



SEOUL
WOMEN'S
UNIVERSITY

be better

SWU

#1be better



SEOUL WOMEN'S UNIVERSITY



To Be Virtuous

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SWU be better, act better

#1. To Be Virtuous *be better*

We believe in educating talented individuals
who can make a significant contribution to society,
individuals with integrity and in tune with their community.
We believe in creating a place of true teaching and learning,
a place where neighbors, society,
and the world can share knowledge.

Because we strive to adhere to these beliefs,
Seoul Women's University fosters virtuous character in each
individual.

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Following the light at one's feet,
we pursue what is right as we head toward a brighter future.



Each person is their own cosmos,
to face and discover and overcome the narrow sense of the self.



The youth must head out into the world,
to learn and experience and gain living knowledge.



The true goal of study is engagement and commitment,
and through sharing we light up the world from the lowest of places.

Where dreams and learning meet,
knowledge and passion combine,
thoughts and actions intermingle,

there I am and
there we are.



Virtuous Education to promote fellowship, service, and a sense of community



*Seoul Women's
University
School Song*

한줄기 맑은 샘물
힘차게 솟으니
흐르는 곳곳마다
생명이 새롭다

Dr. Whang-Kyung Koh

The roots of virtuous education

Dr. Whang- Kyung Koh and Bahrom

The Bahrom Character Education is based on the philosophy of Seoul Women's University's founder Dr. Whang-Kyung Koh (1909~2000), whose pen-name was Bahrom. Dr. Koh was a living embodiment of what the program teaches.



*A dream of nurturing
virtuous character*

Dr. Koh lived through the final years of Joseon, the Japanese occupation of Korea, and the Korean War. As a devout Christian who was part of Korea's modern and contemporary history, a discerning scholar, and a pioneer of the social movement that promoted women's education and family planning, she established Seoul Women's University's unique community-oriented educational system.

For 40 years since becoming Seoul Women's University's first president in 1961, Dr. Koh gave her life to educating "talented women with virtuous character."

*Dr. Bahrom Whang-kyung Koh's creed and works
become the roots of SWU*

Dr. Koh's pen name is "Bahrom", the Korean word for "virtuous" or "decent" and it embodies Dr. Koh's belief about "thinking with integrity and acting accordingly." It was given to her by Hangeul (Korean writing) scholar Mr. Han Gab-su. Dr. Koh established an educational philosophy based on this creed. Seoul Women's University was the laboratory for Dr. Koh's experiments regarding her philosophy and this was where it took root.

Seoul Women's University adopted and facilitated a new dimension of education in the forms of "small college" and "residential college" for a select few.

One of the special programs based on Dr. Koh's philosophy was



the summer farming experience. Dr. Koh set the mandatory program so that students must take part in this activity once during the four college years.

Women leaders who think virtuous and act accordingly

The unique value of Seoul Women’s University is found in the pioneering programs that geared towards nurturing new women leaders. SWU introduced this program back in the days when there was nothing like it for women.

The “Girl Scout Leader Program” aimed to prepare women for roles in a democratic society, the “Y-Teen Club Leader Program” was based on Christian values, and the “4H Club Leader Program” was designed to educate the young work force in cities and rural areas.

The programs Dr. Koh designed to train future leaders are now part of the Bahrom Character Education. From 1982 to 1999, “Society Leader Training I, II, III” sent students out to observe real life situations and discuss solutions for social issues. In 2000 it was renamed Bahrom Education and the students went through Bahrom Education I, II, III. In 2011 the new Bahrom Character Education I, II, III was launched in its present form.

Times have changed but still a Bahrom character education is a representative program. A leader of the time Dr. Koh’s primary philosophy ‘Right thinking Best behavior’ continues through Bahrom character education as being a form of deep-rooted psychology for 50 years consistently.

