

August 2015
Volume 2, Issue 1



SOLBRIDGE
INTERNATIONAL SCHOOL OF BUSINESS

Sol-Mag

The Magazine for All SolBridgers



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Cover Page / Left to Right: (Peace) Pyeong-Hwa Jeong, Billy Priyanto, (Zoe) Zhuowen Peng, and
Shinya Ohara at the 2015 Gyeonggi International Ceramic Biennale in Icheon

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Message from the Editor

Welcome to Sol-Mag Volume 2 ~. It is a pleasure to share with you the first Sol-Mag of 2015. This year, we happily and proudly celebrate our one year anniversary of AACSB and of our magazine. We have come a long way in such a relatively short period of time that we cannot help but look forward to continuing making SolBridge an exceptional business school in Korea and around the world.

As an international school, we were unable to forget all those affected by the sudden April earthquake in Nepal. Under the motto “SolBridgers, Together for Nepal!” we became one strong pine tree family that bridged the distance between Nepal and Korea. The fundraising campaign turned out to be a major success. We donated W 3,000,000 to the Embassy of Nepal in Seoul in the hopes it will benefit those who would need it the most.

The Middle East Respiratory Syndrome Coronavirus (MERS-CoV) outbreak was another challenge we had to face together. Summer classes were re-scheduled as part of a necessary preventive action plan. As a result, SolBridge will end up having 5 semesters this year: spring, summer 0, summer 1, summer 2, and fall. With AACSB topping it all, many will think, “How more nerdy can we become?”

I continue to extend my appreciation and thankfulness to all the avid readers who always wait anxiously for the next issue of Sol-Mag. Whenever I hear “When will it be published?” I feel the pressure building up but nevertheless continue being grateful for the demand and patience of all those who enjoy spending a few minutes of their time going over the articles and personal stories, truly interested in what our writers have to share with everyone.

Hope you have a safe and relaxing summer, geared up for a successful fall semester ahead.

Deborah Bang



Yurimi Takemura, with friends Moe Inoue and Airi Tsunakawa, making a contribution to the Nepal Campaign. Yeshica Indra and Mr. Rakesh Lazar stand behind the table.



Alina Priimak contributing to the cause.



Ref No. :

नेपाली राजदूतावास
Embassy of Nepal
주한네팔대사관

Acknowledgement

With the acknowledgement of the sympathies and support to the recent Earthquake Victims in Nepal, the Embassy of Nepal confirms the receipt of a relief donation by bank transfer the Korean Won 3,000,000/- by SolBridge International School of Business Student Council on 03 June 2015.

With many thanks for the kindness and generosity



Embassy of Nepal, Seoul

Embassy Reg.No.101-83-03356

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





I Met the President of South Korea!

(Khanya) Nokukhanya Mbalenhle Makhanya, BBA2
SolBridge International School of Business

Life in Korea has been exciting, learning about the rich Korean culture, the food, and all the beautiful places you can visit. The most memorable experience by far was a trip to Gwangju where I met the President of South Korea, Ms. Geun-Hye Park.

The last week of March, I attended the opening ceremony for a new KTX Honam line, a direct route between Seoul and Gwangju, in Gwangju City, Jeolla Province. I had the possibility of meeting President Park who had come to officiate the opening ceremony. I remember I kept practicing my Korean and hoping that my pronunciation was good enough. On the morning of the 1st of April, I was just too excited to keep still. We were to leave for Gwangju at 10:45 AM. Before we left, we received the schedule along with a few guidelines on how to conduct ourselves. The journey began, and we were all super excited during the two-hour road trip down to Gwangju.

We were fortunate to travel with three guests from the Korea Rail Network Authority (KRNA) in Daejeon, who made sure our experience was memorable and safe. The ceremony started with the welcoming of the president. The whole auditorium stood up to welcome her and to sing the national anthem. We watched a video on the railway construction and it gave the public a better understanding of all the hard work that was put in making the new line a historical success. Some Korean men were honored with medals for their hard work. You could see the joy in their eyes. We also enjoyed a live performance by the Korean singer, Yun-Jeong Jang. She sang three songs and everyone really had a great time, even though I personally didn't understand much of what she was singing about!

