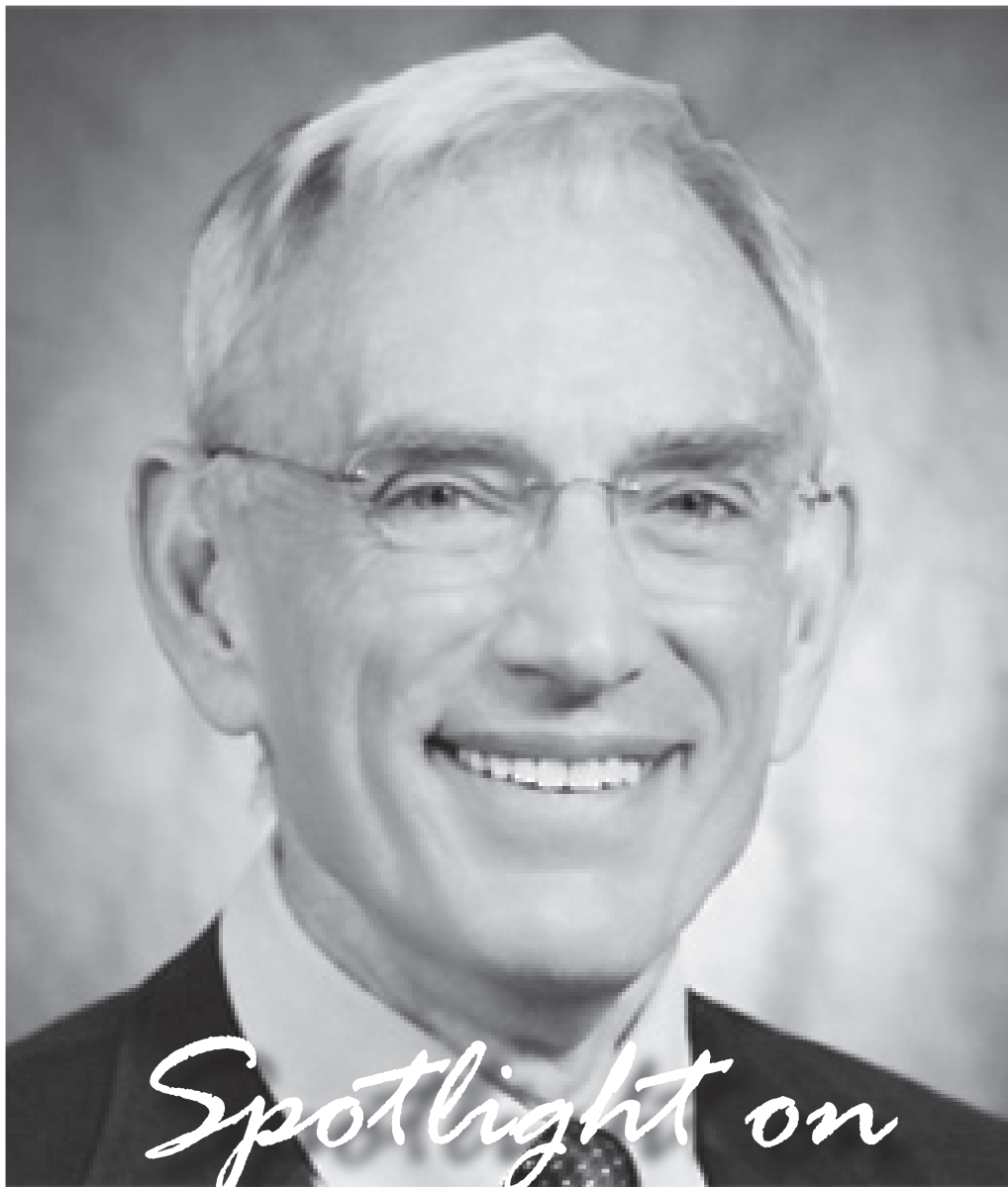


March 2017  
Volume 4, Issue 1



# Sol-Mag

The Magazine for All SolBridgers



*Spotlight on*  
**JERMAN ROSE**

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## Sol-Mag The Magazine for All SolBridgers



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Volume 4 Issue 1  
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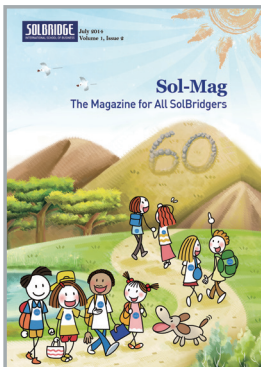
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## Message from the Editor



In this issue of Sol-Mag, we feature Dr. Jerman Rose, Dean of SolBridge International School of Business. His appointment in 2016 was an integral stepping stone in our efforts to strengthen the positioning of SolBridge as one of the top 5% business schools around the world. His leadership combined with years of management experience as well as a keen understanding of the business world will surely make SolBridge a far greater international business school in South Korea and all around the world.

