



SOLBRIDGE

INTERNATIONAL SCHOOL OF BUSINESS

EDUCATING
THE NEXT GENERATION
OF ASIAN
THOUGHT LEADERS



www.solbridge.ac.kr



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John E. Endicott

President, Woosong University
Vice-Chancellor, SolBridge International School of Business

“Neighborhood Asia” and a Globalized Korea

I am humbled to be given the opportunity to lead SolBridge International School of Business as it begins its sixth year and stands on the shoulders of the accomplishments of the Woosong Education Foundation. Created in 1954, the foundation has sponsored educational programs and experiences at all levels of instruction. Since 1994, when our sister university, Woosong University, was founded, it has earned a reputation for excellence in preparing students for practical careers. The creation of SolBridge is a natural extension of the academic activism we see here in the city of Daejeon which is the home of 17 colleges and universities and 35 government and private sector research institutes.

With your assistance and wholehearted support, I intend to use the uniquely global aspect of SolBridge to gain worldwide attention for our faculty and students. Expect our faculty to excel in teaching, and produce world-class research that will be presented throughout the academic community, and look for our students to earn a new reputation for intellectual inquiry and innovative thought. We will participate in and support international activities that will help in the creation of a new “Neighborhood Asia” so that SolBridge graduates will have a strong understanding of the social responsibility of business leaders.

Our innovative model envisages SolBridge-sponsored campuses in other parts of Asia and participation in student/faculty exchange programs throughout the world, as well as dual degree programs and tripartite educational opportunities. This model reveals a degree of academic leadership unparalleled on the Korean Peninsula. Working together, our faculty and students will drive for a more prosperous Asia-Pacific Region based on knowledge, integrity, excellence, creativity, diversity, flexibility, and innovation.

Over the past five years we have integrated a series of bold innovations into the university as a whole and now stand as one of the most “benchmarked” institution on the Peninsula. The achievements realized reflect the great team work that characterizes our faculty-staff-administration team.

Our mission is to jointly educate the next generation of Asian thought leaders and bring a new awareness of the benefits of interactive education to the rest of Korea, Asia and the world. Our message is that here in Daejeon, there is a new institution dedicated to producing the best participants possible for leadership in the global economy.

Welcome! Together we will work for a better world.

Our Mission

Educating the Next Generation of Asian Thought Leaders

Our Vision

Asian Center of Excellence in Global Business Education



UNIQUE AMONG BUSINESS SCHOOLS

SolBridge prepares students to be the next generation of Asian “Thought Leaders” in the rapidly growing Asian economy. SolBridge is unique among business schools for several reasons including that it :

- teaches all courses in English,
- employs 80% international professors who have graduated from either Tier One or highly rated institutions,
- follows an international business teaching model,
- focuses on business in Asia through academic and cultural/language programs including the requirement for BBA students to study a third language,
- has an international student body from 35 countries. More than 80% of SolBridge students come from outside of Korea, and
- strives to maintain a balance of theory and practice in its teaching through immersion programs, special lecture series, certificate programs, workshops, site visits, and internships.

To create Asian Thought Leaders, SolBridge, provides its students with:

- A Global Perspective
- Asian Expertise
- Cross-cultural Competence Skills
- A Creative Management Foundation
- A Perspective for Social Responsibility

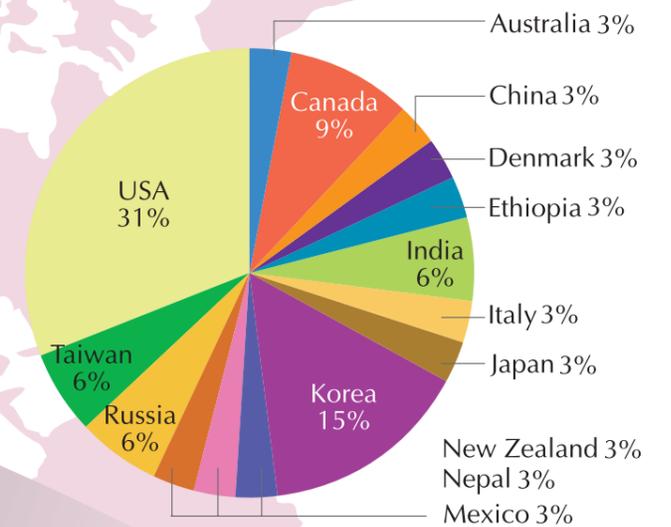
Accreditation

In accordance with Korean Ministry of Education regulations, SolBridge is nationally accredited as a unit of its sister institution Woosong University. SolBridge is a member of the Association of Asia-Pacific Business Schools (AAPBS), the Eurasian Economic Scientist Society and Association to Advance Collegiate Schools of Business (AACSB) and is engaged in pursuing AACSB accreditation. Academic credits earned at SolBridge are transferrable to other quality institutions of higher education. Finally, SolBridge is also certified by the International Education Quality Assurance System (IEQAS). This Korean accreditation body grants certification to 30 universities only because of their high standards for foreign student recruitment, retention, management and services offered to foreign students studying in Korean universities.