And it was time. The sheet covering the new train was dropped, and all became magical. Fireworks were shot and the new train was revealed to us: so sophisticated with modern colors. The best part of the day came when it was time to take a ride. It was such an honor to be part of this big event and ride the train with the president. We were even interviewed by a local newspaper on how we felt about the whole experience. The ride was quick and comfortable. We had a nice dinner together and, even though I felt tired, I couldn't stop smiling. What an experience overall... I still get excited when I think about it.

I would like to thank the school for taking me to such a historical event and I thank the guests from KRNA for the gifts and their hospitality. We felt very special that day ~.



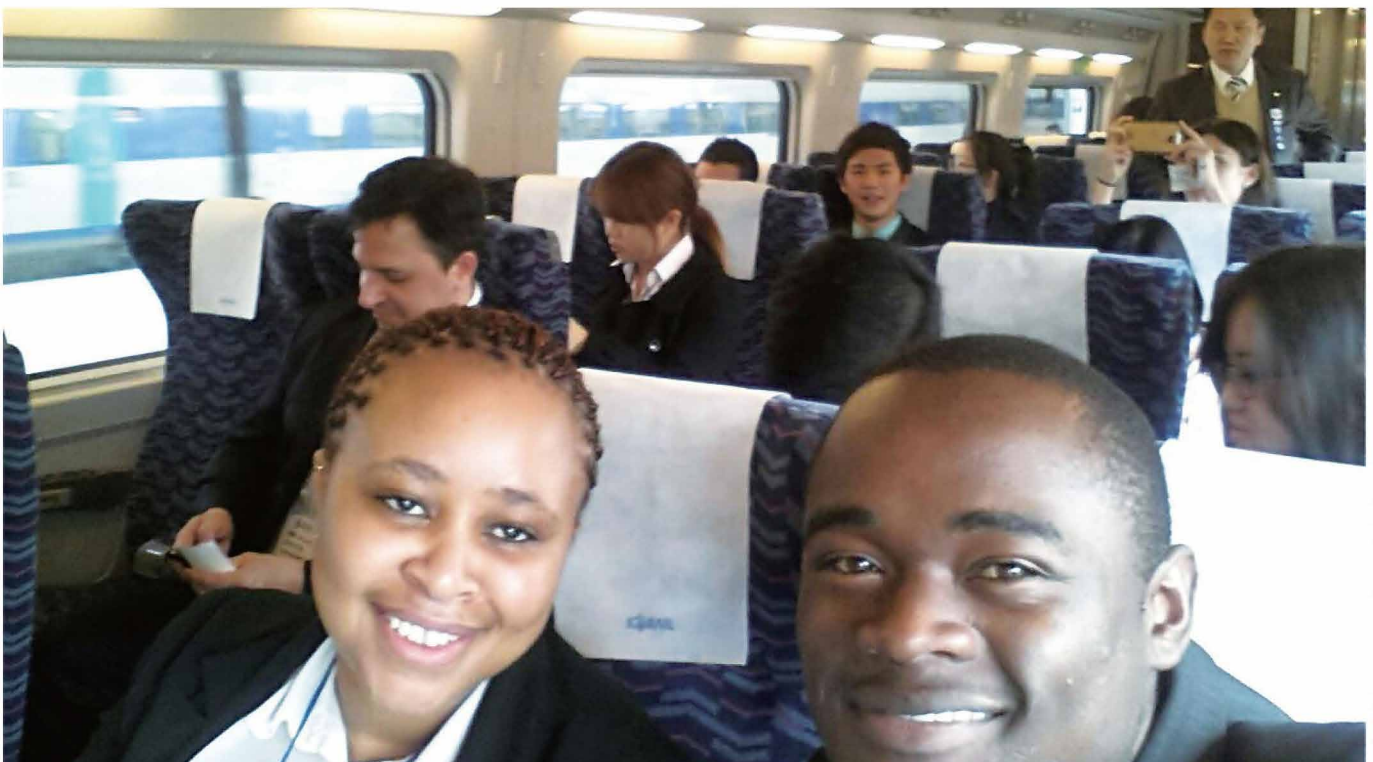
President Geun-Hye Park giving her speech during the opening ceremony of the new KTX Honam Line.



