal leadership skills that will help in many environments.





John E. Endicott, Ph.D.
President, Woosong University
Vice-Chancellor, SolBridge International School of Business

Dear All,

It is with great pride that I announce that the AACSB Board of Directors voted to accredit **SolBridge International School of Business on May 9, 2014.**

I wish to publicly acknowledge the dedicated assistance of the entire faculty, staff and students for making this remarkable achievement possible. SolBridge gained full accreditation in the **shortest time on record** due to its fine team of faculty and staff and the responsive cooperation -even enthusiastic participation- of the entire student body.

AACSB (The Association to Advance Collegiate Schools of Business) was founded in 1916 and is the premier business school accrediting organization in the world. Of the approximately 16,000 business schools internationally, less than five percent have been AACSB accredited. SolBridge becomes **the first private university outside Seoul and the Gyeonggi area** to gain this recognition and **the 14th university in Korea** to be internationally recognized.

SolBridge thus joins a very elite group of the finest business schools in the world and pledges to continue to meet, even exceed, the high standards set by AACSB in the future.

Thank you for making this achievement possible; it is public certification of what we have been saying: **SolBridge, one of the finest business schools in Asia.**

Sincerely,

A handwritten signature in blue ink, appearing to read "John E. Endicott". The signature is fluid and cursive.

John E. Endicott, Ph.D.

I Dared to Dream Big... Really Big! (Thanks to SolBridge)

**Hyun-Gook Kang, BBA
2014 Alumni, 2+2 Program
SolBridge International School of Business
Georgia Institute of Technology
Woosong Global Scholarship Member**



I was born in Milyang and spent most of my teenage days in Gimhae, South Gyeongsang province. Raised in a rural area, I didn't get the chance to receive the type of schooling urban kids usually go through. I was a shy, introverted boy, with few friends, barely talking to others and afraid to express my mind or even dream of anything outside the usual simple routine. Nobody that I knew had studied abroad so, for me, going overseas was something that only rich city kids could possibly afford to do.

Until I heard of SolBridge...

I learned that this unique business school in Korea offered a dual degree program with Georgia Tech in the USA, and I decided to give it a shot, break the Milyang/Gimhae records and go global. I had to be admitted to SolBridge first of all in order to accomplish this, an amazing opportunity unavailable from any other university in Korea. I dared to dream big, really big! And became the first Korean student graduating with a 2+2 SolBridge/Georgia Tech dual degree.

At the beginning, life in SolBridge wasn't easy at all. I wasn't used to English. I hadn't been to the US or studied abroad, like many of my classmates. At SolBridge, I had to use English 24/7 for all the courses, communication, group projects, social life, and studies. Literally, everything around me was English and only English: the lectures from the international faculty were quite demanding; the academic material was hard to swallow; and on top of all, I met many foreign

students from all over the world and was forced to speak and use English whether I liked it or not. Although it was very stressful at the start, it all paid off beyond my expectation. My 2 years of hard training at SolBridge were crucial before I crossed borders.

To be honest, I was very nervous when I first landed in Atlanta. I was very unsure about my own abilities to catch up with the other students in Georgia Tech. Will I be able to survive the first semester there? My mind was full of worries and I only expected the worst of all.

However, the transition turned out to be smoother than expected. The environment at Georgia Tech was not that different from the one at SolBridge. English was not a big problem anymore. I was able to handle it better than the Koreans I met in the States. They were surprised when I told them I wasn't taking any ESL classes, nor lived or studied overseas before. Thanks to my two years at SolBridge, studying at Georgia Tech was a dream come true, and I wasn't going to let anyone or anything discourage me from giving the best of myself once again. And I studied hard, super hard.

After my first semester in Georgia Tech, I decided to change my major to Industrial Engineering in order to have a business-engineering combo degree. I had an aptitude for engineering but I wanted to keep the management side. I got involved in a semester-long Senior Design Project with a team of seven brilliant Georgia Tech peers at the Forecasting & Labor Analytics Department in Home Depot. In this project, our team built a tool to optimize labor forecasting methods using weekly transaction data for approximately 2,000 Home Depot stores in the United States. We used raw data to forecast the impact weather had on customer demand. The results of our project helped Home Depot allocate 5 million dollars to better use. Months of hard labor were rewarded by graduating with high honors.

