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Sol-Mag

The Magazine for All SolBridgers

SOLBRIDGE
INTERNATIONAL SCHOOL OF BUSINESS

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www.solbridge.ac.kr

Writers / John E. Endicott, Ph.D., (Adam) The Anh Phan, Maryna Doroshchuk, Ha-Jin Lee,
(Ray) Pengwei He, (Agnes) Agnus Susan Joshua, and (Ake) Egeghaphasihh Rahtanasopol

Content Coordination & Editing / Deborah Bang
Printed By / DAEHYUN



Hello, Reader! And welcome to the first issue of Sol-Mag, the magazine for all SolBridgers.

I have always wanted to make a magazine for the school and so, today, I am very thankful to see the idea becoming a reality. The project started in the fall of last year through a contest titled *Name Our Magazine*. Students were given the opportunity to propose up to 3 names and, after more than 70 names available for a vote, Sol-Mag was chosen as The Name. Thus, it was thrilling to see that the initiative was well received by all SolBridgers from the very start.

This year is the 60th anniversary of the Woosong Educational Foundation and a very special year for SolBridge. The first issue of Sol-Mag and the few articles included here salute the occasion in the hopes that 2014 be a milestone year for all.

Thank you very much to everyone who helped make Sol-Mag a dream come true.

Deborah Bang



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. 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.

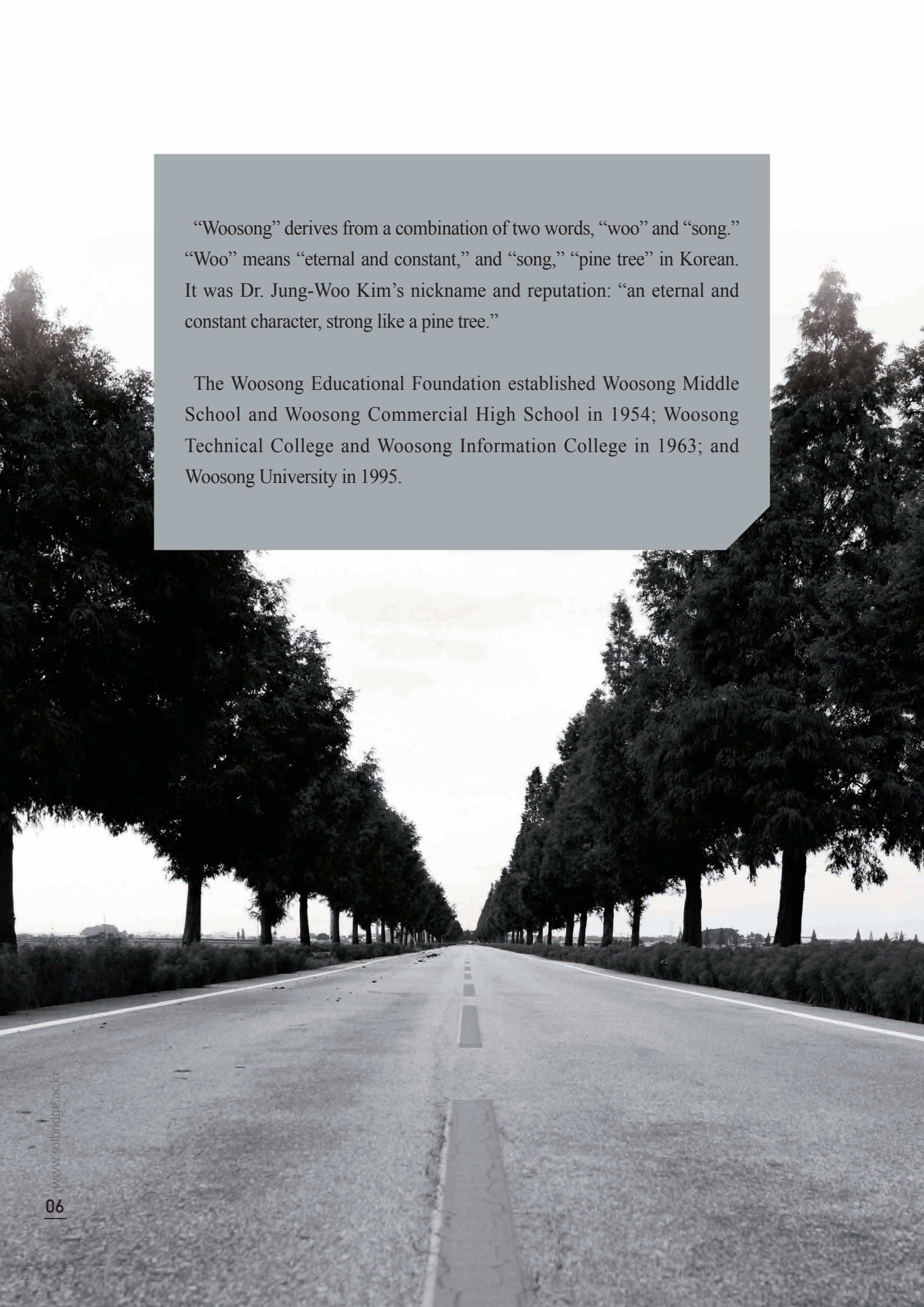
The young Korean man, Dr. Jung-Woo Kim, returned to his home country after completing his studies in Japan, and founded the Dong-A Pencil Corp. in 1948, the first stationery manufacturer in Korea. He believed that the supply of pencils to students would support their education. He worked hard to develop the company and provide high quality educational materials to 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 stationary 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,” the implication being to be 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 make it 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.”



