

Sol-Mag

The Magazine for All SolBridgers



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Sol-Mag: The Magazine for All SolBridgers
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December 2014

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Message from the Editor

I am pleased to introduce the last Sol-Mag of 2014. In closing its first year of publication, I take this opportunity to thank everyone who welcomed the magazine project from the very start. Your sincere feedback, moreover, is helping Sol-Mag shape up little by little. I look forward to 2015, when more and more SolBridgers-faculty, staff, and students-continue supporting the school magazine by submitting articles on a vast array of topics, including current events, school events, critical reviews, poetry, literature, and the arts in general.

Looking back, 2014 has been a very special year for SolBridge and the Woosong Educational Foundation. SolBridge received the AACSB accreditation on May 9 and a significant budget allocation from the Korean government for the next 5 years. The Woosong Educational Foundation celebrated its 60th anniversary with our Sol-Ambassadors on stage. Dressed in their traditional costumes, SolBridge students greeted the audience in a loud voice and thankful heart: “Congratulations Woosong on your 60th Anniversary!” (and thank you very much for making education a possibility and reality for many).

Snow fell on Daejeon on Monday, December 1st. I remember this clearly because it was the first day of the month and the day I was choosing the cover for Sol-Mag. As soon as it started to snow, everyone on the 5th floor shouted: “It’s snowing! It’s snowing!” Among the green and white pine trees, I knew then I had to choose the white one, ideal for the season. We will say goodbye to 2014 but ready and positive to start the new year on a clean slate, with a purer and clear vision, goals, and dreams. Don’t get caught in the cold. Find ways to keep it warm and make it positive.

Happy Winter!

Deborah Bang





Sol-Ambassadors on stage: "Congratulations Woosong on your 60th Anniversary!"



Dr. Sung-Kyung Kim, Chairman of the Woosong Educational Foundation, gives out his welcome speech to a blissful audience.



We did it together.

Faculty Members
Administrative Staff
Students

Thank You!

Educating the Next Generation of Asian Thought Leaders

SOLBRIDGE
INTERNATIONAL SCHOOL OF BUSINESS

**One of the Top 5%
Business Schools Around the World
The Youngest Institution
to Receive AACSB Accreditation**



The Association to Advance Collegiate Schools of Business
The Highest Standard of Achievement for Business Schools Worldwide

“SolBridge, one of the finest business schools in Asia and around the world, pledges to continue to meet, even exceed, the high standards set by the AACSB Board of Directors.”

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





A Letter from the Dean

Jin-Sung Kim, Ph.D.
Dean of SolBridge International School of Business



Dear SolBridge Family,

How are you? The fall semester is now over and time went by really fast. The freshmen had an exciting and challenging first semester adjusting to the new environment and their start in SolBridge. Returning students were able to meet old friends and classmates, and all SolBridgers worked hard to accomplish their many goals in the fall 2014. We all started with the hope and fear of a new beginning stretching into a long and unknown future. I know this for sure. Walt Disney said “All our dreams can come true, if we have the courage to pursue them.” I encourage of all you to keep on dreaming, while you are here and beyond, in pursue of your goals until you achieve them all and bear many fruits.

Imagine for a moment the following scene: a mother eagle is standing at the edge of a cliff with her eaglets trying to teach them how to fly. The mother tells the eaglets, “Little ones, come here.” They follow her in fear and trembling saying, “I cannot do it. I am scared.” The mother, once

again, tells them, “Come to this end.” The eaglets plead saying, “I cannot do it. If we fall, we will die.” The mother orders them, “Come here right now!” Now, without much choice, the eaglets follow the mother eagle and stand by the edge of the cliff in a line. The mother eagle comes and pushes them with all her might down the cliff. What’s next? Screaming and trying to untangle their flimsy wings, the eaglets start to fall and fall and fall and fall... until they hit their mother’s warm and comfortable wings. The mother eagle takes the eaglets to a higher cliff a second time around and drops them again. She repeats the same training over and over until the once fearful, timid, and inexperienced eaglets become confident, strong, and capable eagles, taking over the skies.