AN INTERNATIONAL FACULTY



SolBridge has brought together a remarkable faculty with extensive expertise. Faculty members deliver a world class education tailored for our students. Our program is eminently international in perspective, offering top notch instruction and hands-on training in the critical aspects of contemporary business practice with a focus on doing business in Asia.



THE FACILITY



State of the Art Classrooms



A Multimedia Conference Room



Computer labs



Fitness Center



Library



Student Cafeteria



Coffee Shop



Two Restaurants



The seventeen-level, forty million U.S. dollar SolBridge complex in downtown Daejeon is one of the most modern teaching facilities in Korea. SolBridge campus has excellent facilities and services for its students which include modern classrooms, broadband Internet connections, computer stations, a swimming pool, spa, and a gym. Also there are many places for students to relax and meet with friends.

If this is not enough, the nearby Woosong University campus has numerous fitness facilities, additional libraries, language laboratories and international-standard residence.





THE SOLBRIDGE BUSINESS NETWORK

SolBridge is complemented by a close network of industry, government, and other academic institutions around the world to assure that students not only receive outstanding instruction, but are involved in a career-building dialog with others around the world. This makes SolBridge a unique environment for study and a fast track for advancement.

Corporate Advisory Council

The Corporate Advisory Council (CAC) consists of senior executives who are based in China, India, Korea, Thailand and the USA and have in-depth experience in operations throughout Asia as well as with the major trading partners of Asian countries. CAC helps SolBridge students by:

1. reviewing the SolBridge curriculum to ensure relevancy to current and expected future needs of business leaders in Asia;
2. meeting with SolBridge students to share their experience and to advise them on preparation for successful careers in business;
3. providing internships which are meaningful to students' interests and which are relevant to their career choice; and offering placement opportunities to SolBridge graduates.



Friends of SolBridge

Many leading companies in Korea have become "Friends of SolBridge" by associating with SolBridge on a variety of levels. This group of companies actively contributes to SolBridge through our Platinum Lecture Series, internships and job placements.

Some of our friends of SolBridge includes: Samsung Asset Management, Samsung Electronics, Samsung SDI, Posco, LG Academy, LG Display, LG U+, SK C&C, Hyundai Card, Mael Business Newspaper, Nike Sports Korea, BASF Korea, Korea Tourism Organization, B Braun Korea, Eight Army, S-Oil and Macquarie Group of Companies Korea.



The AIM Project

The objective of this Korean Government sponsored project is to provide a structured environment which gives its members qualified guidance to achieve an internationally recognized professional certification of their choosing.

In today's job market, obtaining a desirable position is extremely competitive, especially so for new graduates with limited or no prior job experience. We believe achieving a professional certification, in addition to graduating, will give our students an advantage in such a job market. In addition this certification support program speaks not only of the assets of SolBridge, but its education leadership model.

To the right are some of the certificates and workshops along with their specializations.



Certification

- Chartered Financial Analyst (CFA)
- Certified Management Accountant (CMA)
- Chartered Institute of Marketing (CIM)
- Certified Information Systems Auditor (CISA)
- Certified Professional in Learning and Performance (CPLP)

Specialization

- Finance
- Accounting
- Marketing
- Info. Mgt.
- Human Resources

Workshops

- Peachtree Accounting Software
- ACL Data Mining Software





A STRATEGIC LOCATION



SolBridge is located in Daejeon, Republic of Korea, the crossroads of Korea's expressway and railway systems, and the location of Korea's "Silicon Valley" commonly known as Daedeok Innopolis.

Daedeok Innopolis (DI) is a 30+ year old world-class research cluster which has been largely responsible for the explosive growth of basic science and venture businesses in Korea and which has positioned Korea to be a technology leader for the 21st century.

Fast facts about DI

- Over 800 high technology firms
- 60 educational and government-run institutions and corporate research centers
- More than 7,500 researchers holding doctorate degrees

SolBridge has collaborated with many of these industry leaders to provide opportunities for student internships and future graduate placements to help prepare our graduates for the business world.

In addition to being known as a city of science and education, Daejeon is surrounded by beautiful low lying mountains and lakes. Daejeon has numerous parks and museums as well as facilities for the arts and sports establishing a healthy balance of business and environmental harmony.



ACADEMIC DEGREE PROGRAMS

SolBridge business programs provide rigorous and practical education through lectures, expert seminars, team-based student projects, and an immersion program. In addition, we offer student internships to gain experience at a Korean company.