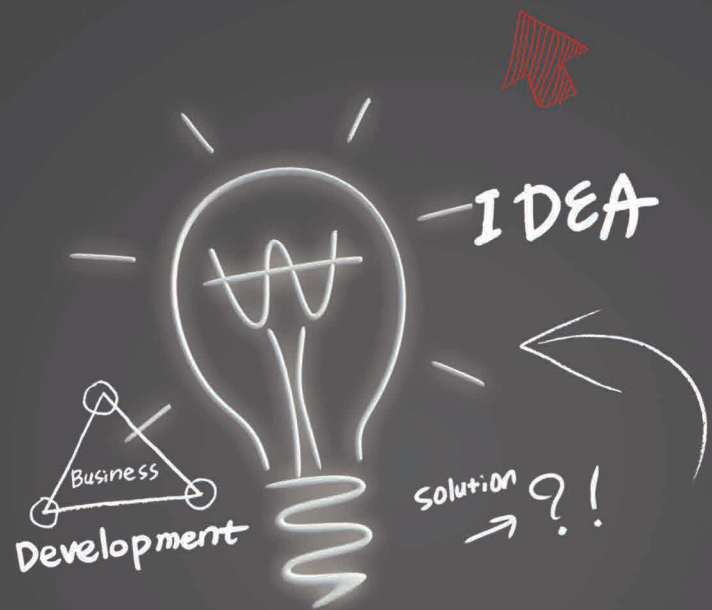
Our Vision

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 business 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 – a broad understanding of management principles and the ability to analyze situations to select the best solution or to identify, derive and deliver a new alternative solution.

Cross-Cultural Competence – awareness of one's own cultural values and beliefs, an 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 within the context of varying cultural constraints. Articulates 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.



Special Message



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

First, congratulations to the Editor and all the SolBridge Staff working to put together this first edition of our SolBridge Magazine, Sol-Mag. Here we are in our seventh year and communication between Students, Faculty, Staff and Administration – always important – becomes even more so when the number of students approaches the figures we have reached this spring. When we started, with 29 students, you can imagine how easy it was to communicate with everyone. That’s right, we all fit into one medium-sized classroom and getting the word out was easy.

Adding this magazine adds just one more way that we hope all stay informed about the many opportunities and activities that make SolBridge such an exciting place to be. I can remember my undergraduate days at Ohio State back in the Dark Ages (1954-1958) and how difficult it was for the average student to know what was going on – outside the requirements of our daily class assignments. Let’s hope all this modern technology we bring to bear will also be making a difference, but I am particularly pleased we can take refuge in this traditional print media answer to an active life. This only works, however, if you and your friends read it cover to cover. Please do, and thanks loads.