All of my experiences, the friendships I made, and all the learning I was able to gain were possible one step at a time: from Milyang/Gimhae to SolBridge to Georgia Tech. Thus the question: If I shy, rural boy from Korea made it to one of the top universities in the United States, what's to stop you from dreaming big, really big?



Global-Minded

Joo-Mi Yoon, BBA
2014 Alumni, 2+2 Program
SolBridge International School of Business
Beijing Foreign Studies University

The first time I met some foreigners in Korea was when I attended an English camp in elementary school. I remember I had to use gestures and much body language because my English was really bad. But trying to communicate like that was lots of fun. So much so, that I wanted to keep on meeting foreigners and dreamed of working with them in the future.

When I was in middle school, my parents took me to the 57th International Whaling Commission (IWC) Annual Meeting in Ulsan. At the Jang-Saeng-Po Whale Museum, I met more foreigners, members of Green Peace who were concerned with marine conservation issues. They came to Korea to organize an international meeting to raise awareness of the various issues at hand. I thought of it as a very rewarding job and worthwhile experience.

Hence, when my homeroom teacher introduced me to SolBridge in high school, the idea of studying with students from all over the world in English was really appealing. I firmly believed that this would be the place to gain a global perspective as well as business expertise not only in theory but also in practice by studying in Korea and in another country.

I chose to go to China because of its economic growth potential in the 21st century. As the second largest economy in the world, I would be able to be at the spotlight of new opportunities, meet foreigners, speak English, improve my Chinese, and learn Chinese culture. Beijing Foreign Studies University (BFSU) was the perfect option for me.

This past February, I graduated with two degrees, one from SolBridge and one from BFSU. The road was not easy. Nevertheless, it trained me to be a more globally-minded individual, with open doors to the international arena. I am now confident to deal with foreigners in English in Korea or anywhere around the world. And I am proud of it all.

Bonjour de France!

Malika Bassarova, BBA3
SolBridge International School of Business



I went to France for one semester and it was amazing.

My two friends and I stayed in a city westward of Paris, the capital of the region of Brittany, in Rennes, to be precise. Its vivid past history merged with present times, and the fact that Rennes is not a pure French land, makes it stand out with a very unique vibe.

I liked the school, it reminded me of SolBridge. The importance of ESC to Rennes is somewhat similar to what SolBridge means to Daejeon, and nowhere else in France have I come across that many foreigners. There were over 200 people from the Czech Republic, Belgium, Turkey, Japan,



the USA, and many more. I liked how people mixed, how easy it was to socialize and just become friends.

I had a lot of free time to explore the surroundings. Our residence was situated between the school and the city center embracing the stations République and Saint-Anne.

There was a Saturday morning market where people stayed up all night.

Each Wednesday, students gathered together outside the city to celebrate their living.

The city was on a feast on Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday; Sundays were reserved for silence and solitude.

Crêpes and escargots are Brittany's best culinary dishes. Crêpe is a pancake, very thin, made of wheat flour, and served with a variety of ingredients. Crêperie is a Crêpe café.

If you go to Rennes, you must visit port city Saint-Malo and the monastery Mont Saint-Michel. Thabor is another great place to be, a fine park not far from Centre République.

Rennes' cultural life is worth mentioning. Les Champs Libres is Rennes' cultural center, where Rennes Métropole Library, the Museum of Brittany, and Espace des Sciences Planetarium are all concentrated. Each weekday is scheduled with events, exhibitions, and concerts, all day and all night long.

To what extent do I consider my stay in Rennes a cultural experience? Well, 100%. There is no such thing as a limit to your experience; it is limitless, complete, ultimately total, so make the best out of it. Enjoy your each and every day. And if you are lost choosing where to go, don't listen to anyone, but go where your heart decides. I chose France, and it was all worth it.