Bahrom® Character Education Program

For 50 years since its establishment, Seoul Women’s University has carried out the Bahrom Character Education in one form or another. Offering the first residential college program in Korea, SWU plays a leading role in fostering well-rounded women leaders worthy of the 21st century.

Bahrom, the philosophy creating new leadership with commitment in the present day

The Bahrom philosophy is instilled in each student through the lifestyle in the community and the education program. Based on firm values, the program’s goal is to train well-rounded leaders who are willing to lead by example, cooperate rather than compete, and put the community before their own self-interest.

The Bahrom Character Education changed continuously through the years. At first it was a course to be completed over four years at one facility, but faced with the changing times and an increase in student numbers, SWU split the course into three stages. The content also changed. Volunteering at a farming village was mandatory until 1985, but since 1997 the university replaced that with new programs to focus on environmental issues.

With the completion of the Bahrom Education Center in 1998, a more focused and systemic five-week program was implemented. Many different attempts were made until 2010 and the present three-stage Bahrom Character Education that focuses on educating global leaders was standardized in 2011.

The boundaries between continents and nations are crumbling and many fields and organizations are undergoing integrations and fusions. Many of modern society’s problems can only be solved through joint efforts. The Bahrom Character Education is even more appreciated and valued now because it instills firm communal spirits in individuals.



The Bahrom Character Education Courses

Bahrom Education I: Enlighten Myself
Students are given the opportunity to discover their identity and vision for the future, as well as grow and become part of the SWU community



Bahrom Education II: Enlighten Society
Students learn how to communicate and be considerate through tasks that teach them how to converse, negotiate, and solve problems.



Bahrom Education III: Enlighten the Future
Based on what the students learned in the first two modules, now they focus on social issues on a global scale. Actively and creatively they learn how to approach these issues.

The Bahrom character Education’s module ahead of its time, envisioning shared progress

The 21st century requires a new kind of leader and the Bahrom Character Education now has to produce leaders well-equipped to lead the society of the future. To train leaders who not only come up with sustainable modes of development but also implement them, Seoul Women’s University requires all students to complete the three stages of the Bahrom Character Education as part of their degrees.

The Bahrom Character Education teaches students the joy of appreciating others and gives them a chance to develop new potentials. Through the program, students gain the confidence and commitment to actively plan their future. We believe the Bahrom Character Education is the reason our alumni settle so smoothly into society and the workplace.

Dr. Koh believed in the power of a strong, honest character willing to walk the talk. Her educational philosophy has seeped into every student on campus and flourishes in them even today.



The Bahrom Character Education : Its Past and Present

1961

The birth of community education

Korea’s first boarding program to build character

When it was first established, SWU was the first women’s university where all the students stayed in a dormitory. It taught about the importance of character development from the day it opened. Based on the belief that only an honest person will put her knowledge or skill to good use, all students stayed in the tightly knit dorm community until graduation.

- 1961: Students live in a dorm for three years and a home with others for a year to practice in the real world what they have learned at SWU
- 1980: The education program is revised to a credit-based system
- 1982: Students live in a dorm for one semester and a home for three weeks

1982

Revision of the program

Program to produce active leaders

The program evolved in the 70s and 80s. An increase in the number of students required a drastic change. The program was cut down to six weeks and topics became more detailed and focused. The character-building course became part of the leadership course and the program in general focused on the change in women’s role in society.

- 1988: Character-building course divided into Society Leader Training I, II, and III
- 1997: Environmental issues included in course
- 1998: Completion and transfer of Bahrom Education Center

2000

Change in character training

Bahrom Education for virtuous and creative female leaders

With the completion of the Bahrom Education Center in 1998, the program was able to offer more focused courses. The name ‘Bahrom Education’ was adopted in 2000 and the six-week course was halved. Bahrom Education I, II, and III are mandatory courses that all students must complete and teaches students the skills they need to be leaders of society.