Having done the commercial let me turn to another subject that is so appropriate to us at SolBridge and is happening almost as I write. The 15th of January (1929) is Martin Luther King, Jr.’s birthday and each third Monday of January is an official holiday in the United States. Why do I call this particular day “appropriate?” No, I will not grade your answer – but if you really want to suffer, join me and my co-instructor in *Politics of East Asia* or *American History*, Mr. Jeffrey Miller, sometime in the future; but now, let me talk about Martin Luther King, Jr.

For those who have not followed the course of race relations in the history of the United States, a brief introduction is warranted. When we began our country after an eight-year war for

independence from Great Britain, the United States was a slave owning society. In fact, when the federal constitution was accepted in 1789, an agreement was made between the non-slave owning states and the slave states to count slaves as 3/5th of a person, but not to allow them a say in the government. From that time onward, the history of America was one that constantly attempted to deal with what we said we were – a land of freedom and basic human rights – and what was actually the case – a land where slavery was acknowledged as legal. The struggle over this issue eventually led to the bloodiest war in America's history – the Civil War that lasted from 1860-1864 and claimed as many as 750,000 troops killed in action.¹

While many constitutional changes were made over the next one hundred years, the status of Black-Americans or African-Americans had not reached a truly acceptable level by the beginning of the 20th Century. Even in my home city, Cincinnati, Ohio, the situation was strained. During the 1960s under the leadership of Martin Luther King, Jr., the African-American Community began to demand basic rights: eating at the same food counter as Whites, drinking from the same water fountains, not going to restrooms marked “Colored Only,” not having to go to the back of a bus on public transportation, etc. Believe me; growing up in the States in the 1940s and 1950s I saw all these things happen, and more.

I cannot recount all the elements of the King legacy, but he contributed greatly to the realization of the American dream. His rise to national prominence began in December 1955 when he led a bus boycott in Montgomery, Alabama. After a boycott of over 380 days, racial segregation was declared illegal on Montgomery's buses. His dramatic life was ended by assassination in April 1968, and his remarkable contributions to human rights in America were recognized by a Nobel Peace Prize, this day of honor, and numerous other recognitions. His actual birthday is January 15, but the U.S. Congress picked the third Monday of January as the day to honor this great American.

Now you see why I bring him up. He called for the respect of diversity whether it be racial, religious or ethnic or national background. This is one of the outstanding tenants of life at SolBridge. We should honor and respect all races, religions, ethnic backgrounds, languages and nations from which our classmates and colleagues come. In that respect, we at SolBridge should recognize diversity every day – not just the third Monday of January.

¹ Guy Gugliotta, “New Estimate Raises Civil War Death Toll,” The New York Times, April 2, 2012.



Winner of the *Name Our Magazine Contest*

(Adam) The Anh Phan, MBA
2014 Alumni, SolBridge International School of Business
Woosong Global Scholarship Member
Ph.D. Candidate, Woosong University

There were a variety of different good names that I could have chosen for a magazine. Without doubt, I looked for the best name ever, in the hopes that this magazine will leave a lasting impact on readers and inspire a change in mentality and connection among students, staff members, and professors. For it is my desire that Sol-Mag be a magazine that meets the needs and interests of all SolBridgers.



The *Name Our Magazine Contest* organized in the fall 2013 gave students the chance to show off their creativity. I listened and learned a lot from many amazing people. Students were able to choose their favorite names by casting a vote, and it was an honor for me to be the winner of the magazine contest among so many great names.

The whole experience was indeed a memorable event. I loved talking to other students and sharing my ideas with them about the magazine. The ideas were just flowing by so easily that it was hard to believe. When the winner was announced and they mentioned my name, I was shocked. Now I understood why everything seemed so easy... It was like a premonition! Today, I take this opportunity to thank all the SolBridgers who voted for Sol-Mag. I am positive this magazine will keep us educated and entertained. Thank you, SolBridge!

Business Style

Maryna Doroshchuk, BBA2
SolBridge International School of Business

“A man’s style is his mind’s voice.”

Ralph Waldo Emerson

When the holidays are over and we are back in school, with lots of studying to do, students often forget how to dress correctly. Mini-dresses, mini-skirts, shorts, revealing outfits or simply incomprehensible baggy (potato-like) style of clothes should be a no-no in the wardrobe of SolBridgers.

The main mistake is to think that there is no dress code for students. It's absolutely wrong! A university is like a workplace. There are unspoken rules for the Business Style that all SolBridgers should be aware of if we want to make this school international and elite.

