

Yonsei GSIS Newsletter

June 2018 Volume XXXI



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Graduating Seniors' parting words

Eri Kawakami (Japan,
ITFM)



YONSEI UNIVERSITY
GRADUATE SCHOOL OF INTERNATIONAL STUDIES

Dear Yonsei GSIS Community,

We know there is one thing around the corner as the temperature begins to heat up; Summer or the end of the Spring semester. However, along with the end of the semester comes the final exam period. We hope that each and everyone of you will give your best efforts to finish out the semester strong.

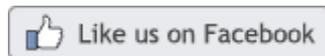
May was full of exciting events around Yonsei GSIS and this issue covers each one of them.

We would like to extend a warm congratulations to all graduating students this semester. You all worked very hard and are finally going to earn the long-awaited degree. This newsletter features parting words from our soon-to-be graduates.

This is the final issue until the start of the Fall 2018 semester.

Congratulations to everyone and happy end of the semester,

The Newsletter team



Upcoming Events

Final Exam Period

June 8th - June 21st

"I made life-long friends all over the world and I really enjoyed spending time (mainly drinking) with them. I will miss you guys!"

Chanrhan Hwang (Korea, PIC)

"C'est la vie."

Yeongeun Annie Jang (Korea, PIC)

"I loved studying at Yonsei GSIS, and everyone please enjoy your student life! Explore everything and don't regret!"

Shiori Sano (Japan, ITFM)

"It was so fast that almost 2 years have passed since I came to GSIS Yonsei! It was really amazing, great, stressful, and a tiring time studying here! I sometimes got stressed and white hair especially from group work, but it's one of my bright memories from Yonsei GSIS!! See you all somewhere again."

Ksenia Andryushchenko (Russia, PIC)

"Start to look for jobs and further academic opportunities before the last semester and may the force be with you."

Manav Khanna (India, ITFM)

"It may be hard to say good bye but the good thing is that goodbyes are always better for someone to start their new endeavors. All the best for your future. I know you all

May Events Recap

GSIS Intermixer

This semester, the student associations of several GSIS in Seoul have been working together to provide a platform for students of the schools to connect and share their academic and personal interests, through hosting numerous joint events across the campuses and Seoul.

On May 3, the GSA hosted a get-together event in Hongdae, and nearly 100 students from the schools showed up to build new friendships over glasses of beer.

The Yonsei GSA told us of their intention to expand the platform over the forthcoming semesters and wish to deliver even better events to create a big family-like community among the schools.

"Giant Cycling World"

On May 8th 2018, Tony Lo, the chairman, founder and former CEO of Giant Global Group came to Yonsei GSIS to talk about his company's success story.

Giant was established in Taiwan back in 1972 and is now one of the world's largest bicycle manufacturers and leading innovator in the field. One reason for the success is that they are not only selling bicycles but also the lifestyle that is connected to it. The goal is to make cities more bike-friendly and improve the life of people through cycling. In order to achieve that, Tony Lo decided to start the 'Cycling Life Style Foundation', an organisation that promotes the cycling lifestyle in Korea, China, Japan and Taiwan. As part of these promotions, Lo, his wife, and a group of 30 people from all around the world recently cycled from Busan to Seoul over 5 days. Giant also sponsors pro-cycling teams and developed the Ubike, a rental bike system for the city of Taipei that is aimed at improving the quality of life and has already been used over 100 million times. Giant's mission is to continuously improve the life and health of their customers and make the world more beautiful through the bicycle lifestyle - selling one bike at a time.

Students were fascinated by Tony Lo's passion for his company and foundation and when asked if that is why he is so successful, he said that indeed he is never tired when it comes to his work but another secret is that rather than only looking at monthly sales numbers, one should always focus on long term development.

will get the best out of it.
Good luck!"

Anna Tonk (Netherlands,
KSP)

"Hold your head up high,
even though you're dead
because of a thesis. There
is light at the end of the
tunnel."

Mathias Norup
Joergensen (Denmark,
ITFM)

"You should enjoy the little
detours to the fullest.
Because that's where you'll
find the things more
important than what you
want."

Ruxandra
Motoi (Romania, KSP)

"A great chapter of our
lives has just ended, but I
am convinced we are all
headed toward even
greater ones!"

GSA Executives

"It's been a great semester
filled with GSA classics as
well as new initiatives to
meet our fellow students'
needs. At this point your
GSA Executives would like
to give a shout-out to our
members as well as all the
people who helped and
stayed motivated
throughout the semester.
You guys are awesome!
For the upcoming
semesters we'd like to
encourage people to
engage more in GSA
sponsored events, as they
can help a lot in many
aspects. We are one GSIS
(but I guess people who
read this are committed
anyway^^).
Now it's time for us to say



"In Promoting the International Rules-Based Order"

Professor Gordon Flake presented a wonderful speech for a room full of GSIS students on May 15th. His speech was primarily focused on the role of middle power countries and their roles in promoting the international rules-based order.