There are many lessons for us behind this story. First of all, just like the mother eagle had a vision and goal for the eaglets, we also need to dream and set goals. If we don’t have a purpose or objective, we cannot go anywhere. I hope SolBridge be the wings you will need to rise high and achieve all your goals in life. I also wish you could include your neighbors as part of your personal goals; in this way, your “personal goals” will acquire a greater value and purpose.

Second, having goals is good and necessary but it’s not enough. We need to work hard to achieve our dreams. Just like the saying, “There is no such thing as a free lunch,” nothing in this world happens without a reason or purpose. We have to remember that the eaglets did not turn into eagles all of a sudden; they underwent a rigorous training and were in turn compensated for their ongoing efforts when they finally became eagles. Eaglets that do not suffer do not learn to spread their wings and fly. They remain eaglets and die.

Third, it is important to achieve our dreams and goals in the right way. Achieving our goals in an unethical manner is worse than not having any goals at all. Recently, many companies have adopted ethics and social responsibility in their management, stressing values as an essential component in the pursue of their goals and ambitions. We must remember Peter Drucker’s belief that integrity is the backbone of any creative management. We should always have in our life the mother eagle’s vision, courage, and integrity.

Fourth, it is necessary to have the audacity to overcome any challenges in life. We should be audacious not because we have wishful thinking and ignore the hardship around us but because we believe and are sure that the present challenge is only temporary and things will become better in the end. While we are working hard to achieve our goals, we may fall several times, getting discouraged along the way; nevertheless, we must remember to get up and make the best of the situation. This is courage, the strength to see beyond the present. Just like the eaglets, when you see yourselves falling down, do not forget that our faculty members and staff are here to lend you a hand and support you along the way. Even the friends around you will help you. Your parents and family will be there to cheer for you.

To conclude, please take a few minutes every day to think about your own selves. Gloria Vanderbilt wrote in her fairy tale, “There once was a child / living every day / expecting tomorrow / to be different from today.” Think of the eaglets’ training and learn from them their everyday efforts, be creative and think differently, help one another, grow in wisdom, do small things day by day to help make this world better, in your path to become a creative leader.

Meanwhile, SolBridge International School of Business, established in 2007, is a school with a clear vision and mission, relying on outstanding faculty members, hard-working administrative staff, and a multicultural student body, full of enthusiasm and determination to succeed. With its vision to be the “Asian Center of Excellence in Global Business Education,” it strives to make a difference in the world by “Educating the Next Generation of Asian Thought Leaders.” Putting into practice the principles established in good faith, it was able to accomplish small and big objectives in a short time. Objectively speaking, this year SolBridge received the AACSB accreditation, the highest recognition for a business school at the international level, and a 5 million grant for the next 5 years from the Korean Ministry of Education, making it an excellent role model for other universities in the country. SolBridge was able to achieve all of these things because the Woosong Educational Foundation always made education a priority and core value. We are continuously thankful to the Woosong Educational Foundation’s ongoing support and untiring commitment to educational principles.

Now, let’s face the future together: students, professors, staff, and all those who love SolBridge, as one, hand in hand. Let’s try to be “Leaders of Change,” and let’s walk forward remembering at every step that “I am GACCS.”

Happy Experience

Jiazhe Li, BBA3
SolBridge International School of Business



As a one-year exchange student in SolBridge, I return to my home country as a much more mature and well-developed individual. SolBridge has offered me a lot of opportunities beyond my expectations. And I know why it deserved to receive the AACSB accreditation and be one of the top 5% business schools in the world.

At the beginning, I was attracted to SolBridge because of its academic program. I knew that most of the professors were native English speakers and, although some were not, they could speak fluent, good English and teach well. Students come from all over the world and, when we get along with them, we have

the chance to learn different cultures and how to cope with culture shock. On Culture Day, we saw various multicultural performances and tried delicious food. Everybody wore their traditional costumes and had tons of fun.