That's why he deserves to be on our cover page: because we sincerely appreciate his efforts in making the students enrolled at SolBridge proud to study here and ready to become the next generation of Asian Thought Leaders. Thank you, Dean Rose, for the time spent answering the questions in the midst of your busy schedule!



Aside from featuring a great dean, Sol-Mag also congratulates the winners of the Sol-Glish Contest: SolBridge English Language Competition, a one-of-a-kind English contest which takes into consideration learning and improving English while understanding the importance of team work in a multicultural setting. Find the winning essays and be immersed in incredible insights, where the power of literature transports the minds to original ideas and forgotten interpretations. They are good, really good.



In review of the fall semester 2016, moreover, we couldn't forget about Culture Day and the Chuseok "Korean Thanksgiving" Donation Campaign. Each of the events gives SolBridgers a



chance to put into practice the 5 pillars in GACCS, to emphasize the importance of global perspective, Asian expertise, cross-cultural competence, creative management foundation, and social responsibility, so that every SolBridger cries out with confidence “I am GACCS.”

Sol-Mag has been in circulation since 2014. It has had a faithful pool of readers and writers alike, many of which got a little frustrated at times when the publication got delayed, etc. I hope it continues to be available in the years ahead, with improved content and better quality overall. It was a real honor and pleasure to stand as its editor for the last 6 issues. I wish all my best to the next person in charge and hope he or she can deliver meaningful and valuable updates always. Thank you for all the support shown throughout the years.



Sincerely,  
**Deborah Bang**



## Q&A with Dr. Jerman Rose Dean of SolBridge International School of Business

### **Q What made you choose a career in higher education management?**

**A** I have more than 35 years of experience in teaching, management and administrative roles in higher education, but I never made a conscious choice to seek a career in higher education management. Opportunities presented themselves; organizations had need of someone to do something, often something that no one else wanted to do, and I stepped up. I took every opportunity to learn and grow, but mostly every opportunity to help. I never had in mind that anything I ever did was somehow building a career.

### **Q What are 3 words you would choose to describe yourself? Why?**

**A** Teacher, Father, Husband, because these are my most important roles.

### **Q Why did you decide to come to South Korea and SolBridge?**

**A** My answer to question #1 is probably the best answer to this one too. I saw an opportunity to learn and grow with an organization built on values that I believe in: that we live in an integrated global society, that helping young people develop skills to thrive in this society is an important goal. I also thought I might have a chance to contribute from my experience.

**Q Difficulties with adjusting to Korean culture? Culture shock?**

**A** I've been surprised at how easy my transition has been. Because our work is mostly within SolBridge itself, conducted in English, I think we are pretty isolated from a lot of real Korean experiences. Culture shock? Maybe some frustration, but none of the classic signs...yet.

**Q What's your philosophy on leadership?**

**A** I believe in and try to practice what is called Authentic Leadership. In this framework, a leader continually assesses his or her own strengths and weaknesses; practices relational transparency, which means open sharing of thoughts and beliefs and a focus on relationships; listens to all sides and gives fair consideration to all; and has a positive ethical foundation for decision making and relationships. That sounds like a professor, doesn't it?

**Q Do you have a favorite quote or phrase?**

**A** I have many favorites, but one I cite often is from the German Romantic poet Goethe who said: "Whatever you think you can do or believe you can do, begin it. Action has magic, grace and power in it."

**Q What motivates you on a day-to-day basis?**

**A** The desire to help others.

**Q How do you deal with difficult people and difficult situations?**

**A** I try to be patient and listen. See relational transparency above. I'm also reminded of one of Stephen Covey's 7 Habits: "Seek first to understand, then to be understood."

**Q What do you think are the best ways to assess students' learning in a business school?**

**A** This is a very contentious issue. Here's what I believe. Learning is a change of state. The best way to assess it is to measure beginning level of something and the ending level, and see if there is any change in the desired direction. This could be knowledge, skills or attitude. For many things we don't agree on appropriate measures. Our traditional educational system is not well structured to implement this kind of evaluation. But really, we do not know how effective we've been in business school until ten or twenty years after students finish. Only then do we know if students learned what they needed to learn to have a fruitful life.

**Q Any special plans for SolBridge?**

**A** SolBridge is no longer a startup operation. We have grown very rapidly and are running hard to accommodate this growth. As in any startup organization, we cannot stand still as the global and local higher education environment changes. The social, economic, and technological forces that are changing the world challenge us to develop new programs, and new ways to teach, in order to fulfill our responsibility to our students and their parents.