What is Business Style? Many believe that this implies an office costume: pencil skirts, blouses, shirts, jackets, pants. But no! Business Style should not be Boring Style necessarily. It is Good Style, Elegant Style, and Appropriate Style. A great physique does not need to be showcased and a less than perfect shape does not need to be covered up with shapeless clothes.

Fashion designers from all over the world help men and women look great each season. Keep yourself updated. Study fashion and how to dress properly. As business leaders, we will need to look professional in the future anyway. While at school, attend classes in proper attire and remind yourself that you are a SolBridger and your dress code is a reflection of who you are and what kind of education you get. Business and style are interconnected. You do not need to neglect one in order to emphasize the other one. Also, let’s make SolBridge a true elite institution by always making ourselves presentable in front of our faculty, staff, and fellow students.

No Going Back:

Reflections from a Graduate

I graduated. Despite the fact that it has already been six months, the realization is still fresh when it thrusts up in my mind. When I visited SolBridge a few days ago for an alumni speech, it was both amusing and strange to see how my classmates, professors, and café part-timers were all surprised to see me. Though I may have changed on the outside, wearing a business suit every day for work, I still feel the same inside. How natural it would feel to walk up to my locker on the 9th floor, grab a textbook, and stroll into a classroom! My time at SolBridge is done, though. I have graduated; I am not a student anymore.

As I came out of college, two conflicting feelings dominated my mind. One is that I am excited to be a responsible adult, and the other one is that I am not sure if I am ready. It feels as if I walked eagerly into this new world, but when I turned back, the door had disappeared, and I am suddenly worried. Will I survive here? I believe I went through adequate preparations for this, but the ‘real world’ is still intimidating. Thus, I would like to offer three pieces of advice for the people just walking into the college door, since that door will disappear as soon as you walk out of it.

First, graduation is an end, but it is not the end; do not rush into graduation. I know college life is not easy. I sympathize when students say they can’t wait to graduate. Graduating is not the end of hardship, however. It will put an end to your college life, but you are not seeing what comes afterwards. While at school, you may only imagine being free of classes and exams once you graduate. Yet, what will replace your classes and homework? Stress and frustration from a job search? Working long hours at an office every day, some weekends staying up all night to meet deadlines? More than likely, what you will find after university is something more challenging, and with higher stakes. Thus, do not make haste to run away from a university. Take your time and enjoy college life to the fullest. This is the time of your life where you can study, read, travel and be youthful.

Second, imagine yourself in a few years, and ask yourself what you might regret about your

college years. I don't regret not going to more parties, nor do I regret not studying more. I believe I studied as much as I could while participating in other programs. I do regret, though, that I was too shy to practice my Chinese with my Chinese friends. When I think about it now, I always knew that being at SolBridge would be the best time to study Chinese, and I would regret not taking advantage of the time we were together. I knew I would, and now I do. I didn't listen to myself, though. While it is nice to think, "I was right," the result is costly.

Third, learn to face difficulties and stress. A university is the middle ground. College students are adults in many ways, but they have leeway as students at the same time; they can run away from certain hardships. For example, students can drop a class in the middle or retake the class if they are not happy with their grades. Also, I saw how extracurricular classes grew smaller as the professor required students to do more work. Your freedom to run away is valuable because you can make meaningful choices according to your own priorities. It becomes even more valuable, though, when you choose to stay. Facing difficulties makes you stronger; you develop your will and discipline. The real world outside college is fierce, and you will need the strength.

My time at SolBridge was full of opportunities for self-development. Though I believe I lived my years fairly well, there were things I could have done better. In this essay I have listed three things that I wish I could go back and tell my freshman self. I cannot go back in time and give myself this advice, so I will give it to you instead. You may disagree, you may think it impractical, or just ignore it in the moments when your friends ask you to go out drinking, or your professor gives you a big assignment that threatens your GPA. That is fine. You have to make your own choices. When you wonder about your choices, however, think about them from the perspective of graduates. You might have a clearer view.