- 2004: Emergency safety training included in course
- 2007: Christian devotional broadcasts and groups conducted in English

2011

Fostering world-leading talents female

Bahrom Education for world-leading talents

In 2011, SWU’s 50th anniversary, the program name changed yet again to reflect its change of focus into producing global leaders. Students are taught the notion of ‘us’ and ‘we’ as a community and how to communicate more effectively to solve problems or conflicts. Some courses are conducted off-site and there’s a new course devoted to teaching counselors.

- 2011: New course for parents established
- 2012: New course for counselors established

ACE, Experts at Teaching

Over the past 50 years, Seoul Women's University has become a powerhouse in women's education. This strong tradition gained momentum four years ago when the ACE initiative came into play.



Selected as an ACE university
Increasing the value of education-focused establishments

The ACE (Advancement of College Education) initiative creates various distinctive educational models to improve the quality of teaching. It is the largest enterprise funded by Korea's Ministry of Education and only competitive universities selected by the government are granted funding. Seoul Women's University was selected in 2010, an achievement in itself because it is the only women's university in Korea on the list.

SWU was selected because it was well-prepared. As part of many programs and initiatives such as the "Initiative to Innovate University Education", "University with Superior Academic Grading", and "Specialization of Universities in Seoul", everything was in place to become a world-class university. It made the ACE list in 2010 and was also offered governmental support as part of the "Program to Strengthen University Education". In 2012 it was named "Model University of Entrance Selection", evidence that education is put first and foremost with the SWU brand.

PLUS-type talents
leading the learning and sharing way

Since being selected to join the ACE program, Seoul Women's University has implemented an education model for undergraduates 'to educate community-focused PLUS individuals'. SWU's 'PLUS-type talent' is individuals who finds happiness in their community. The three

SWU CQI+

Unlike the previous evaluation system that focused on the number of credits and the students' grades, SWU CQI+ was developed to accurately evaluate various accomplishments and provide feedback. Not only does it deliver real-time data on how close the student is to becoming a desired PLUS Talent, but it also acts as a GPS of sorts that maps out the student's ideal course of action.

main characteristics of such an individual are "creative professionalism", "virtuous character cultivated in well-rounded knowledge", and "community service in spirit and practice". Most undergraduate courses offered are community-based. The philosophy that was part of the university since its inception now supports communities ten fields. Communities that bring together people in academia with those in business and communities that serve parents and teachers each have programs to serve their members.

The final stage of Seoul Women's University's last four-year plan is the implementation of the "SWU CQI+ (Seoul Women's University Continuous Quality Improvement+)" to evaluate the quality of teaching. The "SWU CQI+" evaluation system changes the educational paradigm from "what to teach" to "instill the ability." It will become an integral element that guarantees the success of SWU's undergraduate education model.

Seoul Women's University offers to share the results of the ACE program. The educational model will be shared with other organizations, following SWU's belief and philosophy that all must be shared.



New stage of virtuous education

Golden 50 Commemoration Hall

The Golden 50 Commemoration Hall is a symbol of Seoul Women's University's aspirations to become a leading women's university in the 21st century as a center of education, research, and community service.

Where the past and future of SWU interact

The year 2011 was the 50th anniversary of Seoul Women's University. The university announced it to be the first year of its "second beginning" and reinvented the undergraduate programs to focus on specialization. The Golden 50 Commemoration Hall is a symbol of renewed energy but it also reinforces SWU's identity. The building was completed in May 2013 with a total of seven floors and is located to the left of the main gate.



Name of facility
Golden 50 Commemoration Hall

Address
621, Hwarang-ro, Nowon-gu, Seoul

District
Natural green area, school site

Site
159,043.00m² (39.299 acres)

Building area
3,722.19m² (0.91 acres)

Gross floor area
22,453.00m² (5.54 acres)

Scale
7 stories above ground, 2 basement levels

Parking
106 spaces

Finishing material
Granite stone, curtain wall

Learning the value of tradition at the SWU Museum

The museum at Seoul Women's University opened in September 1998 and collects and displays artifacts about everyday life in Joseon and modern Korea as well as documents, photos, and memorabilia on SWU. An annual exhibition is held based on various themes, and staff and students go on outings to visit historic remains. The museum has relocated to the Golden 50 Commemoration Hall and is situated next to the SWU History Hall.