**Q What has been your most memorable episode at SolBridge?**

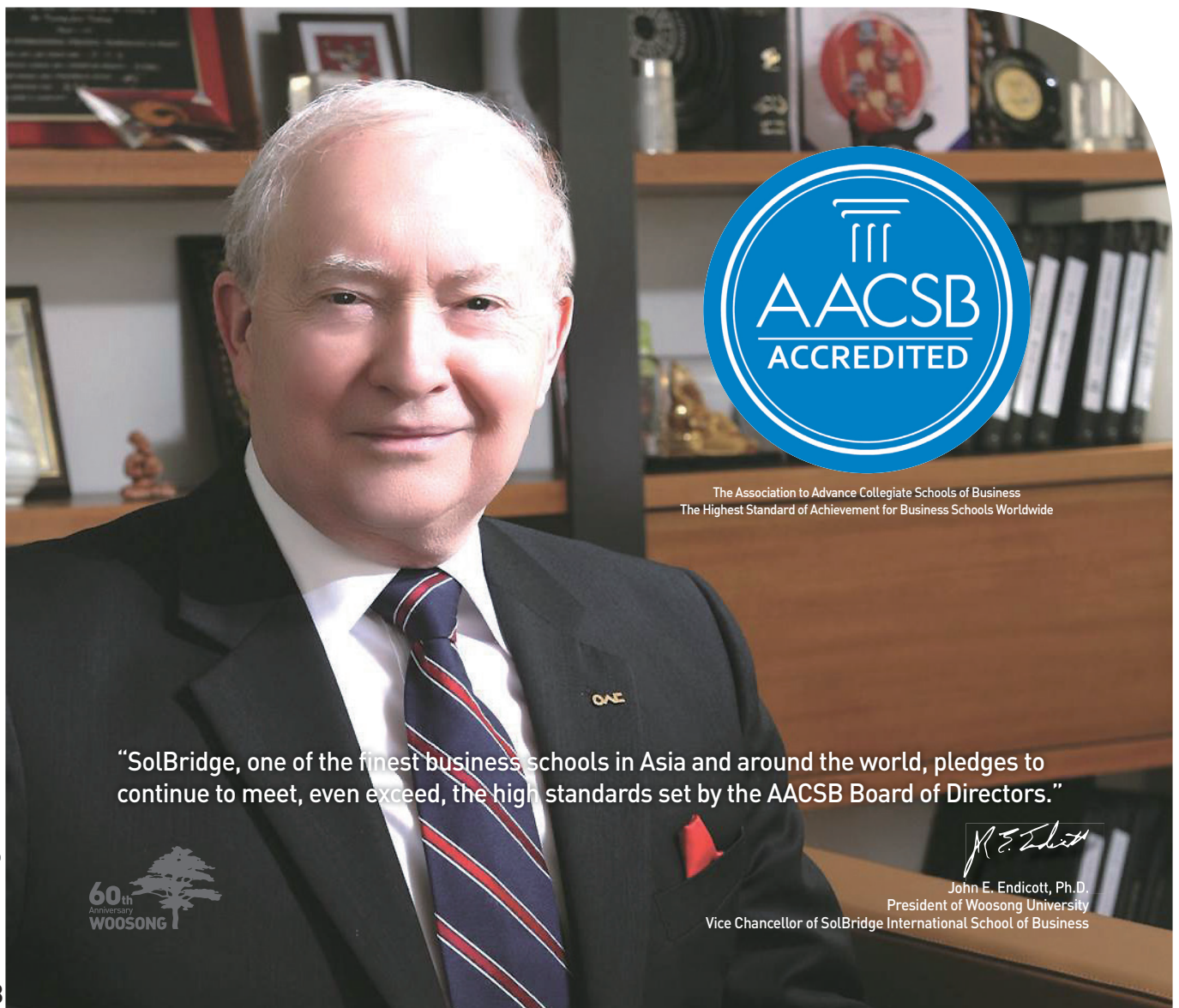
**A** My most memorable experience so far was to see some of “my” students, students from my class, graduate this semester. Wonderful, hardworking, smart, funny, caring, citizens of the world...just like all SolBridge students.



Educating the Next Generation of Asian Thought Leaders

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**One of the Top 5%**  
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**The Youngest Institution**  
**to Receive AACSB Accreditation**



# BBA Valedictorian Speech

**Aizhu Jiang**

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



Aizhu studying hard even on Commencement Day

Good morning, Chairman Kim, President John E. Endicott, faculty, staff members, fellow graduates, family, and other prestigious guests. Representing the fall 2016 graduating class, it is an honor for me to deliver the commencement speech. Besides my sincere congratulations to all the fellow graduates who have

reached another remarkable target goal in their lives, I would like to express my appreciation for the education and experience I obtained at SolBridge International School of Business. Today, there is one belief resonating among all fellow graduates: what we obtained is definitely not only an increase of knowledge, but also the reflexivity of thought which will lead us to future success.

If one wants to be a Thought Leader, one must do some rigorous and different thinking to differentiate him or herself from mediocrity. This requires a reflexivity that enables one to think freely and differently. According to Michel Foucault, reflexivity has three steps. First of all, one must realize that it is impossible to think differently when we legitimate what is already known. After that, one is entitled to use his or her own thoughts to practice a knowledge that is rather foreign to those already known. Ultimately, what one gained is not only a certain amount of knowledgeableness, but also the ability to think differently than one thinks, perceive differently than one sees, thus reflexivity is achieved. Therefore, this free thinking process enabled by reflexivity is the essence of a Thought Leader which will lead us to future success.