Ha-Jin Lee, BBA
2013 Alumni, SolBridge International School of Business
Woosong Global Scholarship Member





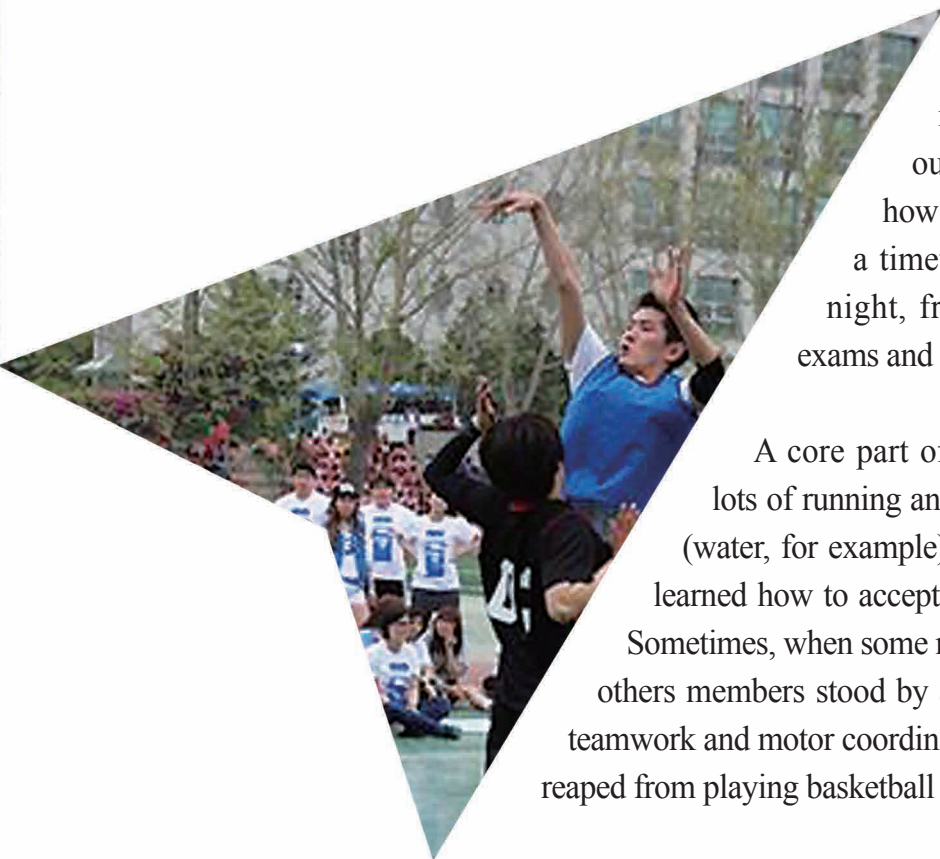
The Amazing Sol-Jumpers

The most impressive and unforgettable club I joined while I was at SolBridge was the Sol-Jumpers Basketball Club. I never hesitated to shout out loud, with an absolute and unanimous voice: Sol-Jumpers! Sol-Jumpers! Sol-Jumpers!

Wonder why?

Please allow me to thank our school, SolBridge International School of Business, for providing us with such a professional and advanced basketball court on the 3rd floor. Students can go there and do some quick exercises whenever they have a break.

I frequented the gym whenever I was free and after sticking to this routine for two years, I benefited a lot from it. I got healthier and was able to release the stress I had accumulated over the days. I also noticed myself making quicker and better decisions in class and social outings. Energy-burning is absolute. Playing basketball for more than 30 minutes burns a great deal of calories. It also helps build a perfect body shape (because basketball is an excellent full-body workout!) and develop lean and strong muscles gradually. After sweating, we went to the shower room and took a quick shower (you can store your shoes and clothes in the locker room next to the shower room, by the way).



The school assigned us a coach to assist with the training and we received professional guidance for our games and rehearsals. We learned how to discipline ourselves by following a timetable, every Tuesday and Thursday night, from 7 PM to 9 PM, except during exams and special projects.

A core part of the professional training included lots of running and push-ups. We shared a lot of things (water, for example), and we really bonded together and learned how to accept our differences and work as a team. Sometimes, when some members were tired or in a low mood, others members stood by and encouraged them. Mental focus, teamwork and motor coordination were positive benefits which we reaped from playing basketball regularly.