Bachelor's Degree in Business Administration (BBA)

The SolBridge BBA Curriculum is designed to prepare our graduates to excel as thought leaders in Asian business. Students specialize in a traditional business area such as Marketing, Finance, Management, or Enterprise and Innovation Management. They also choose one of three focus areas: Asian Management, Global Business or Convergence Management. Students will gain an in-depth knowledge of the focus area and the application of

specialization skills to that focus area. To ensure our graduates are prepared to have a competitive edge, they also complete a minor in a foreign language: Korean, Chinese or Japanese.

The SolBridge academic year consists of two Assessment Periods: a fifteen-week semester, followed by a five-week study term and a five-week study break.

Program Requirements (140 Credits)

General education: 30 credits	Core (foundation): 18 credits
Core (business): 21 credits	Business specialization: 12 credits
Focus area: 9 credits	Language: 21 credits
Free electives: 15 credits	Mentoring program: 6 credits
Immersion program/Internship: 8 credits	

Specialization Track

Marketing

Management

Finance

Enterprise & Innovation Management

Mentoring Program

The goal of the mentoring program is to develop well rounded and confident graduates who have a clear career vision and plan. Students achieve academic and personal development by being assigned a mentor (usually a faculty member) who works with the mentee (student).



Immersion Program

The immersion program is designed to give the student hands-on experience in order to prepare them for managing in a dynamic environment. Students participate in a series of projects, workshops and fieldwork under the guidance of SolBridge faculty while earning credits. These courses are graded on a pass/fail basis.



An MBA for Leaders of Today and Tomorrow

The Solbridge Masters of Business Admissions in Emerging Economies (MBAEE) prepares you for leading organizations of the future. The SolBridge MBAEE is designed for a solid foundation in business fundamentals and an in-depth knowledge of emerging markets. Our graduates will be ready to take on the challenges of managing a business in an advanced or emerging economy in any part of the world.

Students have to complete eighteen courses or fifty credits of course work in order to graduate. The core curriculum of ten courses lays strong business foundations, and students can take six electives to learn various aspects of doing business in emerging economies. There are three areas of specialization: Emerging Economies & Finance, Emerging Markets & Strategy, and Technology & Development in

Emerging Economies. They complete the fifty credit requirement with two immersion courses: a mandatory case workshop and an optional field study tour*.

Students may choose to finish in sixteen months or twenty four months. There is no difference in the tuition between these options. Students who opt for sixteen months will have to take courses as they are offered during the regular semesters, and three winter and summer sessions.

* Students will have to make a separate payment for the optional Field Study. In this immersion, students will visit two emerging economies. The tours comprise of industrial visits, academic lectures and professional meetings. The students will also become familiar with local culture and context. This course will be conducted only if there is sufficient interest from the student body.

Program Requirements (50 Credits)

Core business: 10 courses (30 credits)
Specializations: 3 elected courses in one specialization (9 credits)
Electives: 3 courses in any specialization (9 credits)
Internship/immersion program: (2 credits)

Specializations

Emerging Economies and Finance

Emerging Markets and Strategy

Technology & Innovation in Emerging Economies

Language courses are provided on SolBridge campus, and students can choose to study Chinese, Japanese or Korean language during their stay at SolBridge. However, such study is optional and should not conflict with the program of study.



Joint Programs

Outbound 2+2 programs

SolBridge offers some 2+2 outbound programs to its students. For example our students can receive two degrees by studying at Georgia Institute of Technology for their last two years of study. Additional programs are also being negotiated at this time*. These programs are especially attractive to students who wish to earn a degree in the United States, but who prefer to stay closer to home initially or to save study costs by studying at SolBridge. The student's family can enjoy substantial cost savings.

Inbound 2+2 programs

SolBridge has a number of inbound 2+2 relationships with quality institutions in China, Indonesia, Vietnam, and elsewhere. Institutions who teach in English or who educate students in another language but whose students have strong English skills are welcome to join our programs. The SolBridge success for creating a multi-national environment using an American business curriculum with a focus on business in Asia provides an excellent choice for students wishing to work in Asia or be employed by companies with interests in Asia. The first one or two years of an institution's Bachelor's program are articulated with the SolBridge curriculum and students know from the outset what courses are transferrable.

1+1 Master's Level Joint Programs

SolBridge also has establishments with quality institutions for dual degrees at the Master's level and is working on establishing more*. Meiji University in Japan and Valparaiso University in the USA are existing examples of these programs which will combine the best of two worlds and provide excellent choices for students interested in a transnational master's degree.

* Feel free to contact us about these new programs.



CAMPUS LIFE

Academic Affairs & Student Services



SolBridge Academic Affairs & Student Services assists students with settling into their new lives at SolBridge. It also organizes excursions and intercultural events throughout the year, making sure every student makes the most of his or her stay in SolBridge, Daejeon, and South Korea. The office, in conjunction with our faculty members, works on an ongoing basis to provide students with programs and activities that encourage our SolBridge Spirit, cultural sensitivity and understanding, academic excellence, and social interaction.