As life is also a practice, there were many opportunities enabling us to practice the Thought Leader essence. Due to the opportunities including competitions, clubs, debate tournaments, leadership programs, and internships, we could think on our own and provide unique and effective solutions to issues pertinent to our major fields. Each time we participated in those activities, we went through the three steps mentioned above, utilized our knowledge base, and applied them to accomplish our goals. As a result, representing the fall 2016 graduating class, I am especially grateful that our university enabled me to understand the essence of a Thought Leader and practice it throughout these three and a half years.

I shall remember the principles of reflexivity and Thought Leader essence forever. And I am especially grateful that in SolBridge I built this understanding and practiced it in the past few years. Moreover, I believe the fall 2016 graduating class will remember the criteria for GACCS and continue to practice them in their future career. When all is said and done, we shall take a relief and say “All’s well that ends well”. Thank you.

# MBA Valedictorian Speech

(Jeet) Prasenjit Saha

MBA Valedictorian, SolBridge International School of Business

Woosong Global Scholarship Member



Jeet posing at the entrance lobby

Annyeonghaseyo! Good morning!

Actually, I wanted to start the speech in Korean but then I realized that I have learned Uzbek and Russian more than Korean, so I am switching back to my original plan of speaking in English...

Dear Chairman Kim, President Endicott, Dean Rose, faculty members, my colleagues, friends, families, and other fellow graduates. It is no less than an honor and privilege for me to be here standing in front of this esteemed gathering, as the MBA Valedictorian for the class of 2016.

I just got a message from my brother and he said "Please do not bore the audience." I told him I only had two minutes, so even if I wanted, I wouldn't be able to.

So, with the limitation of time, and with the limitation of my knowledge and experience, today, I would like to share and express some of my thoughts that I believe have acted as my North Star.



We are all at a juncture where we will be leaving the comfort of our school and student life and face the harsh reality of the outside world. We know some of us will find success in a cakewalk, and some will face failures more frequently. Never dishearten, my friend. Believe me, failure is the best thing that can happen to you, as it teaches you a lesson that no one in any university can ever teach you. The day we take failure in our stride and learn from it, half of life's battle is already won.

Many a times in our journey of life, we find ourselves at a cross road, we do not know which way to take, and what to do. That is the time when we should listen to our heart and act with our mind. The heart gives us the passion and the mind helps us with the intelligence and knowledge – the ultimate recipe of success.

Here comes my belief for the day. My fellow graduates: I have the firm belief that knowledge is the beautiful person we all dream to marry. Do you know why? It will never cheat on you. So, whenever you get a chance, keep yourself open and accept knowledge of any form and shape. It has worked wonders for me and I am sure it will work wonders for you, too.

As the clock ticks time away, I do not want to miss this opportunity to thank Dr. Rao, for being my mentor; Dr. Alejandra, for always being there; Dr. Awan, for teaching almost all of the marketing courses at SolBridge; Dr. Hameed, for your guidance; Dr. Aye, Dr. Hsing, Dr. Park, Prof. Lee, Dr. Sharma, and Dr. Hammett, for making me more ethical. And to all the other faculty members. All the success that we have achieved here and the ones we will achieve in the future will be possible thanks to the hard work skills you all have taught us. Thank you, SolBridge, for giving us this wonderful platform where we learned, we made friends, and even made families (hope you understand what I mean!). Thank you everyone on the fifth floor, too. You guys make things happen here. And to the Student Council: You guys rock!

Lastly, I would like to congratulate all the graduates and wish them all the very best in their future endeavors. I would also like to mention my parents and family; without their unconditional support, I would not have been standing here today. Thank you! Kamsahamnida!

# A SolBridge MBA

Le Hai Van, MBA1  
SolBridge International School of Business



Le Hai Van with her peer friends during the team-building orientation

Like all big decisions in life, pursuing higher education at the expense of career prospects is nothing short of a whole spectrum of feelings—it can make you question your direction, get on your nerve about actually taking the leap of faith, or leave you antsy before finally taking the step. Indeed, four months into the MBA course at SolBridge and it feels like I have already been through all the ups and downs of the emotional roller coaster incited by that decision. That said, I never regret my decision to become a SolBridger, not once. Recalling the times prior to my master

program, I realize that most of my preconceptions of a typical MBA course just do not translate into reality at SolBridge.

## 1. Multi-Cultured and Diverse Ambience

Back when I was an undergraduate student, I didn't get to study much about business, so I was afraid that I was the only one without a business background. But I was wrong. Most of us are career switchers. People coming to my MBA courses are from various backgrounds ranging from Art, Linguistics, Pharmacy, Tourism to even English Literature. Interestingly, we are from all over the world. All of a sudden, I found myself exposed to a great deal of new cultures, new languages and even stories of people at different ages. Some are married, some are college graduates, and some are even managers. I learn something new from my friends every single day.