President Geun-Hye Park, together with the other government officials, inaugurating the new KTX line.



Some of the SolBridge students who attended the event (left to right): (Aika) Aigerim Tasmukanova, Douglas Omondi Owino, (Khanya) Nokukhanya Mbalenhle Makhanya, Pichaya Suriyamongkol, Billy Surya Hendryko, and (Zoe) Zhuowen Peng



Inside the brand new KTX: (Khanya) Nokukhanya Mbalenhle Makhanya (left) and Douglas Omondi Owino (right). Pichaya Suriyamongkol is starring at the camera from the back.

Artificial Intelligence: A Boon or a Curse?

Prasenjit Saha, MBA2
SolBridge International School of Business

When Mary Shelley on her 20th birthday published her best science fiction work, the world realized almost for the first time that there can be an evil dimension for scientific breakthroughs. The much appreciated and famous literature work of Mary Shelley is known to us as Frankenstein. Science and technology are always regarded as the boon of human kind as long as we use it in the right manner.

Scientists from all over the world are working hard day in and day out to make our human life much more comfortable and lasting because human beings are the only living beings on this planet to always thrive for something better and better.



| Prasenjit Saha gazing into the future of AI.

Artificial Intelligence (AI) is an amazing scientific breakthrough of our modern times. From the term itself, we can understand what this subject is all about. Yes, it is about intelligence which is not acquired naturally but through artificial means, codes, programming and innumerable amounts of data, logics and reasoning. Scientists not only are making efforts to create something similar to human intelligence but also trying to make them much better. The invention of computers and that of super computers have shown us how it can help mankind calculate immense complex equations and predict certain patterns into the future.

Supercomputers, nevertheless, cannot be used in many aspects of human life due to their innate limitations. A computer can only understand a command or logic preprogrammed in it and nothing beyond that. It is not dynamic. It cannot evolve itself in different situations. It does not have any emotion which makes it capable of differentiating good from evil.

AI was created to bridge the gap existing between the supercomputers and the human brain. It all started with an IBM research team building a computer with Artificial Intelligence to compete in a tricky quiz show called Jeopardy in the USA.

The problem scientists faced was how to make a computer understand the pun in the English language, where the word “shot” means a camera shot as well as a vitamin shot or even a gun shot and this was not possible with a computer program. But with tremendous hard work, the researchers and the engineers at IBM were able to feed a computer with thousands of data, information, and logic and also more than 3 lacs of codes and situations. Moreover, they created a system where the computer which was named Watson had the capacity to think, judge, and make a rational decision.



Its dynamic properties made it think differently at different situations like a human being. Watson won the game show because it was capable of answering tricky human questions.

The incident was the biggest turning point ever in the history of computer science, technology, and human history. A wide door of opportunities opened for other sectors. Stakeholders began to implement AI in their own products and services. Take, for example, Mercedes.

Mercedes incorporated AI in its newly launched S class, which is totally technologically driven. A driver just needs to type in the destination and the car takes him there by following the shortest route using online maps and traffic news. It can even put on breaks if it feels the driver is about to hit an object.

Scientists are now planning to invent AI chips for humans. If a student is weak in math and his IQ level is not good enough to become a pro in that subject but he wants to be, an AI math chip synchronized with his brain can help him become better in the subject if not excel in it.

The United States Pentagon has ordered to build AI war machinery to supplement human soldiers. Future wars will be most likely fought by high tech machines and robots. Moreover, AI is being

incorporated in pharmaceuticals, bio-technology, astrophysics, and every sphere of human life.

Now comes the million dollar question: Are We Heading for a Better Future?