When I first arrived here, I was a bit terrified about everything. However, the orientation week really helped us get ready. Our peer group leader took us to a sauna, karaoke room, and places in which typical Korean food was served. You know. Everything that I saw in Korean dramas was available for us!

SolBridge also organizes multiple excursions throughout. They keep us busy, entertained, and informed. I think no other school offers so many excursions as SolBridge.

Another fantastic experience was the Korean UCC Contest. We had to make a video and everything in the video had to be in Korean. I still remember the days when I asked my Korean



friends to help us translate and shoot the videos. We spent many nights up, editing, adding captions, combining the information, until everything looked perfect. In three days, we got only a few hours of sleep. I felt that our hard work paid off when we won the award of excellence. Actually, for me, the process was much more important than the result. We enjoyed the whole experience, worked as a team, learned Korean, and made many friends.

My one year in SolBridge has been unforgettable. I will always treasure this period for the rest of my life. Everything I did, felt, and discovered was valuable and helpful. I will definitely miss SolBridge when I go back to China.

Proud to be a SolBridger

(Alex) Seok-Jung Moon, BBA
2013 Alumni, SolBridge International School of Business
Woosong Global Scholarship Member



Alex is the most handsome of all: first one standing on the left, with glasses on.

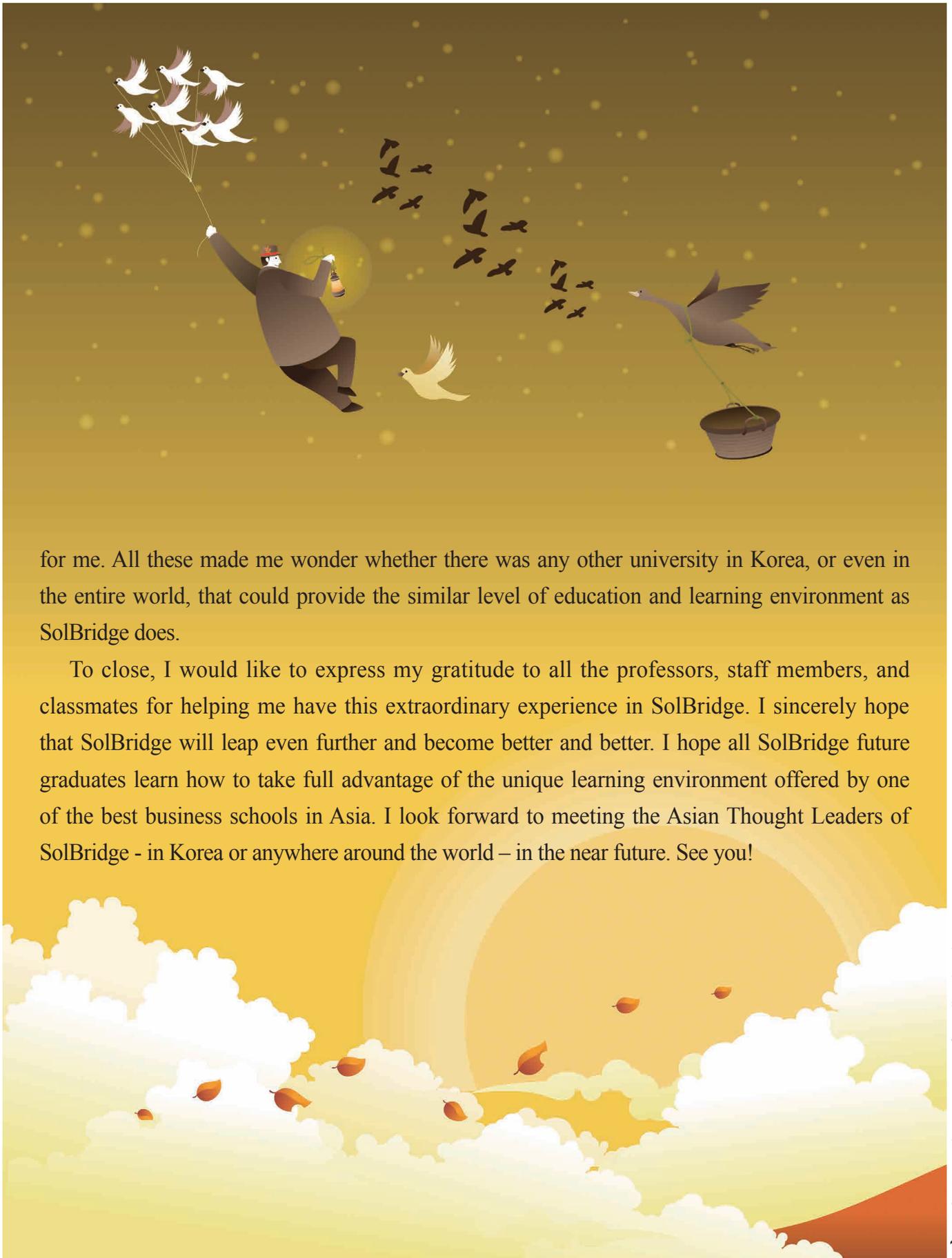
June 10th, 2014: This is the day I started my first job. It's been almost one year since I graduated from SolBridge and the job application process after graduation didn't turn out to be so romantic and pleasant and fun as I thought it would be. There were many things I realized while trying to get ready for a job.

