



**SOGANG
UNIVERSITY**



SBS Strategic Plan (2013–2017)

[Revised: March 2013]

Sogang Business School

SBS Strategic Plan (2013-2017)

1.Mission Statement:

The mission of Sogang Business School is, first, to provide outstanding education grounded in the Jesuit educational principle that cultivates students to become responsible leaders of the global marketplace through a devoted contribution to mankind and, second, to create new knowledge necessary for advancement of the academic and business communities by promoting top-quality scholarship and research.

2. SBS Vision: A Leading Business School in Asia

3.Core Strategic Values: "GLEE"

With the above mission and vision in mind, we take the following four core values as our guiding principles for putting our vision and mission into action:

- **Globalization:** The School reinforces its faculty and students' collaborations with colleagues around the world.
- **Leadership:** The School fosters the spirit of leadership in its stakeholders.
- **Excellence:** The School commits itself to the pursuit of excellence in education and research.
- **Ethics:** The School uplifts stakeholders' awareness of ethical behavior and sustainability issues.

4. SBS Learning Objectives:

1. Improve students' capabilities to understand dynamics of the global markets and to communicate their thoughts clearly (**Globalization**)
2. Nourish students' spirit of harmonistic human relationship and leadership in the environment of the business management (**Leadership**)
3. Enhance students' excellence in capacity to analyze management problems and to come up with proper strategies to cope with the problems (**Excellence**)
4. Reinforce faculty and students' awareness of ethical, social responsibility and sustainability in the academic and business environments (**Ethics**)

SBS Strategic Plan (2013-2017)

Core Strategic Values (GLEE), Objectives, & Action Plans



Revised & Updated: March 2013

Sogang Business School

(<http://biz.sogang.ac.kr>)

■ **Core Strategic Values (GLEE):**

- **Value 1 – Globalization**
- **Value 2 – Leadership**
- **Value 3 – Excellence**
- **Value 4 – Ethics**

■ **Core Values; Objectives; Actions**

• **Value 1 - Globalization**

- **OBJECTIVE: Provide distinctive and relevant global learning experience and stimulate the faculty force to put out management research for more global impact.**

■ **Action Plans:**

(Dimension: Education)

1. Reinforce the School's various degree programs to embed more global dimensions into its curriculum
2. Focus on exploration of the AACSB's innovation in its accreditation standards and leverage the innovative thought leadership to the School's long-term development plans
3. Mobilize and leverage the School's membership of IAJBS (International Association of Jesuit Business Schools) in the School's drive to expand its global collaborative activities
4. Expand the dual/joint degree alliances with international business schools
5. Increase the number of inbound international students and outbound SBS students
6. Implement measures to assure the learning quality of inbound international students and outbound SBS students
7. Provide students with more internship opportunities at global firms and organizations
8. Expand supports for faculty members' conducting courses in English to increase the number of business courses mediated in English

9. Reinforce student' graduation requirements for English proficiency so that they could build up their confidence for global business communication
10. Enhance the students' awareness of up-to-date global marketplace dynamics

(Dimension: Research)

1. Strengthen measures so that the School could enrich their global research resources for its faculty and research staff
2. Increase the number of international faculty members through appointing more tenure-track or non-tenure-track international faculty member and/or inviting more short-term and long-term foreign guest professors
3. Support the faculty members' participation in the international academic conferences and hosting international conferences to the school
4. Emphasize faculty members' research publications in the international business journals through collaborations with international academicians
5. Launch more joint research projects with business schools in other global marketplaces

• **Value 2 - Leadership**

■ **OBJECTIVE: Foster the spirit of leadership of students and faculty in their academic pursuit.**

■ **Action Plans:**

(Dimension: Education)

1. Evaluate highly of students' leadership experiences and potentials when screening them for admission and emphasize leadership in the curriculum
2. Continue to develop and implement the Life-long Mentoring Program
3. Increase the number of team projects per each business course
4. Expand supports for curricula activities that aim at fostering the spirit of business and societal leadership
5. Strengthen students' efforts to develop their own innate self-leadership to achieve success in their academic and business career
6. Provide more opportunities to alumni for re-training of business management issues to keep their leading-edge business knowledge

(Dimension: Research)

1. Encourage faculty to more actively participate in and lead academic organizations involved in research on business management theories
2. Encourage faculty to take a leading role in meeting new demands that come from the public and business sectors and from the professional organizations
3. Emphasize and support the faculty members' activities as the thought-leaders of society
4. Take the initiative in foundation and leadership on a new research paradigm for sustainable and socially responsible business management issues

• **Value 3 - Excellence**

■ **OBJECTIVE:** Carry forward the School's distinctive global positioning by pursuing excellence in education and research.

■ **Actions Plans:**

(Dimension: Education)

1. Monitor closely and continue refinement of the School's Assurance of Learning (AoL) measures, widely taken as the point of education excellence for the School
2. Emphasize academic excellence for the school's education of up-to-date global trends of management environments
3. Operate curriculum for different business areas in a flexible manner so that students can have more opportunities when selecting concentration areas
4. Pursue academic excellence by implementing systems to recognize and support top-performing students (ex: Dean's List, Beta Gamma Sigma, etc)
5. Maintain the proper student-to-faculty ratio by expanding the size of faculty continuously for excellent classroom communications
6. Support faculty members to enhance teaching effectiveness
7. Emphasize students' evaluation of courses and expand supports for faculty members with excellent teaching evaluations
8. Pursue excellence in the School's collaboration with its alumni by, in particular, hosting home-coming events for general alumni, or specifically, for those working in the nation's financial sector, including SBS-graduated CPAs
9. Maintain excellent events of collaboration with the business community, including the operation of the School's Advisory Board
10. Continue refinement the School's excellence in student service system, including streamlining the administrative services and educational facilities
11. Renovate the school's communications facilities in classrooms and meeting halls so that they could tailor to cutting-edge audiovisual communications

(Dimension: Research)

1. Keep high standards of research requirements for faculty evaluation
2. Support faculty on presentations and publications of academic research
3. Provide more services to advising students on their academic progress and to making sure that the school provides its full administrative supports to students
4. Support the faculty members' publications in top-tier domestic and international business academic journals
5. Pursue excellence in the School's research strength in the themes of sustainable development and corporate ethics for each functional area of management

• **Value 4 – Ethics**

■ **OBJECTIVE: Inspire students and faculty for keener awareness of ethical standards and sustainability issues**

■ **Actions Plans:**

(Dimension: Education)

1. Leverage the School's Jesuit foundation and pursue its unrivalled position in education of issues of corporate ethics and sustainability
2. Give more weight on teachings of corporate ethics in the curriculum by, among others, offering core courses on ethical issues of business activities
3. Emphasize business ethics as a key component in the courses of various functional areas
4. Adopt the SBS Code of Ethics and enhance stakeholders' awareness of the code
5. Have students take an oath of ethical behaviors during admission ceremonies
6. Implement measures to encourage students to participate in global social service activities designed to promote healthy ecosystems and environments
7. Provide more opportunities (such as seminars, workshops) to enhance the stakeholders' awareness of business ethics
8. Raise awareness of the ongoing global movements towards responsible business management (United Nations-led Global Compact-UNGC, and Principles of Responsible Management Education-PRME)

(Dimension: Research)

1. Launch the School's own research center to conduct research on corporate ethics (Sustainable Business Ethics Research Institute set up in 2013)

2. Take the initiative in foundation and leadership on a new research paradigm for sustainable and socially responsible business management issues

3. Initiate a policy of awarding added-on weight to research articles on corporate ethics and global sustainability published by the School's faculty members