Top class facilities

The 3rd to 7th floors of the Golden 50 Commemoration Hall is where education and research happens. Each room or office is designed to seat an adequate number of people for its purpose to maximize the effectiveness of the lecture or conference.



Green Campus Environmental

- Make the most of the campus terrain and green areas
- Space is designed to maximize the views of greenery



Open Campus Open

- The harmony between open and closed spaces
- Quiet areas to promote study
- A campus open to local residents



Walking Campus Interconnecting

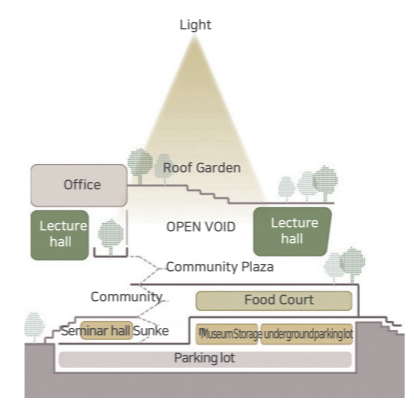
- Walkways are designed to utilize the different levels
- Various three-dimensional spaces

The future of SWU in a new space

The Golden 50 Commemoration Hall symbolizes Seoul Women's University's devotion to continuous change, innovation, and development. It is a place where nature can be appreciated and members of a community or group can gather, a place where people will want to stop by or come for a short walk, a place anyone can enjoy. This is where anyone can feel the spirit of SWU.

Green Campus

Diverse outdoor resting areas and gardens



Eco-friendly buildings for healthy growth

The Golden 50 Commemoration Hall is an eco-friendly structure built according to the low carbon and green growth policy. The roof garden reduces heat load to save energy and the natural ventilation and lighting system conserves water. There are solar panels on the roof, the walls are insulated, and the lighting is designed to save electricity. The Hall will serve as a central site for the university's future development with eco-friendly spirit.

Re-using rainwater Rainwater is collected in a tank to be used to water plants or wash cars.

Utilizing solar energy Clean and infinite solar energy helps conserve costs and the LED lamps save electricity.

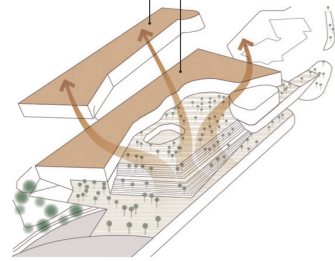
Roof garden The higher floors of the building are devoted to relaxation and social interaction with gardens on the 6th and 7th floors.

Open Campus

Located on lower floors of buildings open to the public

1F Faculty Cafeteria / convenience store and coffee shop

2F Exhibit room of museum / Conference hall



A community plaza open to the public

Openings and closings coexist in the Golden 50 Commemoration Hall. It's a hall of study but also a space for events. There's a staff cafeteria and cafe on the 1st floor, and the 2nd floor houses the museum and the conference hall. Amenities and spaces for cultural exchange are located on the lower floors to promote exchanges among individuals. The Foreign Language Education Center, the International Relations Team, and the Center for International Students & Scholars consolidate all international activities.

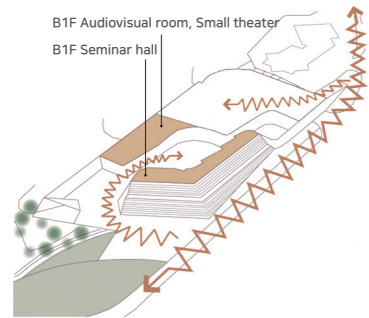
Central core The light coming through the sunroof and the energy emanating from the various activities taking place provide a pleasant atmosphere.