First, I realized I was not so well-prepared to work after graduation. I focused on my

school life while I was in school, but later I realized that I should have prepared for my language proficiency test, such as the TOEIC and HSK, and other certificates in advance. My last semester should have been spent in job applications and interviews, not taking language proficiency tests and researching the companies I wanted to work for.

Second, I was under too much stress right after graduation and it didn't help me at all when looking for jobs. After graduation, I was not able to do anything for a while except look for jobs. I should have been more relaxed and prepared with more practical experience, such as getting certificates that might be helpful for my resume.

Last, but not the least, I realized that my decision to come to SolBridge was one of the best decisions I made in my life. As I competed with students from top universities in Korea during the multiple job interviews, I felt that I was as competent as the other applicants. I was grateful for the English speaking intercultural environment of SolBridge as well as the best environment to learn Chinese. Knowledge about international business and marketing was practical and surely helpful



for me. All these made me wonder whether there was any other university in Korea, or even in the entire world, that could provide the similar level of education and learning environment as SolBridge does.

To close, I would like to express my gratitude to all the professors, staff members, and classmates for helping me have this extraordinary experience in SolBridge. I sincerely hope that SolBridge will leap even further and become better and better. I hope all SolBridge future graduates learn how to take full advantage of the unique learning environment offered by one of the best business schools in Asia. I look forward to meeting the Asian Thought Leaders of SolBridge - in Korea or anywhere around the world – in the near future. See you!

One Language for All

Dostonbek Tojiboyev, BBA2
SolBridge International School of Business

As one of the best business schools in South Korea, SolBridge is a place where not only you can get a business degree, but also experience diversity in the literal sense.

Having English as THE OFFICIAL LANGUAGE is a powerful way to unite people across cultures. We are able to interact with people from different countries, learn their culture, values, and become more open-minded. Using English as the official language is like the bonding glue. We become one family, one SolBridge.

Because for many of us English is a second or third language, communicating and studying in English could be a real challenge and stressor. We will have the tendency to fall back into our comfort zones and speak in our native tongue with our friends and classmates from the same country. However, sometimes when there is another SolBridger present among us, I don't want to make her or him feel like an outsider. Speaking in English at all times, even with the people from the same country, could be a way to help us improve our English skills and engage the rest.

I love SolBridge and am very proud to be a SolBridger. If everybody makes an effort to speak English at all times, I am sure we will become much more united and globalized.