Working for Samsung Electronics

(Sandy) Thanh Tra Nguyen, BBA
2012 Alumni, SolBridge International School of Business



Hello, Everyone!

My name is (Sandy) Thanh Tra Nguyen from Vietnam. I graduated from SolBridge International School of Business in 2012 and started my first job at Samsung Electronics Korea right away.

After more than 5 years living, studying, and working in Korea, I experienced a huge transformation, from being a teenage girl to becoming a grown-up working woman in this “morning calm” nation.

When I first got off the airplane at Incheon International Airport on a chilling autumn day in 2008, I did not know anything about Korea, its culture, or language. Everything was new and fresh. I still remember how excited I was on the bus heading down to Daejeon, full of beautiful and sweet memories. And my life in Korea for the past 5 years has been always exciting and fun like the feeling I had when looking out of the bus window that first day.

Let me highlight some social characteristics that I find very interesting about Korea from a foreigner’s perspective.

Korea is a safe place to live.

Korean people (except for the drunken) are friendly and helpful.

Korea is definitely a safe country to live in. I don’t know how many stories I can tell when my friends and I lost stuff in public places and still managed to receive them back undamaged. I respect the Koreans for their honesty and well-mannered public behavior. From my personal

experience, most Korean people I met are really kind and supportive. Walking along the streets or wandering around crowded shopping areas in Seoul, we can easily notice people leave their hand bags open without worrying anyone would steal stuff from them. Similarly, no matter how crowded it can be on a public subway and bus, if we leave our stuff on the train ground, no one would put their finger onto it.

There are complex but clean and convenient facilities.

I moved to Seoul after graduating from SolBridge and was amazed by how complex it was to commute around. There are a total of 9 underground subway lines that not only go to almost everywhere in the city but also open their ways to neighbor cities of Seoul such as Suwon, Incheon, etc. There are clean restrooms in almost every subway station. Express subway lines are operated from the center of Seoul to 2 main international and domestic airports (Incheon & Gimpo). I once took the express train to go from my home nearby Konkuk University station to Gimpo Airport and the whole trip took only 35 minutes; I was happy and satisfied.

Learn Korean.

If you plan to live in Korea for a long time, you need to learn Korean. Although some information is available in English, not everything is in English and we should not expect everything to be in English either. The more Korean language we can manage, the faster and easier our life in Korea will be.

Adapt to its working culture.

When I was a student at SolBridge, I did not experience much Korean working culture. So it was a little shocking when I first landed my job in Samsung Electronics.

In Samsung, employees are given great chances for skill development via internal professional training sessions. In the marketing division, employees are exposed to a large range of Samsung's marketing and sales courses that can help enhance their professionalism and productivity at work. As a result of the corporate effort to promote work-life balance, Samsung Electronics employees enjoy a flexible working time system in which one can come at any time during the day and stay for a total of 9 hours.

Teamwork is highly taken care of by company leaders. Each small team is granted a certain budget to spend on social activities. Most of the time, that budget will be spent on team dinners. Although I heard that many Koreans would love to push others to drink a lot during team meals, I personally have never experienced seeing that incident in our division. One of the reasons is that the company has regulations restricting such drinking behavior during company events. Those are all the good sides of working for such a huge conglomerate in Korea.

However, Samsung is still a Korean company with a strong Korean working culture in which people tend to work a lot longer than the actual set rules. During my first training session with the other new employees, I was mind-blown by their 12-14 work hours/day. And it was even more surprising to me that people actually volunteered to stay longer for the sake of building a hard-working image, adored by the big bosses. So, even though the rule states to work 9 hours a day, many people find it normal to stay up to 12 or 14 hours in the office.

All the Way from Azerbaijan

Jayhun Mamedov, BBA3
SolBridge International School of Business

I am from Azerbaijan, the Azerbaijan State University of Economics, and chose SolBridge International School of Business for a study abroad opportunity because I believed this school would provide me with the multicultural experiences I was looking for. Life at SolBridge was far better than I anticipated. The courses were great and the whole environment was pleasant and home-like. I learned a lot while I stayed here for one semester. I broaden my horizons, made new friendships, and learned how to survive in Korea all by myself. I am very grateful to SolBridge for giving me this chance. It will stay with me forever.