Walking Campus

providing a campus where one would just wish to spend all their time

B1F Audiovisual room, Small theater

B1F Seminar hall



Foot traffic men and ideas flow smoothly


The Golden 50 Commemoration Hall is the epitome of a walking campus. The natural slopes were taken into account when designing the staircase and plaza to provide entrances from all levels. The private areas are separated from the social areas and the walkways, so any pedestrian can pass through without being disturbed.

Staircase leading outside Two sets of staircases lead into the Hall. One set faces the Main Gate and the other faces the campus.

Entrances on many levels The slope on which the Hall is built was taken into account so people can enter from many locations.

Roof	Roof garden
Facilities for teaching staff	7 th floor Offices, ICT Education Center
	6 th floor Offices, high-tech lecture hall, ICT Education Center
Facilities for students	5 th floor Lecture halls
	4 th floor Lecture halls
Facilities open to the public	3 rd floor Foreign Language Education Center, International Team, Center for International Students & Scholars
Amenities	2 nd floor Conference hall, museum
	1 st floor Cafeteria and amenities
	B1 Auditorium, small theater, seminar hall, parking
	B2 Parking





education

If you are going to take a certain path, you should know where you are going.
The same is true for leading a rational and good life : you should know where it is that
you are taking your life and that of others.

Lev Tolstoy (Russian writer and thinker, 1828-1910)

Korean Language and Literature

This department doesn't focus solely on the Korean language that is spoken today. It touches on ancient Korean and literature written in words as diverse and beautiful as stars in the night sky. Experience the broad and deep world of the Korean language through Korean linguistics, classical literature, and modern literature.

English Language and Literature

The British Empire from the 18th through to the 20th centuries and the United States from the mid-20th century onwards has made English the most influential language in the world. The English Language and Literature department explores the study of the language, literature, and culture of America and Britain to foster expertise in creative and analytical thinking and to communicate with the worlds.

French Language and Literature

Freedom, equality, philanthropy. France is where the concept of natural human rights originated. The people toppled the absolute monarchy through a revolution and created new values that society should strive for. The pioneering and dynamic nature of the French language and literature projects its culture of rationalism and democracy.

German Language and Literature

Germany is the land of poets and thinkers, which leads people to think everything is weighty and serious. A younger generation of German writers seemed to have taken this into account and they strive to avoid the notion of being an intellect, and to communicate more actively with the public.

Chinese Language and Literature

Since the Book of Odes containing 305 poems was written thousands of years ago, Chinese literature has greatly influenced many neighboring nations. China is at the center of the 21st century that is the Pacific Age, and to understand China once must understand its language and literature.

Japanese Language and Literature


The subtle nuance involved in our relationship with Japan has complicated meanings due to the two nations' unique history. Located geographically close by, Japan is a country Korea shares a future with. Training experts on Japanese literature and culture, and those who understand their psyche is what Korea needs.

History

History is a study of the future as. History is about interpreting and understanding the lessons of the past to explain the direction we should take in the future. Only those who face the mirror that history provides can see the reflection of the present. History addresses us at every corner, and we should listen to it.

Christian Studies

Christian studies answers the question of the truth, truth about changing nature, mortal life, and things without change and limit. The department of Christian Studies researches Christianity from an academic perspective and explores the possibility of benefiting the society we live in by serving the church and the world with the Christian spirit.



It is always desirable to live your life in your own way, the way that is right for you.
That way is not desirable because it is the best, but because it is your way.

John Stuart Mill (philosopher and economist, 1806-1873)

Economics

The word "economy" comes from the ancient Greek word "oikonomos"; "oikos" meaning "house" and "nomos" meaning "to manage". This implies that the stability of one's household is the basis of any economy. This field is about creating a safe and secure community starting from each household.