Living in Sol-Geo

Vladimir Kim, BBA1
SolBridge International School of Business

Living in residence is truly an important part of students' life. Sol-Geo is a great place to live in. It provides all the necessary equipment, facilities, and much more. First of all, each room has clean, modern, and comfortable furniture, including a private bathroom. Moreover, it's not only a place to sleep and eat. There are a lot of other things to do. For instance, the Study Hall offers the latest technology and some fancy chairs, sofas, desks, lamps, and lightning system. You can study by yourself and work on some team projects with your classmates. In the Dance Room, you can practice cool moves and do yoga. The Cafeteria provides a variety of meals for all tastes. But the most important thing about Sol-Geo that makes it an extraordinary place to live in is none other than its people. Every day you see different people from all ages and cultures walking by and sharing the same space as you. It's like a mini UN. Getting to know them and starting a conversation comes naturally. What's more, Sol-Geo is located on the top of a small mountain that gives out a picturesque view of Daejeon, really fascinating at night. On a clear night, you see millions of stars right above your window. The air is clean and fresh and everything that you worried about during the day disappears into the air like magic. PUM. I become happy and go to sleep knowing that tomorrow the sun will be shining on my face and helping me get ready for another full day at school.





BBA Valedictorian Speech

Xiaodi Wu
BBA Valedictorian
SolBridge International School of Business

Dear Chairman Kim, President Endicott, Faculty Members, Guests, and Students:

If you told me three and a half years ago that I would become a valedictorian, I wouldn't have believed you. In fact, I would have asked you: "Me? A Valedictorian? What is that, by the way?"

I can never forget the first week in SolBridge. After 5 classes, I almost cried. I could barely understand anything and felt like an outsider. It was terrifying. And yet, here I am today, standing in front of you, giving out my speech. This is how much I have improved myself in SolBridge. My standing here is not a personal success; it belongs to each one of my professors who taught me and helped me when I was in need. It belongs to those friends who were always there for me. It belongs to all the staff members in SolBridge who work very hard day in and day out, making all of this possible.

My special thanks go to Professor Chia-Hsing Huang. Professor Hsing, you said Mergers and Acquisition was the most difficult course in SolBridge. I have to admit that you weren't kidding. However, M&A is still my favorite class through all these years. We struggled and suffered in your class; we didn't eat and we didn't sleep when preparing your case studies. Yet, all of my group members just loved your class! You are an amazing professor, Dr. Hsing!

There is another professor that I have to say thanks to – Professor Tonatiuh Najera Ruiz. Professor Tona was the very first person who calmed me down on my early days here in SolBridge. He saw me when I was invisible. He understood my silence and told me that I could be an excellent student. He was my professor, my supervisor, and will always be my mentor.

I believe many of my friends share the same experience. SolBridge improved us, it witnessed our growth. We are greatly indebted to SolBridge for making us such brave, confident, and independent persons. We would like to extend our heartfelt gratitude to our school: SolBridge International School of Business. From this day on, I promise I will become one of the best ambassadors for our great business school. Thank you very much!

MBA Valedictorian Speech

Leakhena Srey
MBA Valedictorian
SolBridge International School of Business



Dear Chairman Kim, President Endicott, Faculty Members, Special Guests, SolBridgers, and all of my beloved friends:

It is such a great honor to have this opportunity to stand here and represent the MBA graduating class of 2014. I am very thankful to stand here today and share my story in SolBridge, which has become my second home and family in Korea.

Pursuing an MBA degree at SolBridge was a big decision and challenge, and now it has become a great record in my life. I was one among those people who have never thought of even graduating from a bachelor's degree. Through my studies, I have acquired wisdom, knowledge, and understanding. Every single minute has been a great lesson and memorable experience. Taking classes, sharing ideas, and discussing many different theories, collaborating in group projects, and having fun together have all been an unforgettable experience for me. Although sometimes I couldn't stop complaining because of human imperfection, I smile and enjoy the moment that I am spending here with all of you.

All the courses that I took have allowed me to critically absorb the main concepts not only for business but also for my daily life. Marketing, strategic management, economics, and international business, at the end of the day, they all have created a special combination of how I learn to define my competitive advantage, trade-off my priorities, manage my time more efficiently, cultivate the right strategy to pursue my vision, and to appreciate other cultures. Given so many things that I cannot fully describe in this given time, I would just want to address one of the most important things, and it is "change" that allows me to grow and find my path of life. My vision gives me strength and courage to keep doing my best until the end.