Well, the answer is not that obvious. According to Stephen Hawking, one of the great scientists of our modern era, AI has the potential to make the human race extinct and caution is a strict must.

James Barrat in his book “Our Final Invention,” mentions that AI may deceive its makers by playing dumb and outsmarting its creators. Like James Barrat, Stephen Hawking, too, is suspicious about the other side of AI. He believes that AI has the potential to manipulate world leaders. AI can evolve on its own and re-create itself, forever developing into a superior version and facilitating an explosion of intelligence. Another possible worry is to have AIs fighting against one another for supremacy. These are not mere conspiracy theories. Billionaire Elon Musk understood the potential threat of the developments in AI and donated 10 million dollars for the research.

With all the technological advancements, we are definitely heading towards a hi-tech world. I just hope that today’s scientists are aware of the possible future threats of their own creations, so that we are not at risk of seeing another Frankenstein running to kill its own master.





| (Faustina) Thi Ngoc Hieu Nguyen welcoming her new start with open arms.

Truly Thankful

**(Faustina) Thi Ngoc Hieu Nguyen, BBA2
SolBridge International School of Business**

It's been nearly nine months since I came to SolBridge. If I have an opportunity to talk about Korea, I'm sure I have many nice and interesting things to share with you. However, this time I really want to take the chance to talk about THE PEOPLE at SolBridge, aka "SolBridgers," who have had a positive impact on myself since day one.

I found SolBridge to be a home away from home. The professors, staff members, and fellow classmates really welcomed me with open arms and a warm heart. At first, I was very worried about my English and not being able to communicate properly or catch up with the lectures. I still remember once when I approached a professor after class and asked him to speak a bit slower if it was possible. Also, the content of the lectures was difficult enough so I had to spend double time understanding the content material and understanding it in a foreign language.

During my first semester, I spent all of my time studying and studying. I just worked hard and lived in silence, with hardly any friends and refusing to have fun, not because I didn't want to but because I lacked confidence and was shy to overcome my own fears.

But I realized human beings cannot always live alone. They need family, friends, and someone to share their own happiness and sadness with, to cry and to ask for advice. That's when I started to open up and contact some of the SolBridgers I knew.

With a deep and sincere tone, everyone listened to me with patience and advised me how to get out of the dark. I really appreciated their care and sincere concern. Their reaction was beyond my expectation. Some told me that many of the so-called "problems" I had were only in my mind, like clouds in a fantasy world. Each of the conversations I had still remain in my heart, word-for-word. I remember once being told that the meaning of life is love. "To love is to truly care about other people, not because we want something from them, but because their suffering is our suffering, their struggle is our struggle. And while we can't always change some of the unfair conditions that we find people in, we can, at the very least, show them love, compassion, and understanding. Those things won't fix everything wrong in this world or in people's lives for that matter, but they do give strength to others, and helping others should always be an act of love" (Paul Wangsvick).



(Faustina) Thi Ngoc Hieu Nguyen with friends
Chengcheng Wang (left) and Hyo-Jung Lee (right).

(Faustina) Thi Ngoc Hieu Nguyen after the stroll.

Dear SolBridgers,

I was totally touched by all your help, encouragement, and inspiration. You brought a blast of new wind into my life. You showed me how to close doors leading to darkness and open doors leading to sunlight with many flowers and rainbows. Step by step, you also taught me how to get along with people and society. You also helped me figure out my dream and gave me strength to lead it. Watching you made me realize my shortcomings. Now I study better. I spend more time with others and engage in many extracurricular activities at SolBridge and off-campus. I am not alone any more. My friends come with me to study and share many things. We have a good time together.

I don't know how to thank you enough for all the help you have given me, for adding meaning to my life. You have inspired me and changed me for the better. Because of you, I will study harder and try to be myself an inspiration to others. Just like you helped me, it will now be my turn to pay back to society all the good I received from you. Thank you, SolBridgers!