Business Administration

The Business Administration faculty provides knowledge and know-how on how to find solutions to complex management problems and gain the most benefit. Economic boundaries are diminishing and global competition is on the increase, requiring a new paradigm in management.

Library & Information Science

Librarians these days are required to develop and maintain information systems befitting the present digital network era. The Library & Information Science department provides theoretical and practical training on user interface, meta data processing, user analysis, network management, and information repositories.

Social Welfare

Social welfare is a social and national effort based on the belief that every person is dignified and equal, everyone deserves the right to live a humane life. In the early days of the industrial era the main objective was to relieve starvation, but in the future the focus will be on providing better "human living conditions and lifestyles." The study of social welfare is a praxis of action to realize a dream of everyone's happiness.

Child Studies

Child studies explores the psychology and education of children and young adults to produce experts who understand them better and can provide more efficient education. Students research and practice at children's facilities to guide and help the next generation.

Public Administration


Public Administration is the study of how to manage government, as well as an applied social science that effectively manages the complex structure of governments and teaches how to establish the plans for balanced development of all social sectors and the government.

School of Communications & Media

Development in the technology involving journalism and media has improved the social status of this field. Speeches and performances are no longer limited to certain locations and their effects have multiplied almost infinitely. The new keywords behind providing new content are "creativity" and "planning", and "knowledge humanities".

Educational Psychology

Education is intended to instill the character and knowledge one needs to live a fruitful life. The teacher teaches and the pupil learns, and educational psychology comes 'inbetween' the two, as it bridges them by working out problems and difficulties between them.



The most beautiful thing a human being can experience is the mysterious.
Great ideas must be sought out, and this takes time.

Albert Einstein (physicist, 1879-1955)

Mathematics

Mathematics deals not only with numbers but the abstract notions of space and function as well. Mathematics is the oldest existing field of study and is called “the language of science” because it uses symbols to explain the essence of nature. Applicable in all parts of our lives, the field greatly influences natural science and technology, as well as the social and cultural sciences.

Chemistry

An atom is the smallest particle known to humankind. Modern chemistry began with the recognition that atoms existed. We are surrounded by the products of chemistry from morning to evening and it will become an even more integral part of our lives when automobiles become more advanced and more diseases are cured.

Clothing Science

Wearing clothes is what sets us apart from other animal species. Clothing protects us, too. That is why it is a science that requires study of the human form. Clothes are also a fashion statement and a form of communication. Clothing Science studies all this.

Horticulture, Biotechnology & Landscape Architecture

Horticulture and landscape is about understanding land, cultivating nature, and bringing nature into our lives. This department produces experts by studying theories and putting them into practice.

Bio & Environmental Technology

After studying molecular biology, cytology, microbiology, biochemistry, molecular genetics, embryology, ecology, and immunology to gain a basic understanding, students then go on to study climate change, ecological environment, and animal ecology to understand how everything is integrated.

Food Science & Technology


Food science is an applied science that studies the engineering side of food and the physical and chemical changes that arise during the stages of production, preservation, packaging, and distribution. Genetic studies propels further development in this field, which becomes current topics for the study.

Food & Nutrition

The Food and Nutrition major explores the multiple dimensions of food and promotes a balanced and nutritious diet with the objective of improving public health and healthcare services. Students are taught basic nutritional science, applied nutritional science and food preparation study in order to become professionals where their expertise is required.

Human Movement Science

Human Movement Science is applicable to those who take part in recreational sports to professional athletes. It is a multidisciplinary subject comprised of humanities, social science and natural science with the purpose of educating experts that will contribute to creating a healthy society.



Most of the ideas people bring are not the best.
Great ideas must be sought out, and that always takes time.

Steve Jobs (company, 1955-2011)

Computer Science and Engineering

Computers have revolutionized our lives and every field of study. Now we cannot even dream of not using one. The Computer Science and Engineering department provides a balanced curriculum encompassing the basic theories of computer science and enhanced lab techniques.