## 2. Hyper-Competitive Environment

I remember on my first orientation week, my peer group leader told me to enjoy the sweet week and prepare for the storms later. I didn't quite understand what he meant until my first exam at SolBridge.



Experiencing traditional Korean culture during the Korean Thanksgiving “Chuseok” holidays

Because of the “curve grading” system, my class is a group of highly motivated MBA students. I would be naïve to think that there is no competition whatsoever. My first taste of business school competition came last semester. The level of focus, the amount of self-study and the intensity of group work that I witnessed during that time were both overwhelming and inspiring. Some may refer to such intensity as “peer pressure,” but I would prefer the term “peer motivation.”

Ferny, my Thai neighbor, makes for a great example. Without a business background, she worked very hard for every exam and group work she was involved in. To me, motivation is provoked not from the scholarship incentives, but the inspiration and fervid passion from people around me.

### 3. Student Organizations

I didn’t really have any expectation for student organizations, but I have been very surprised at how engaging they have been. There are constant events for us to participate, and the amount of passion that goes into running these organizations is awe-inspiring to say the least. Once, I joined the debate club in the first semester after a hard time making a choice among so many equally exciting others. The experience transcended my expectation of a student organization.

#### 4. Preparation for My Future

When skimming through the curriculum, I expected theoretical, macro-level knowledge. However, unlike other master programs which provide further specialization in a specific field, the course at SolBridge seeks to prepare students for senior management roles in business. It exposes us to all areas of business, including accounting, finance, marketing, investment, and human resources. For the first time, I have got to learn pragmatic, empirical subjects that can potentially be applied to my future career.

#### 5. Conclusion

Without a doubt, the MBA course at SolBridge is extremely challenging. The languid and under-motivated really don't have a chance. However, if you push yourself hard enough and manage your time well, chances are you can still have time to grab a drink in Dunsan-dong, go shopping in Eunheng-dong, or even run a marathon along the beautiful, mountainous residence—Sol-Geo, all the while scoring straight A-pluses, as one of my friend has unbelievably demonstrated last semester.

All in all, I am aware that my challenges at SolBridge won't end here. So long as I still learn something new every day, I am happy with my decision of pursuing my master's degree here.



Under the beautiful autumn leaves and colors nearby Sol-Geo International Residence



Le Hai Van, ready for winter



Umidjon surprised by friends on his birthday

## Diary of a Traveler

**Umidjon Tursunov, BBA1**  
**SolBridge International School of Business**

It's been only six months, but I have already experienced lots of interesting things in Daejeon, South Korea.

I had the privilege to visit many new places and meet people from different corners of the world, and engage in fascinating, invaluable, and new opportunities, such as learning the Korean language and exploring Korean history and culture.

Being far from my family was very hard at the beginning. However, the people around me helped me overcome the difficulties. Very recently, I turned 19. My friends surprised me with a cake at midnight. I was quite touched by this and felt grateful that they remembered my special day, even when I myself had completely forgotten about it!

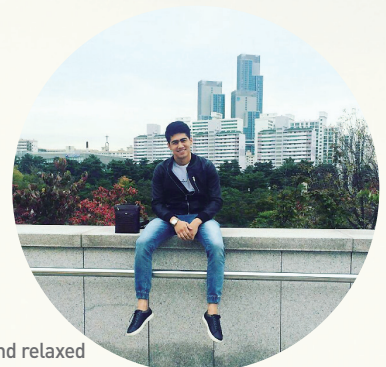
I am gradually getting accustomed to the Korean lifestyle and food. Koreans are very polite towards foreigners and they are willing to help you any time. And it is a very safe country overall.

This winter, I worked as a camp assistant and I loved it. I led a group of students and assisted them with their studying and social life during their stay in Daejeon.

When I was in Uzbekistan, I never thought of studying overseas or coming to South Korea. But all this changed when I was introduced to SolBridge. I was right away fascinated by the university in itself (I don't know why) and the culture as a whole. I became attracted to the Korean economic background and was eager to learn more about it. I wanted to travel and explore new places and get to experience Asia.

After landing here, I took advantage of every opportunity to visit places. I went to Busan, Jeju Island, and Seoul so far. Among these three, Jeju Island was the best. The weather was gorgeous, and fresh, and spectacular. Thanks to it, I got rid of an allergy I had been carrying with me for some time.

Since I enjoy travelling, I am even considering going on an exchange program in the near future or doing a dual degree. SolBridge has lots of opportunities in this regard, and you can finish your BBA degree in 3.5 years or 4.



Happy and relaxed

# *A Year of Experiences with the Student Council*

**(Abby) Li Liu, BBA3**  
**SolBridge International School of Business**



Abby enjoying some downtime

I joined the student council and became an associate member in my second year. While I was an associate, I always “worried” about my status. Maybe, “worried” is not the best word here, but I cannot think of another word that describes the state I was in: excited at the idea of being an official member and not wanting to be part of it at the same time. And I guess this was more like a premonition because I did become an official member in the end when I was selected to be its President. I still remember when I was given the news. I couldn’t believe it!