Tips for a Happy Life

Young-Jae Lee, BBA2
SolBridge International School of Business

What do you see when you look in the mirror? Do you see your parents? Do you see your friends? Of course, the person in the mirror is you. Even though you are influenced by other people and the environment around you, after all, you are you and your life is simply and truly yours. You are solely responsible for deciding how to live your life. When you are not sure, you can ask for advice and get help from your family and friends; however, only you have the power to choose for yourself and make a decision. Therefore, I thought of taking this opportunity to share with you a few tips on how to lead a happy and fulfilling life. The tips are all based on personal experience, so please feel free to disagree on any point.

Tip No. 1: Be Kind to Yourself

Many of us usually live on other people's feelings and we just focus on making them happy or looking good to them. By being afraid of their reactions, nevertheless, we pay a high cost. We end up putting ourselves second to all. It's great to care about other people, but if we have a tendency to lose our own selves in the process or neglect to prioritize things, we are in danger of turning into a Yes Man or Yes Woman, and end up living somebody else's life. When we are kind to ourselves, on the contrary, we will learn how to live our own lives fully and be less afraid to what others think of us.



Young-Jae Lee standing under a fully blossomed cherry tree.

Tip No. 2: Be Happy With Who You Are

When we watch movies, we are usually attracted by the actors and actresses, wishing to be as good-looking and attractive as them. We mimic their attitudes, poses, appearances, and dress codes in an attempt to be more like them and try to mold our reality accordingly. Practically, our wishes seldom come true even if we work out at the gym, go for facials, or recur to plastic surgery. The important thing is that we should learn how to appreciate who we are and what we have.

Tip No. 3: Think Positively

I remember reading a story in a book. During the 1929 American recession, a man ran back home and told his wife that he had lost everything. His wife asked him “Did you really lose everything? Is there any problem with your health?” “No, I’m not sick,” he answered. His wife continued, “How about me? Do you think I am sick?” “No, you are fine,” he said. “How about our children? Are they sick?” she asked him and again he answered, “No, they’re all fine.” She continued, “If all members in our family are fine, what is it that we are losing? You have a wife who always supports you and the children are doing great, full of potential. You are healthy, too. About the financial crisis and the money you lost, think of it as making a financial contribution to society. I am sure you will get it all back eventually.”

The story advises us not to let external factors impact us too much. As long as we have health, nothing else matters.

With these three tips, I was able to live happily. I am not ashamed of my appearance or what my IQ is. Every day after class, I meet my friends and share with them everything I can without feeling afraid of what they will think about me. I have become much more outgoing, social, and confident to communicate with anyone I meet.

Moreover, I will try my best to make the people around me happy without disregarding my own feelings. In other words, when my friends are in a difficult situation, I will try my best to help them as far as I can. I will encourage them to be more positive about the situation. I will not neglect my personal work to help others. Also, I try to engage in extracurricular activities a lot because I find they help me develop soft skills.

Every weekend I attend a Chinese club and ride my bicycle everywhere. I join the school excursions with my friends. The more time I spend outside, the more energetic I become. This helps me study more effectively and makes my brain fresh. I am very satisfied with all I do. I highly recommend everyone to learn how to love themselves in the right way, without selfishness, and live a balanced life so that you can have a really happy and fulfilling life.

I Am a Sol-Ambassador

(John) Jun Zhu, BBA4
SolBridge International School of Business
Sol-Ambassador Spring 2015
Woosong Global Scholarship Member

Hi. My name is John. I am from China, and came to SolBridge in my second year as a transfer student.

I used to be a normal guy who goes to class, studies hard, and commutes between school and residence like anyone else. Being a Sol-Ambassador, however, gave me the added advantage to be part of an international, very responsible and mature team, and this really motivated me to be the best I can be in my last semester at SolBridge. I am sincerely proud to be part of this small but fantastic group. Most of you have probably not heard about the Sol-Ambassadors. Basically, we are a group of students who represent SolBridge on all official programs when delegates visit our school. This semester, we gave presentations to the representatives from the University of Utah and the University of California Irvine. I also acted as a judge in the Woosong Cooking Contest. As a prospective graduate who is leaving the school this semester, I have many words to say to all of you.