I know this happens because of God's amazing grace. Therefore, I would like to give special thanks to Him who showers me with a perfect Father's Love. "Be strong and courageous. Do not be frightened, and do not be dismayed, for I am with you wherever you go." Also, many thanks to my mother who has always been a great supporter, loving and trusting me in every decision I make, even if it might be hard for her; thank you to all my friends who always share and encourage me through hard times; Mr. Ony who gave me a friendly and caring perception of SolBridge; Ms. Deborah who is a great mentor for my future career while also giving me work opportunity to support my studies; to all the wonderful and supportive professors with whom I feel comfortable discussing and asking about academic advice; special thanks to Dr. Awan Mahmood who has been a great professor for my passionate marketing skills; to Dr. Dilip Das who told me that "passion cannot make you feel tired."

And last but not least, I would like to express my high respect and thankfulness to President John Endicott who never hesitated to help me with my future plans. Thank you to all of my MBA and BBA friends who have shared many wonderful stories and experiences as well as spending your precious time to celebrate today's graduation. I wish you all the best whether you are leaving for the next course somewhere or still doing your mission at SolBridge. Let's make our best together!

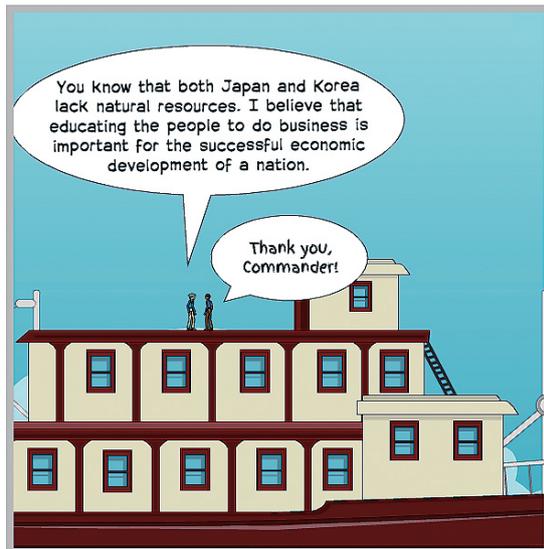
Winner of the Sol-Creative Project

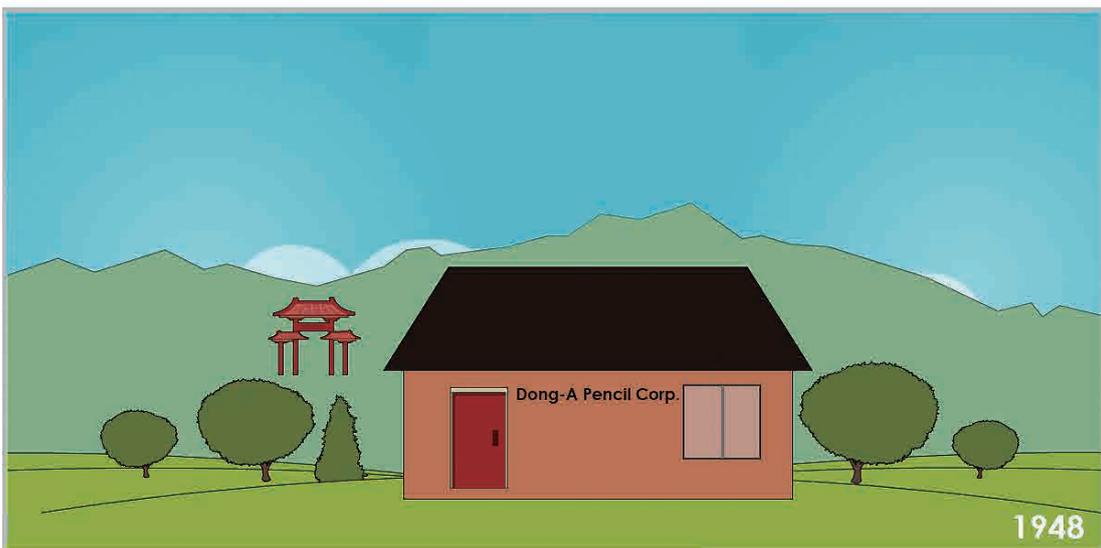
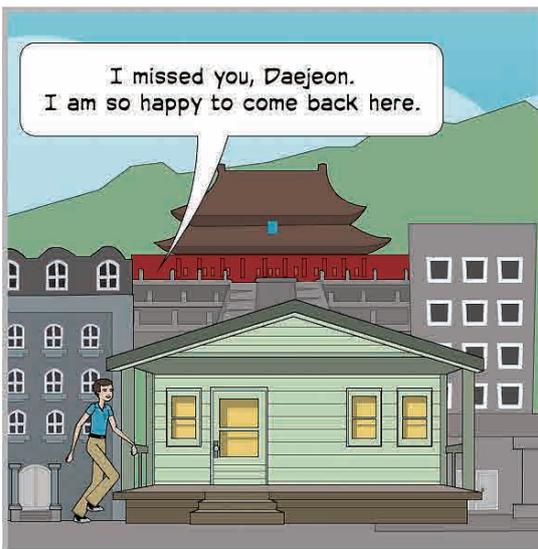
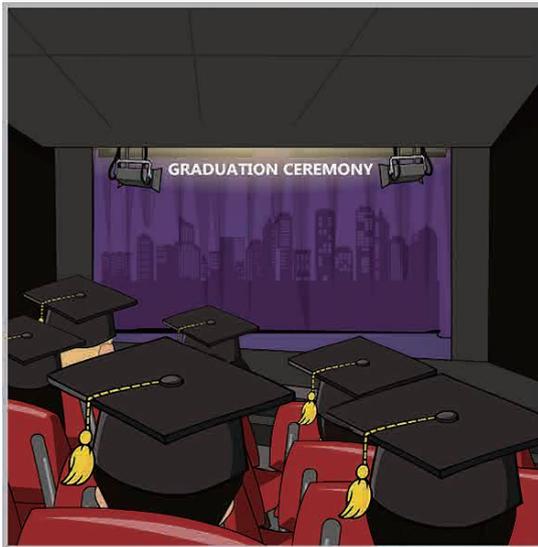
Ilyas Shayandin, BBA3
SolBridge International School of Business



Congratulations to
Ilyas Shayandin
for winning the Sol-Creative Project!

Ilyas stood out among the rest for his creativity and talent in telling the history of the Woosong Educational Foundation in graphics.







Woosong Educational Foundation

1954

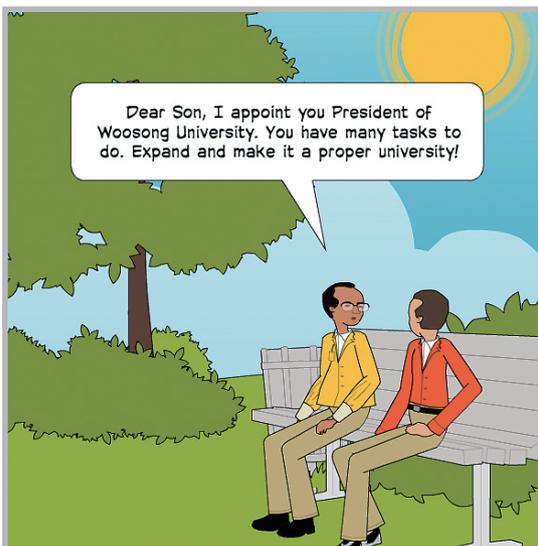
- Woosong Commercial High School
- Woosong Middle School