Looking back, I must say that I sincerely enjoyed my time there, working with a team and leading the rest of the student body. I learned a lot. When we had difficult moments, they were around to back me up. Our experiences together consolidated us as a team. It was awesome. And I will remember the ups and downs we went through. If we didn’t have any difficulties, we cannot call it “life,” can we? Seriously, I would rather focus on the lessons learned and the performance outcomes rather than staying negative.

The best part about being the President of the Student Council was that I learned many things faster than the rest, which, in turn, translated into making a lot more mistakes than the average student council member. I got the chance to mobilize main school activities and events. I felt content because I was able to give back to SolBridge a little bit of all I received.



With the 2016 Student Council Members (from left to right): Cinta Iole Amidjaja, Hyeon-Jin Yoon, (Abby) Li Liu, Azizakhon Anorboeva, Samia Rifaoui, and Gleb Gadelshin



Abby (left) with Nokukhanya Mbalenhle Makhanya (center) and Marzhan Kadyrova (right) during Culture Day



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**CONGRATULATIONS  
TO THE WINNERS OF THE  
FALL 2016 SOL-GLISH CONTEST!**



**1st**  
Aysha Muminova

**2nd**  
Marzhan Kadyrova

**3rd**  
Yun-Ju Seo

 **SOLBRIDGE**  
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# **1<sup>st</sup> Prize Winner**

## **An Essay by Aysha Muminova, BBA1**

As a child, I always dreamt of living somewhere in Latin America because of its stable climate. I wondered, what it was like, to have spring or summer all year long. The same warm weather twelve months around meant that I could wear light and colorful dresses, charming sandals, and chic sunglasses every day of the year. That seemed to be the definition of paradise to my twelve-year-old self. However, as I grew older, my personality underwent some tremendous changes, which I like to think were improvements. I became more sentimental, much more of a risk-taker and challenger type, and “boring” became the word I feared the most. Living in an environment that constantly changes and offers new emotions is what I began to crave the most. So, a climate with four distinct seasons is the climate I prefer now.

The first and, perhaps, the most important reason why I like a climate that changes several times a year is that of the many opportunities it gives me: the chance to see the mighty nature change its colors and sounds and smell. I love to see how the foliage gradually turns red and gold, or how the snowflakes slowly dance in the crispy air. It is hard to believe that some people live their whole lives without being able to smell the rain on a spring morning, or feel the midday heat in July.

Not only are we able to observe and feel the beauty around us, but also we become a part of it. We change together with nature. There is a reason why spring symbolizes re-birth in many cultures across the world. As the first trees start to blossom and the first flowers begin to bloom, a human being starts a new life. This has been proven scientifically. Certain processes in the human body allow us to feel refreshed in spring. Few people can argue the fact that this is indeed a wonderful feeling, one that makes you believe that you are ready for great feats!

Finally, as the seasons change, so do the activities and habits. Summer and spring make people go outside, breathe fresh air. Sunny weather might even inspire a few to become fitter and sportsy! Rainy fall and cold winter bring comfort into our lives. They make families gather together and socialize while drinking hot chocolate or playing board games. We all need and deserve a change of environment from time to time, and nature gives us that opportunity for free.

Some may think that all the mentioned reasons are subjective and do not demonstrate any solid facts or strong examples. However, the change of seasons is all about emotions and personal perceptions to me. Yes, I have to wear ridiculous sweaters when it is freezing outside, and the season of light dresses and charming sandals lasts only a few months, but I prefer to trade those off for unforgettable feelings and stunning scenery. I choose “change” over “boring.”


## **2<sup>nd</sup> Prize Winner**

### **An Essay by Marzhan Kadyrova, BBA3**

Success is an unpredictable phenomenon no matter how many books and training programs say otherwise. A person can learn and follow all the tips and still remain the same, in the same spot. People are obsessed with the notion of success and what benefits it can bring. We are concerned with the sole idea of achievement that many times we forget that it is the path we walk that truly matters. Those who believe in hard work and careful planning mock those whom they perceive as not hardworking enough; they are also quick to get angered if the same people become successful before them. Risk takers mock hard workers as well. What is astonishing is that more often than not success comes to those who are both well-prepared and willing to take risks. In my opinion, luck or success comes particularly to those who are prepared. Here, preparation means knowledge and skills building, personal development and hard work. Specific reasons behind my thinking are that opportunities or risks can't be taken by unknowing and oblivious people; and even if they do turn out to be "successful," their success will be almost impossible to maintain in the long haul.

My grandmother believes in the benefits of hard work. She lived a life full of struggles and still managed to balance a professional life as a chemistry teacher and a personal life as a wife and mother to four children. I believe she was successful because of her steel-like mentality. Marrying a man she barely knew over a man she was betrothed was a risk. She took that risk and was happy with that choice in the end. Taking risks and being prepared for the consequences are important facts people should always remember.