Information Security

The Information Security department reflects the needs of the times to emphasize the importance of information security. It prepares students to become system managers and information security experts in a field where not only practical knowledge and skills but integrity and morality are greatly needed.

Multimedia

Multimedia is a means to portray or convey information and comes in the forms of audio, video, graphics, animations, games, movies, and commercials to name a few. It is one of the few fields that can be used to visualize your imagination.

Contents Design

This program focuses on handling various digital contents used for the Internet, mobile communication, TV broadcasting, and the movie environment. The department offers students an opportunity to experience all stages of creative processes – from planning to design, production, editing, and marketing.



Contemporary Art

Painting is the oldest form of art in human history as drawing is the first act of human being's expression. Painting is no longer just about one's emotions and thoughts. The spectrum has broadened to include new viewpoints, being experimental, and creating something useful to society.

Ceramics & Fiber Arts

Ceramics and Fiber Arts stems from the human nature to add beauty to everything in life. The Ceramics and Fiber Arts department teaches knowledge and techniques to create works of art that can be used in our daily lives. Combining different materials such as paper, ceramics, and fibers to explore new possibilities is the first step in this field.

Visual Communication Design

Communication is another name for this study. The objective of this field is to use design to create interest and convey meaning without letters and to do this one must learn to create contents. That is why it is important to understand and have basic knowledge of humans and society. Typography, new media design, information design, and interactive design are a few of the subjects students will encounter.

Industrial Design

If you are curious and never fail to notice the color or design of even the smallest of objects, then perhaps this is the field for you. Industrial design is about designing and creating products that make up our living environment and improving systems, and the field is expanding every day.

Campus Infrastructure

The passion of study at 621 Hwarang-ro

Architecture and nature integrated in one space welcome us. The small and large spaces around the campus are part of the education experience.

Samgak Forest, a green classroom

Samgak (Korean for "triangle") Forest is indeed a triangle, like the name suggests. Seasonal changes offer a beautiful landscape which makes it one of the much-loved campus landmarks.



Student Nuri Hall, a space for the students

A multiplex hall with a cafeteria, cafe, Internet cafe, nail salon, and club rooms.



Shalom House, a home for happy community

Built in 2008, Shalom House offers state-of-the-art facilities. There are ensuite rooms for one, two, and four people. To guarantee safety, the security system has a vein reader that scans the pattern of veins on the back of one's hand. Students can also select roommates.



Administration Building, the center of SWU

Most of the central offices including academic affairs, general affairs, planning and information, and admissions and communications are located here. Ivies add its good view.



Humanities & Social Science Hall, where foundations are laid

Most of the Humanities and Social Science lectures take place here. There are lecture halls for discussions, a contents production studio, and an observation room as well as Insarang Hall for lectures and seminars and Haneul Park for relaxation. A powder room was added recently.

University Life with Energies and Passions

Being young means being able to think and act with challenging spirits, despite obstacles. You can have a sense of freedom and all kinds of dreams during a year at Seoul Women's University.

Seorangje, the spring festival

Seorangje is Seoul Women's University's festival that takes part every May. Various activities and events call for much participation and each department has a special booth to promote their studies.



Cheering flash mob, making us one

Last May there was a flash mob featuring the songs "We Are One" and "Running". Many students voluntarily took part in the event that the student body and cheering squad organized.



Graduation fashion show, a runway like the pros do it

Clothing Science majors put on a graduation fashion show each spring. In May 2013, the 27th show was held in the Textile Center Building in Samseong-dong with nine sub-themes under the main theme of "Movies". Eighty-nine students presented their works inspired by different genres, locations, and characters. President Chun Hei-Jung, a Clothing Science graduate, made a cameo appearance.



Talking about the environment through music

The environmental music concert is held as part of the Climate Change and Green Growth course. Environmental musician, professor Lee Gi-young and Park Jong-hwa, VP of Korea Guitar Cultural Arts Center, and National Gugak Center musician Mun Hyeon took part in this year's concert based on the theme, "Healthy Foods, Beautiful Nature".