Students were able to ask him a variety of questions following his lecture. Many hands were raised with further questions after hearing the insightful information. He particularly gave his opinion on the idea of Indo-Pacific and how he views the need for cooperation between countries from Japan to Australia and back toward India for maintaining the rules-based order.

We are very appreciative of Professor Flake's lecture and are sure to continue searching for ways in which we can help the international order.

farewell GSIS! We'll
cherish the memory!
Yours truly,
Ruiting, Juhyung and
Markus



Career Talk: "Design Your Career - Be a Challenger"

On May 15, 2018 Mike Hur, who works for Google Head, Partner Sales Korea, came to Yonsei GSIS for the second time and did not only talk about his career path up to now and but also about how to design your own career and the importance of being a challenger.

He made his talk interactive by encouraging all students to think and asking them questions. Moreover, he acknowledged that nowadays it is not easy to get into a big company and that it is important to think about what one wants as soon as possible to get a head-start.

However, he recommends that all students consider a position in sales. Sales is a good entry to any company and it is a "default career" as it is a necessary skill to have - if you know how to sell you can build your own profile on top of that. While Hur himself started out in project management, he says that sales increases chances of getting a job immensely and even though it is not an easy job, it is more interesting than people think.

People interested in sales should think of it more like a science that can be learned, and they need to be aware of the fact that behavior and competence are key factors for the job - it is about dealing with customers first hand and only the sales person that is able to give a good sales experience to the customer all while creating tension and challenging the customer. The goal is to take the customer from start to finish and to always remember that it is all about you and what you do, but it is also not about you at all. So start thinking about what you want now and if you consider sales, then consider becoming a challenger as well.



(Book recommendation: *The Challenger Sale: Taking Control of the Customer Conversation*, by Matthew Dixon & Brent Adamson)

Leadership Series: "Private Equity: Leverage Buyouts with MBK Partners"

On the 16th of May, the CDC of the Yonsei GSIS welcomed Mr. Bryan Min, Partner & COO, MBK Partners, for his career in finance for students who are aspiring to pursue a similar career path in the future.

A Yonsei GSIS alumni, Mr. Bryan started his lecture by introducing his daily work at one of the most eminent financial company in Asia and how the business works by applying theories students had been exposed to in the GSIS curriculum to real-life examples.

He then answered questions from the audience ranging from how to strategically design one's career life to the details of theoretical frameworks utilized in the world of private equity firms. The lecture was not only instrumental in all of us capturing the essence of an existing career in the finance, but also an exciting opportunity for us to visualize where our degree from the Yonsei GSIS could take us in the future.



Leadership Series: "Maximizing the Impacts and Returns in Financing in Emerging Markets - Based on my Experience and Journey at IFC"



On Thursday, May 17th, the CDC hosted the final lecture of their Leadership Series. Mr. Hyo-Chan Cho - the International Finance Corporation's regional head for Infrastructure and Natural Resources in the Asian Pacific region - gave a very informative lecture, beginning with his journey through the IFC and what they strive to accomplish each year.

He described various projects the IFC has been involved with and the challenges they often need to overcome. He showed the students

that projects are not simple matters of good investment or not. The IFC considers the well-being of the environment and people so he stressed the importance of working together with a variety of groups in order to make the best decision for all involved.

The students were given time for a Q&A session at the end of his lecture. The questions were focused primarily on specific challenges the IFC must deal with, as the students were most likely thinking about their future career paths. A big thank you to Mr. Cho for his time and the CDC for putting together a great Spring semester Leadership Series.

ODAR/Alumni

Spring 2018 Career Fair

This year's spring career fair was held on Saturday, May 19, 2018. Before the keynote speech of the day, the alumni association reminded all students that as of now, there are more than 3000 Yonsei GISIS graduates that are there to support the school and students. The association recently launched the GSIS development fund to strengthen the GSIS network and promote the reputation of Yonsei GSIS worldwide.



The keynote speech was given by Rockey Yoo, a 2003 GSIS graduate. He talked about the path to his current career as a Senior Foreign Attorney at Shin & Kim and about "Advancing the Rule of Law: Foreign Attorneys and International Arbitration in Korea". In an anecdote, he told the audience how he had planned to join Korea University but after some research, he found out that Yonsei was the best choice among all schools and decided to enroll at Yonsei GSIS. He is now very thankful for that decision because Yonsei did not only offer him a broad field of knowledge and experience in interdisciplinary studies, but it also created a global network for him so that even now, 15 years after he graduated, he still has a

Yonsei contact in every major city of the world. When he talked about his life as a lawyer he reminded students that it is not as glamorous as the media likes to make us believe but if you are 100 percent committed, it is a very diverse and rewarding profession.



After the plenary session, the guest speakers divided into different rooms and students had the chance to move from room to room to listen to their speeches, ask questions and build connections.

Andrew Lim, a 2015 graduate and program officer at World Smart Sustainable Cities Organization talked about how he promotes smart, sustainable cities and proposes solutions for urban problems.