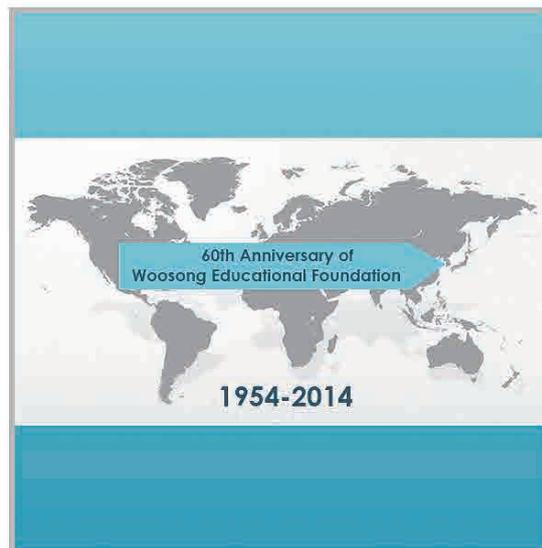
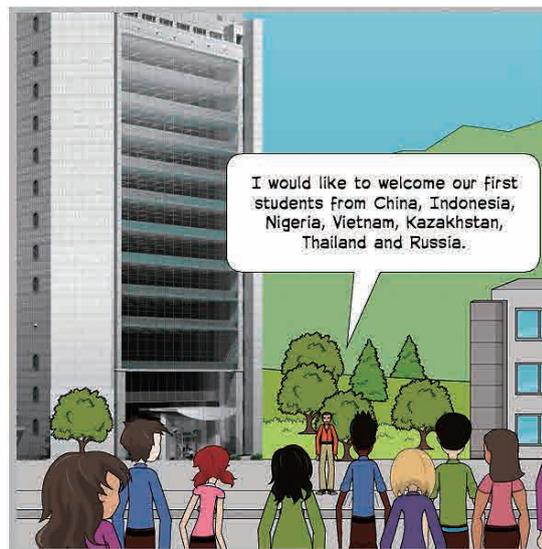
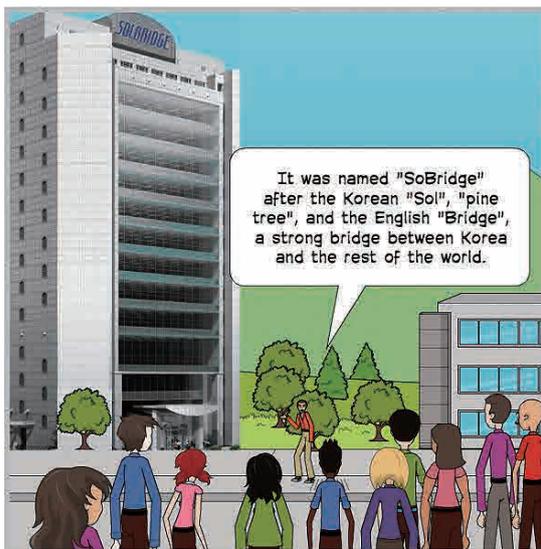
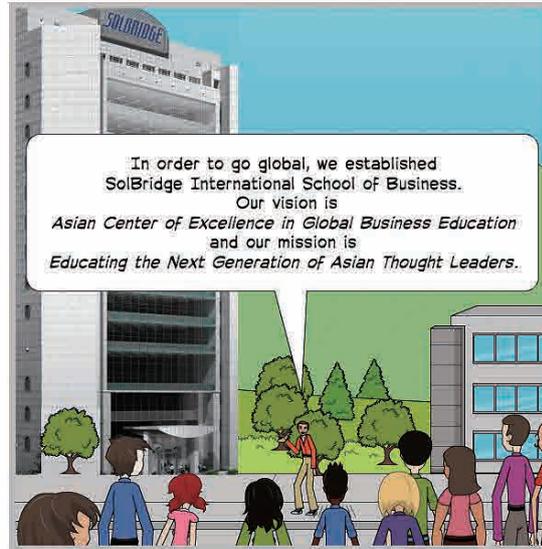
1963

- Woosong Technical College
- Woosong Information College

1995

- Woosong University







SOLBRIDGE
INTERNATIONAL SCHOOL OF BUSINESS



Happy New Year 2015!

May the new year bring you and your family much happiness, joy, peace, health, and love.

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