Luck or success comes to those who are prepared to catch the opportunities. Hard working students who put effort and read the chapters before coming to class will be prepared for any sudden question or pop-up quiz. When they are prepared and willing to take the risk to answer a question, they increase their chances of becoming successful. Of course, those who don't even read the chapters won't be able to take any opportunity. The world is full of opportunities but only to those who are prepared. Knowing two, three, or even four languages opens doors to other dimensions and opportunities as well. Learning and growing as a person continuously without a pause will definitely be beneficial. Another example can be my older sister. Even after successfully graduating from university and finding a stable job, she never stopped studying. She continued to learn English and prepared for a year to take a finance certification exam. Her co-workers ignored it and stopped

A decorative header featuring a repeating pattern of green triangles and squares in various shades, creating a geometric, quilt-like effect.

studying altogether. When the administration suddenly demanded those who don't have financial certificates and English skills to be fired, my sister was saved. Her strong mentality and never-ending motivation were the foundation for her success.

So what about those who are totally ignorant and oblivious and still manage to become successful? They exist and are a cause of envy for many people. Those who were unprepared and became successful all of a sudden will come crashing down if they don't seek further preparation or knowledge to back up their success. Overall, maintaining a successful life is quite challenging in itself. Without a solid foundation, fundamental knowledge, and basic skills, they will definitely turn unsuccessful in the long run. All those procrastinating and one-night wonders have the same sad end. Nothing comes for free, and any "free" stuff will be like a nice piece of cheese in a mouse trap. Still, those who are well-prepared will never see the light of success without willing to take risks and recognize the opportunities.

To sum up, it should be remembered that when preparation meets opportunity, success is born. Hard work in itself is not enough to achieve success; nonetheless, without it, one won't be able to prosper at all. He or she will stay in the same spot now and/or forever.

## 3<sup>rd</sup> Prize Winner An Essay by Yun-Ju Seo, BBA1

As the world becomes more and more globalized, the use of technology has become ever extensive. With regards to the employment of technology, many people today communicate through highly developed devices. In the past, communicating face-to-face was prevalent as people rendered such communication efficient. However, in the twentieth century, people find communicating through letters, e-mails and telephones more useful as they help deliver messages quickly, grasp the information clearly, and become more comfortable tools.

Communicating through the means of letters, e-mails, telephones, and other technological gadgets can help people receive messages quickly. To be specific, when people deliver messages or information face-to-face, they need to make an appointment about when and where to meet, which takes a lot of time. On the other hand, with the utilization of cell phones or e-mails, people can instantly send messages to others or call them right away. For example, in the past, South Koreans had to meet in person due to the lack of developed technologies. However, people today use communication tools, such as e-mails, letters, cell phones, etc. because they are more convenient and reduce the time to deliver messages to others.

Another aspect that renders the use of cell phones and e-mails a good communication tool is that they are able to deliver messages clearly. In other words, it is true that face-to-face communication can be concise when delivering messages to others. However, people cannot remember all particular dates, numbers, or statistics. In situations like this, e-mails, letters, or phone calls can come in handy. When I was in a meeting with one of the top university consultant guides, I thought it was rude to jot down things or stop eye contact with him when he was talking. Therefore, I couldn't remember the specific university application dates. This made me think of the convenience of telephones, letters, and e-mails, as they have the ability to provide full information without me having to memorize them. Hence, communication through the means of phone calls and e-mails helps us receive information concisely anytime and anywhere.

Lastly, face-to-face communication can be rather awkward and uncomfortable in some circumstances, which makes communication through developed technologies convenient. More specifically, in situations in which a person needs to deliver difficult messages, a written note can be slightly more convenient. For example, HR managers can send an e-mail to reject applications

instead of delivering the news face-to-face. They can avoid seeing the applicants' faces and possible reactions, especially when bad news become rather disappointing. Therefore, there are some situations where communication through cell phones, e-mails, and letters can come in handy as it can avoid such awkwardness and discomfort.

In conclusion, it is better to communicate through technological devices, such as e-mails, cell phones, and even letters than talking and delivering messages face-to-face. Doing so shortens the time, helps deliver the information concisely and to the point, and can avoid possible awkward situations.



# SolBridge Culture Day 2016: “Embrace It. Share It. Celebrate It.”

SolBridge celebrated Culture Day on Friday, November 11, 2016. This annual event is one of our most cherished traditions in SolBridge because it expresses our diversity, makes us one family, and helps us respect, admire, and appreciate all the cultures around the world. With more than 30 nationalities studying in one building, all SolBridgers look forward to Culture Day year after year in a BIG way.

Students’ choosing November 11 – also known as “Pepero Day” in South Korea – really increased the significance of the celebration. All throughout the day, students gave out Pepero cookie sticks and other sweets to one another and were not shy to show their affection with warm handshakes and hugs.

The long hours of cooking finally paid off when students set up their tables in the student cafeteria and displayed their work with delicious food samples from Thailand, Kazakhstan, India, Uzbekistan, Vietnam, Russia, and many more. Within 1 hour, the food was all gone because the faculty, staff, students, and guests were smart enough to line up at each table before the food festival actually began.