There are five Sol-Ambassadors in the team, and all of them are very talented SolBridge students. I felt very nervous at first because of the responsibilities we have to take. I became more relaxed as time went by and as we started to engage in the meetings, activities, and rehearsals. We always try to present our own true stories in a cool, stylish, and professional manner, never fake or commercialized.

After becoming a Sol-Ambassador, I became more aware of many different things at a different level. I never



| (John) Jun Zhu in his best classic suit.

realized how important campus life at SolBridge was. It's easy to complain about everything, but we never stopped to consider all the genuine efforts made by the professors, staff, and students to make our school a better place for all. I realized how meaningful our vision and mission statements are, and what struggles were made by all in order to achieve the AACSB accreditation in 2014. Also, we should not just expect things to get organized for us. It is important that we be more leaders ourselves and create our own stories on campus by coming up with great ideas and suggest ways to improve things in a positive and constructive manner. More importantly, being a Sol-Ambassador shaped my personality in a positive way, turning me into a passionate and extroverted individual. I made good friends that helped me create shared memories and stories that will last for the rest of my life.



Sol-Geo: A Home Away from Home

(Carol) Ying Jin, BBA3
SolBridge International School of Business

My name is (Carol) Ying Jin. I am an exchange student from China, and very proud to be living in Sol-Geo International Residence. I love Sol-Geo because it is comfortable, clean, and a meeting point for many students from around the world.

Sol-Geo has a wonderful learning environment. It has modern study rooms, a café, and a library. Because I spend most of my time studying, sometimes I sit on the comfortable sofas to read books and to do my homework with friends. In the study room, everyone is really quiet, so I have to make sure not to disturb anybody. For team projects, I go to the second floor to take advantage of the bigger rooms.

I really like Sol-Geo because, in addition to being the perfect place for studying, it provides a very cozy environment to relax and have fun. I can chat with my friends in the café or on the roof terrace where I can see displayed the entire city of Daejeon. It's a gorgeous view! Sometimes we play games and badminton or go to the dance room to do some yoga and stretching. In the common kitchen, I can cook with my friends whatever we feel like eating, including some of our home dishes. This is very helpful for us because it helps us reduce homesickness.

Sol-Geo has been my home away from home. Everything here is awesome. Thanks to Sol-Geo, I have been able to enjoy my stay in Korea and SolBridge.



One Year of AACSB

Dana Mustafina, BBA2
SolBridge International School of Business

SolBridge International School of Business obtained its AACSB accreditation in the spring of 2014, only 7 years after its establishment. It is a significant breakthrough towards our mission to become the Asian Centre of Excellence in Global Business Education. Many students, however, seem not aware of its real value and how lucky we are to study in an AACSB-accredited school.

Just like students are evaluated by their GPA and extracurricular activities, universities are assessed by their faculty members, programs, and the future potential of their diplomas. Diplomas increase in value if they represent a prestigious university, and this prestige can be achieved by obtaining an accreditation such as AACSB. Accreditation is awarded to the schools after a rigorous evaluation process that ensure they meet certain standards. It adds an extra touch of value to your overall education, making it more credible and renowned.

When we graduate and look for a job, employers take into consideration the school we attended. Graduating from SolBridge which is AACSB-accredited implies we are among the top 5% of the business schools around the world. That is why I am very proud to be a SolBridger. No matter what others say, I know I am one among the top 5% of all business students in the world. And this is just the beginning. I believe we are just on our way to the top.



| Dana Mustafina at the beach.



| Dana Mustafina behind some beautiful orange tulips.

BBA Valedictorian Speech

Min-Jae Kim

**BBA Valedictorian, SolBridge International School of Business
Woosong Global Scholarship Member**



Min-Jae Kim taking a coffee break.

Good morning. Dear Faculty, Family Members, Esteemed Guests and Dignitaries, Fellow Friends, and Ladies and Gentlemen:

It is a great privilege to be standing here to speak on behalf of not only myself but also the entire graduate class of 2015.