Let me share with you the importance of teamwork for basketball. For Woosong Sports Day 2013, our basketball team set a new record at Woosong for SolBridge. After winning all the games, we headed to the finals. Reaching the finals was a record in itself. We won the second place at the end, but if there was one thing that all players understood very well it was the value of team work. Without team work, we could not have gone that far. There were no regrets for losing, believe me. After all, the players at Woosong were also very well-trained. The only disadvantage we had was that we had to play three games in a row within the same day! What really mattered was that I gained something invaluable, a life skill to guide the rest of my life. Sol-Jumpers really helped me improve my mental and physical health; and it taught me interpersonal and team work skills. I really appreciate the opportunity.

You know, another beauty of basketball is that I get to spend some private time to perfect my skills. When I am feeling sad, I go to play basketball by myself. When I regain my confidence and feel happy, I go to play basketball with my friends to enjoy great moments of cooperation, teamwork, competition, and much more. You see, no matter what condition you are in, basketball will always be there for you. It never changes. What will change will be your attitude towards life. Just do it!

(Ray) Pengwei He, MBA
2013 Alumni, SolBridge International School of Business
Woosong Global Scholarship Member

SolBridge, a Spark to My Life

“It's the possibility of having a dream come true that makes life interesting.”

Paulo Coelho, Alchemist

You might wonder why I chose the above quote to share my experience with you from SolBridge. Well, I will tell you soon. Before I begin my story, I want to tell one thing, as life is uncertain, you still can achieve your dreams if you believe it is possible. For me, SolBridge is the place where I realized dreams can be achievable, if you have a burning desire.

A good education is the best thing you can get to influence your future endeavors, as SolBridge did to me. My days at SolBridge helped me to think and see things in different perspectives. It is indeed a place where students can open doors to new horizons. I spent 7 semesters at SolBridge. As I look back now and reflect, I can honestly say that it was during my time at SolBridge that my values, principles and ethics for my adult life were cultivated and nurtured. In fact, to stay away from your loved ones at home was really challenging to me. I had my dreams and hopes with me, and, to be honest, that was what got me through in those days. I learned the importance of true friendship and teamwork. I learned the power of trust and the value of being trustworthy.

Being an international school, I had professors and roommates from different countries. I learned to mingle with people from different nationalities, religions, colour and creed. I learned the importance of tolerance, cultural sensitivity and understanding. These values became engrained and they are within me still.

At school, the mentoring program helped students to achieve networks and build a professional life. I had a mentor from LG Chem, the former CEO of the company. My mentor helped me look for my goals and create new steps in my life. After my graduation from SolBridge, an internship at LG Chem was a great stepping stone in my life. I learned to be confident and face challenges whatever the corporate culture had to offer. SolBridge was the place in which I was taught how to deal with the professional world through soft skills and good communication skills.

Lastly, I should say that having and carrying your dreams will help all of us to get through life's toughest times. Believe in your dreams and let them come true!



(Agnes) Agnus Susan Joshua, BBA
2013 Alumni, SolBridge International School of Business
Woosong Global Scholarship Member



Post-Grad Experience

(Ake) EgeghaphasiihRahtanasopol, MBA
2014 Alumni, SolBridge International School of Business
Woosong Global Scholarship Member
Scholarship Assistant Manager, SolBridge Student Services

I was selected to be one of the Woosong Global Scholarship Members towards the end of my final semester. I took immense pride in this recognition and was honored to be a representative of the Woosong Educational Foundation and the school where I completed my MBA studies, SolBridge.

After graduation, though I could have gone back to Thailand, I decided to stay in Korea and work for the school. I never hesitated to say “yes” when the opportunity was presented to me. I really wanted to work for SolBridge and have the chance to give back all I had received while I was a student.

I am very happy to work here, a place where I get to meet a lot of friends from many countries and learn many things from outstanding professors. Being part of SolBridge makes me warm and proud. Today, I call SolBridge my second home because I can meet friends, professors, and staff members every day, just like my first day of class.

SolBridge gave me a lot of opportunities while I was a student here. Therefore, I strongly believe that it is my turn now to make SolBridge a great place for everyone who visits in. I know for sure that I will never forget or regret every single moment of my life at SolBridge.



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Dong-gu, Uam-ro 128 (Samsung-dong) Daejeon, 300-814, South Korea
Tel +82.42.630.8800 Fax +82.42.630.8820