Dahee Kim, who has not graduated yet, talked about how she found her future job as an Associate at KTB Management during her time at Yonsei and recommended that all students visit the Career Center and make important connections when given the chance. Jang Moon Kim, Sr. Vice President of Offshore Alternative Investment Fund Sourcing and Marketing at IBK Securities, told students that the most important thing is to not be shy but active and forward thinking.



In the next rounds of talks Rockey Yoo, Catherine Jimin Lee (Digital Specialist at LVMH Korea), Charlotte Arribe (Sustainable Development Consultant at UNESCAP-ENEA), Alan Ayala (Community Manager at O'ol Blue Inc.), Inkyung Jung (Commercial Assistant at Trade Council, Embassy of Denmark in Korea), Ariel Wagner (Game Translator at Friends Games), and Roxanne Wilson (Sales Manager at Allied Pickfords Korea) talked about their career paths and enjoyed talking to the students, giving them advice and answering all their questions.



We thank all alumni for helping to make this semester's job fair a great success again and we hope that students use the international network Yonsei offers to find their dream career as well.



Student Feature

Niklas Hassenpflug

The second semester ITFM student, Niklas from Germany, has been working part time for the company Hörmann Korea Ltd. (a subsidiary of the German company Hörmann) since September 2017. He found his job right after he arrived in South Korea to start his studies at Yonsei because a former GSIS student, Dominik Ricken, recommended him to the company.

Niklas, who contacted Dominik on Facebook before he came to South Korea to talk a bit more about life in Yonsei, is a good example of how GSIS alumni will always try their best to support new students and how important it is to take the initiative and form connections while in Yonsei.

His primary task is bookkeeping for the company and therefore he has to communicate a lot with accounting firms. He prepares financial documents and checks them for accuracy and he also does internal reporting to their headquarters in China. In addition to that, he takes care of financial planning and is in contact with the German headquarters on a regular basis to make sure that all projects run smoothly.



While he says that his job was definitely not easy at first, he enjoys the steep learning curve. He can apply knowledge from GSIS classes such as Financial Accounting & Analysis or Corporate Finance as well as connect all these theories to a bigger picture and independently recommend ideas or solutions.

Even though his undergraduate degree was in accounting and finance, he learned that there is a big difference between theory and the real world. That is why he recommends doing a part time job or as many internships as you can to everyone. It might be a challenge to handle work and studies at the same time, but while studying an issue is great, you also need the experience if you want to truly understand it.

Moreover you get the chance to learn more about possible future jobs and also about yourself - so that when it is time to graduate, you know what you want and can achieve your dreams.

Elina Zeng

Elina, who is currently in her second semester of ITFM at Yonsei GSIS, started her internship at an entertainment and culture start-up company called Impridge in February this year. She found the position through the Career Development Center and recommends everyone to look for internships there regularly, because they update almost every day.

As the company targets its marketing towards China and Chinese customers, Elina is constantly researching about the Chinese market and also helps with translating or any other work that comes up in an up-and-coming company. She enjoys the working environment and that everyone really works like a team together. However, since it is a Korean company, communication is sometimes difficult - especially when she tries to explain things that are common knowledge in China but unfamiliar to Koreans. On the other hand, she gets to practice her Korean a lot and she also gets to apply knowledge from GSIS classes she has taken before. Due to the fact that she works wherever she is needed, she even got the chance to learn about coding!

Therefore she recommends trying to get an internship or part-time position in a start-up company to all other students. It is different to



an already well established company and it is good to make experiences like that as well. She adds that you do need to be outgoing and full of ideas and that while you need to be brave enough to talk about these ideas, you also need to learn and adapt to the Korean work environment if you want to work in Korea.

In the Public Eye



In NOVAsia's latest issue, Professor Jeong Tae Yong was quoted in a wonderful piece written by first semester student, Josh Doyle. The title of the article was, "A New Look at Southeast Asia's Megacities." As the resident sustainability professor, Jeong Tae Yong was able to help provide Josh with valuable information to further improve his piece. If you are looking for a great read, please check out the article on the NOVAsia website.

[http://novasiagsis.com/5978-](http://novasiagsis.com/5978-2/)

2/

Jobs and Opportunities

Investment Banking Associate at The Element Group

Full-time position

Requirements:

- Bachelor's Degree
- 2+ years of buy-side and/or sell-side experience in investment banking, management consulting or other transaction oriented advisory roles
- Willingness and ability to accommodate travel, 20-40%
- Existing Series 7, 63, or 79 licenses and registrations a big plus
- Ability to obtain and maintain requisite FINRA licenses and registrations
- A Plus: MBA, CFA, JD, CPA, and bulge bracket investment banking experience

Contact: <https://www.linkedin.com/jobs/view/684111913/>

BNP Paribas - Multinational Corporation Coverage Team



Internship position

Department: Multinational Corporation Coverage

Internship Period: 6 months (Starting from mid-June 2018)

Contact: kyungjun.seo@asia.bnpparibas.com

Deadline: June 7, 2018

Please use the following format for the title of your email: [BNP Paribas] Internship Application(English resume & CV) YOUR NAME