SolBridge Student Council

SolBridge has an active Student Council which helps organize student activities, represent students' interests to the administration, and encourage members to further develop their leadership skills.



Student Employment

A limited number of part-time jobs are available at SolBridge to enable students the opportunity to earn pocket money and gain work experience. Students may work in the cafeteria, gym, administration office, library, or as Teaching Assistants. Mature students may apply for a work visa to gain work experience outside of campus. Students who qualify may even apply for a paid internship through the Career Development Center.

Peer Group Program

SolBridge Peer Group Program is a peer mentoring program designed to assist our incoming students adjust to the new environment. As an extension of our Team-Building Orientation Program, the Peer Group Program strives to help new students cope with the foreseeable and unpredictable challenges while studying at our institution.

Health Services

Korean hospitals and medical services are modern, efficient and provide excellent health care. Each student is required to purchase health insurance when they enroll at SolBridge to use medical services at a significantly reduced cost.



ADMISSION CRITERIA

SolBridge seeks motivated individuals from diverse academic, economic, social, ethnic and geographic backgrounds. Students at SolBridge are expected to bring diversity and experience to the classroom. Acceptance to SolBridge is evaluated on a case by case basis taking into account the student's academic records, English proficiency, financial ability, personal essay(s), extra-curricular activities, work experience (where applicable), and letters of recommendation. Admission is selective and students are urged to apply as early as possible to ensure sufficient time for application review, visa application and preparation for the move to Daejeon. Application deadlines are July 1st for the fall semester and January 2nd for the spring semester.

General requirements for Admission

(see website for details and further explanation)

- Academic record: GPA of C+ or better for BBA and MBA.
- English language proficiency: IELTS, 5.5 (BBA) 6.0 (MBA); TOEFL 66 ibt (BBA), 79 ibt (MBA). In addition students will have an online interview before coming to SolBridge.
- Sufficient financial resources: demonstrates funds to cover first-year tuition and other fees.

In order to evaluate a student's academic capability, pre-university academic records (undergraduate applicants) or Higher Education academic records (transfer and graduate applicants), such as transcripts and proof of degree award are required. In addition we will need to look at recommendation letter(s) and a personal essay for evaluation. It is also important to note that during orientation, all new students will be tested in English and Math and placed in the appropriate English or math classes based on how they performed on the tests.



Exchange Students

We have many students who come to SolBridge on exchange programs from our partner universities as well our students who can go abroad to our partner universities for one semester of study. This is a great way to meet even more students from foreign countries while learning at university.



Transfer Students

Undergraduate students wishing to transfer from a recognized college or university may apply as a normal student and provide course descriptions, and course syllabi along with official academic records which will be evaluated for transfer credit. Transfer students should have a minimum overall Grade Point Equivalent of C+. SolBridge will allow the transfer of courses that are similar in content and quality to those of SolBridge's required courses and with individual course grades higher than "C" (or equivalent).



HOW TO APPLY

Application to SolBridge may be completed by using a downloadable form. It is important that the application form be filled in accurately and completely and submitted with the required supplementary material. Applications and supporting documents may be submitted by e-mail, post, or fax once completed. All instructions for application are included in the application form as well as on our website at "www.solbridge.ac.kr". Please refer to the web site for the latest information. Submission of any falsified documents will result in a denied admission.

Checklist of required items to apply

- A recent passport photo
- Application form, correctly and completely filled-in
- Proof of English Proficiency: TOEFL, IELTS or TEPS
(Please use SolBridge TOEFL code 5980 to report TOEFL test scores.)
- Personal essay (hand written)
- Letter(s) of recommendation (2 for MBA)
- Résumé (MBA only)
- Proof of Finances form with bank statement and/or bank letter (must show at least \$10,000)
- Copy of Photo Page of passport
- Transcripts/Mark sheets (original or validated copies) or Mid-year results (for applicants who have not received final academic results)
- Proof of high school diploma for BBA or four year undergraduate degree for MBA

Scholarships

Tuition scholarships are limited and competitive. Students requesting scholarships must submit a scholarship application form for this purpose. Initial Tuition Scholarships will be awarded for a one year period for BBA applicants and one semester for MBA applicants. All applicants must have a minimum GPA of 3.6 / 4.5 to reapply for a merit scholarship following the completion of their initial scholarship cycle.

Tuition scholarships are awarded on the basis of academic performance, personal essay, letter(s) of recommendation, transcripts and the application itself. Students who receive tuition scholarships must be aware of the need to demonstrate sufficient financial resources to cover the remainder of the tuition not included in the scholarship plus all additional personal expenses shown above.



Send your completed application form and required supplemental materials to:

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Your Gateway to Success in Education and Beyond



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