Part-Time Jobs at SolBridge

Dana Mustafina, BBA1
SolBridge International School of Business

SolBridge is a school that not only provides outstanding education, but also offers many awesome opportunities for students to be more prepared for their future careers. Part-time jobs at SolBridge are a great way to get head-started. We can acquire the work experience, transferrable skills, work ethics, and professional attitude needed in today's fast-evolving job market. Moreover, enrolling in a part-time job allows you to be financially independent from your parents. I worked as a research assistant in the spring and learned a lot from the faculty member I was assisting. I encourage all SolBridgers to apply for the various job opportunities that are offered throughout the year. A good cover letter and resume are needed to get you to the interview. Attending the interview is another step you should get used to: dress appropriately, practice your interview questions in both English and Korean, and come on time. Once you pass the paper screening and the interview, you will be assigned a position, sign a contract, start working, and earn money. Do not wait until your graduation. Start early enough to have something to put down on your resume. Believe me. It is necessary.



What is InterviewStream?



Mahmood A. Awan, Ph.D.
SolBridge International School of Business

InterviewStream is a software offered to SolBridge students by the Career Development Center to help improve their job interview skills. In general, students do not come well-prepared for interviews due to poor language skills or zero self-confidence. It is said that first impressions are the last impressions. Thus, if you are not able to talk to the person conducting the interview, no matter how high your GPA is, he or she will not be convinced of your communication skills.

SolBridge has joined hands with InterviewStream to set-up a website dedicated to our students (<https://solbridge.interviewstream.com>). This service is free for SolBridge students, allowing them to practice at their own leisure as many times as they wish.

How to Set-Up InterviewStream

Before you get started, make sure to visit the link provided above and view the Interview Webinar and InterviewSuite that feature expert tips and advice on all things interviewing. Once ready, you can then conduct interviews and receive feedback from anyone with an e-mail address.

How to Set-Up Your InterviewStream Account

1. Visit the SolBridge CDC's InterviewStream portal.
2. Click on "Create Account" to create a free account or login with your e-mail and password on the upper right corner of the page.
3. Enter your name, username, or e-mail.
4. Create a password and then click "Sign-Up."

Getting Started: Exploring the User Dashboard

1. Select your webcam.
2. Select your microphone.
3. Click “Test” and check that everything is working.
4. Click “Conduct Interview” if you have a webcam and are ready to pick your interview questions and get started.
5. If you don’t have a webcam, click “Schedule Interview” and choose a date or time this semester to visit your career center’s interview station.
6. Watch all the eight on-demand webinars of career expert Rob Sullivan walking you through the entire interview process.
7. View the InterviewSuite where you will see video tips on how to approach common interview questions from career experts Vicky Oliver and Rob Sullivan.

Note: If you come across any technical issues in setting up the account, please do not hesitate to contact me via e-mail at mawan@solbridge.ac.kr.

Select Interview or Create Your Own

1. Select from a pre-built interview and click “Choose This Interview.”
2. Or, click “Customize Your Own Interview” to access our Drag n’ Drop interview creator where you can choose from 1,500+ interview questions.
3. Click a folder to open a category. Then click the question and drag it to the “My Interview” column on the right.
4. When finished, scroll down and click “Begin.”

Practice-Review-Retry

1. After a brief video introduction, the interviewer will ask you the 1st question.
2. The timer will count down 3..2..1.. before your webcam starts automatically recording your response.
3. The time bar will slide across, giving you 2 minutes to respond to each question.
4. The RECORDING sign will light up green indicating your webcam is on.
5. Click the mouse anywhere when you're done and your webcam will stop recording.
6. Review: you will watch your response to the question you were just asked.
7. Retry: this will erase your previous response and you will be asked the same question again by the interviewer.
8. Continue: your response will be saved and you will be asked the next question.

Another Note: At SolBridge, we want to assist you to improve your interview skills; thus, after recording your interview, please contact the CDC for useful feedback.



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