The cultural performances kicked off at 6:30 PM in the gymnasium with a very inspiring opening speech from Dean Rose. Wearing the traditional Korean costume, hanbok, Dr. Jerman Rose became American-Korean just for the day!

We were very proud to see the following countries perform:

Azerbaijan	Indonesia	Philippines	Uzbekistan
Bangladesh	Japan	Russia	Vietnam
Belgium	Kazakhstan	South Africa	Zimbabwe
China	Kyrgyzstan	South Korea	Ghana
France	Malaysia	Tanzania	Mongolia
Germany	Morocco	Thailand	Kenya
India	Netherlands	Uganda	

We take this opportunity to extend a sincere thank-you note to Dean Rose, the faculty, staff, and SolBridge students for all the hard work put in getting ready for Culture Day 2016. The food was great, the performances, excellent – and all SolBridgers, embracing, sharing, and celebrating the greatest event of the year for all. Great job, everyone!





Students preparing the food in the 2<sup>nd</sup> floor cafeteria



Goodies on display for all



SolBridge students posing in different costumes.



Culture Day Beauties (from left to right): Christine Nuwakunda, Samia Rifaoui, Chinar Zaruova, and Nokukhanya Mbalenhle Makhanya



Culture Day Emcees: Nokukhanya Mbalenhle Makhanya (left) and Dias Yermaganbetov (right)



Culture Day Performance



Culture Day Performance



Culture Day Performance



Culture Day Performance



Culture Day Performance



Culture Day Finale

# Social Responsibility in Action: SolBridge Walks the Talk

In its second consecutive year since 2015, SolBridge organized the Chuseok (Korean Thanksgiving) Donation Campaign with the help of ten incredible Sol-Ambassadors:

Viktoriya Pak  
Vladimir Kim  
Chinar Zaruova  
Cinta Iole Amidjaja  
Christine Nuwakunda  
Samia Rifaoui  
Tenver Ahmed Mozaed  
Gi-Dae Park  
(Elaine) Tran Nguyen Thuy Duong  
Tatiana Anokhina

For about a week, Sol-Ambassadors went around the building and residences to collect the cash donations in exchange of free hugs and free handshakes. The administration, moreover, put together a buffet lunch and contributed the proceeds to the same cause. The piggy bank located on the 5<sup>th</sup> floor was also emptied. And all in all, we were able to raise ₩1,500,000 to buy 75 packs of good quality rice. Everything was donated to the Jayang-dong Community Center on September 13, 2016.

## Chuseok Donation Campaign Collection - Fall 2016

No.	Description	Amount
1	Chuseok Donation Campaign by the Sol-Ambassadors	₩784,020
2	Piggy Bank (September 22, 2015-September 9, 2016) on the 5 <sup>th</sup> Floor	₩56,000
3	Buffet Lunch on the 1 <sup>st</sup> Floor	₩652,800
4	Contribution from 5 <sup>th</sup> Floor Staff Members	₩7,180
	<b>Total Amount</b>	<b>₩1,500,000</b>

권	호	거래명세표						
2016년 1월 13일		공급자	등록번호	317-21-39970				
솔로젯리 귀하			상호	주식회사 부심 김대국				
아래와 같이 계산합니다.			사업장주소	충북 청원군 현도면				
			업태	제조업				
			성명	김대국				
			종목	양곡, 소분				
합계 금액 1,520,000 원정(W)								
월/일	품목	규격	수량	단가	공급가액	세액		
	34) 호박	101-	25	20.00	1,520,000			
잔금 ₩		합계 ₩						
입금 ₩		잔금 ₩		인수자		인		



CHUSEOK DONATION CAMPAIGN

# SOLBRIDGE

*"No one can help everyone,  
but everyone can help someone."*

Fall 2016



**SOLBRIDGE**  
INTERNATIONAL SCHOOL OF BUSINESS

ORGANIZED BY  
STUDENT SERVICES

THURSDAY TO SUNDAY

Mr. Charlie Kim promoting the campaign on the 5<sup>th</sup> floor





Sol-Ambassadors Gi-Dae Park (left) and Viktoriya Pak (right) collecting the donations from students

Sol-Ambassador Tenver Ahmed Mozaed looking busy on the 2<sup>nd</sup> floor





Sol-Ambassador (Elaine) Tran Nguyen  
Thuy Duong (right) posing with another  
SolBridge student



SolBridge Vice President of Administration, BB Hwang (right), and SolBridge Head of Office, Mr.  
Jae-Sik Kim (center), with a representative from the Jayang-dong Community Center, exchanging  
business cards



From left to right: Deborah Bang, Mr. Jae-Sik Kim, BB Hwang, Dameli Shedenova, Ulugbek Azimov, a staff from the community center, and Mr. Charlie Kim

# Our Vision

Asian Center of Excellence in Global Business Education

Who is an Asian Thought Leader?



# Our Mission

Educating the Next Generation of Asian Thought Leaders

An Asian Thought Leader is Someone with GACCS.



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