I still remember when I first represented SolBridge at national and international events. No one knew the name SolBridge back then. Some of them just shrugged and walked away after hearing an unfamiliar name. Others asked me again, as if they asked me enough times I would finally give them a school they could recognize. There was even an incident where someone jokingly told me that SolBridge sounds more like a construction company than an educational institution.



Min-Jae Kim leading a debate practice.

That's the burden of being a new school. You can't tailgate on the fame of your predecessors. You can't rely on pre-established reputations. You start from uncharted territories.

But look at where we are now. Our school with a history of less than a decade has been officially accredited by AACSB. Also, our debate team became the champion in the 2014 Korean National Debate Championship, the first time a university outside of Seoul has ever taken the trophy. As of today, we are now a team that cannot be looked down upon achieving great successes in numerous tournaments every year.

I dare say that the measure of quality is not age, but what one achieves with the time that is given.

Being new is not bad. Being new is an opportunity: an opportunity to create your own fame, to establish your own reputation, and to brand your school's name in the consciousness of all people as a great academic institution.

We have the unique and rare opportunity to define our own quality. We are in a position to be trailblazers.

There are other schools that have long established history with a lot of traditions, values, and norms that restrict and limit the potential of their student body. But given that our school is rather new, it's a new project, which is why we draw our own limitations, and we draw our own boundaries. There is no limitation to what we can do, for we are not bound by these conventional and orthodox strings that chain other schools. That is why SolBridge makes us special.

We should not regard this moment as an end, but as rather a continuation of our mission, to become members of the community who contribute to positive change in our own respective ways.

So when people ask where is SolBridge? Is it an ice-cream company? I am not ashamed, but it means that I define their knowledge of our school. It's a privilege to be an ambassador for SolBridge. We are all ambassadors for SolBridge.

Congratulations and good luck to all.



| Min-Jae Kim making his argument at a debate tournament.

MBA Valedictorian Speech

Mariia Andreevna Kostyreva

MBA Valedictorian, SolBridge International School of Business

Woosong Global Scholarship Member



| Mariia Andreevna Kostyreva delivering her valedictorian speech by video.

Dear Dr. Endicott, All Professors, Student Services, Graduates, Students and Guests! Good morning!

Actually I have so many things to say to each professor, to each student and graduate, but I think that even one hour will be not enough for it. So, I would like to share some of my “life lessons” which I learnt from SolBridge.

Lesson # 1. Nothing is impossible! But something worthwhile does not come easily. I want to say “Thank You” to all our professors! You taught us not only the theory but more importantly how to think and critically analyze the data, to see deeper, to see what is not visible at first sight.

These 1.5 years for me were full of sleepless nights, exciting presentations (sometimes successful,



sometimes not so successful), sometimes tears and small victories over myself. And I really hope that SolBridge will be proud of us not only as professionals but also as good persons.

Lesson # 2. It doesn't matter from which country you are. It is more important who you are and what kind of person you want to be. Here in such a multinational business school I'm really proud that I found so many amazing friends from different countries, so many real friends, ready to help each other at any time. Partly thanks to you guys, I have this speech now! And I hope that our friendship will last forever, despite the distance and cultural differences.

Lesson # 3. Study hard, work hard, love hard! Do everything with passion! Be honest with yourself, and with others. And never give up. Even if sometimes it seems that it is hard and unreal to do something, and nobody believes in you but you are sure that you are doing right things – do it.

For me my idol is my mom! Every time she told me “A bad soldier is one who does not dream to become a general!” And today I wish everyone to set your goals definitely above your capabilities and go for them. The higher your goal - the more you can achieve on the way to it! And here is

Lesson # 1 AGAIN: “Nothing is impossible!”

I want to wish to all students and graduates – Light fire within yourself! You all are already unique and I'm sure that you will have a bright future! Just dream, set your goals, go for it, and your dreams will come true! Thank you!

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

Asian Expertise

Cross-Cultural Com





petence

Creative Management Foundation

Social Responsibility



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