Eco-festival, saving the earth

Seoul Women's University established the "Eco Campus Team" in 2009. They use worms to process food waste and grow vegetables on the campus which they provide to the cafeteria. They have many unusual and creative plans in store for the future.

The worm's gift from nature

Seoul Women's University processes food waste from the cafe and cafeteria with worms to reduce costs of waste disposal and promote recycling. As part of the Eco Campus Movement, the 2013 event was its 5th.

50 years for Female Talents

For the past 52 years, Seoul Women's University has been offering well-rounded education.

1920~1959 → 1960~1979 → 1980~1989 →

Birth of Seoul Women's University, Christianity and Korean women connect

Sept. 1957 Establishment of Seoul Women's College was resolved at the 42nd General Meeting of the Presbyterian Church of Korea

July 1958 July 1958 Appointment of the First Chairman of the Board, Rev. Pilsun Jeon

July 1958 July 1958 Purchased 105,918m²(26 acres) of land

Calling to help the people through education

Dec. 1960 Establishment of Seoul Women's University

April 1961 Inauguration of Dr. Whang-Kyung Koh, First Dean of Seoul Women's College (98 freshmen)

Feb. 1965 1st graduation

Dec. 1979 Establishment of Graduate School

From college to university, preparing to take a leap

March 1982 Korean banner and crest adopted

Oct. 1988 System reform (Four colleges, 26 undergraduate departments, 18 graduate school departments, six labs)

March 1989 Inauguration of Dr. Ku-Yung Chung, the First President

→ 1990~1999 → 2000~2009 → 2010~

A prestigious women's university representing Korea

Sept. 1991 Establishment of Lifetime Education Center

March 1992 Name of the dormitory is changed to Bahrom Education

May 1998 Completion of Bahrom Education Center (13,200.03m², 3.2 acres)

March 1997 Inauguration of the Third President, Dr. Kyung-Eun Yun

April 1999 Selected for <Initiative to Innovate University Education>

Growing and preparing for another 100 years

May 2000 Completion of South Gate (39.43m²)

March 2001 Inauguration of the Fourth President, Dr. Kwangja Rhee

June 2003 Completion of Humanities & Social Science Hall (17,804.59m²)

Feb. 2008 Completion of Student Nuri Hall (9,959.71m²)

Aug. 2008 Completion of Shalom House (15,291.06m²)

Seoul Women's University and its new beginning

June 2010 Selected as an ACE (Advancement of College Education) university

May 2011 Opening of Daehangno Campus

May 2012 Selected as <Model University of Entrance Selection> for third consecutive year to receive incentives

March 2013 Inauguration of the Seventh President Dr. Hei-Jung Chun

May 2013 Completion of the Golden 50 Commemoration Hall (22,453m²)

July 2013 Selected for <Program to Strengthen University Education> for second consecutive year





SEOUL
WOMEN'S
UNIVERSITY

act better

SWU

#2 act better



SEOUL WOMEN'S UNIVERSITY



To Be Unique

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SWU is unique as it is virtuous

#2. To Be Unique *act better*

Change and development on top of consistency is slow but it makes continuous growth possible. Consistency is about protecting special values that never change.

The value that Seoul Women's University has preserved over the past 50 years is to be a place of education for individuals with decency and integrity.

Fostering alumni with virtuous character is what makes SWU unique.



Message from the President



What makes Seoul Women's University singular : To awaken the world and serve with commitment

Seoul Women's University was "established by God" and this year is its 52nd anniversary. After over half a century in existence it has become an elite women's university that has produced many professionals and leaders that have served Korea well. Now our vision is to educate 21st-century talent that will "awaken the world and serve with commitment."

For three consecutive years, our entrance procedure has been recognized by the Ministry of Education and the government has pledged to support our core capability programs. SWU was also the only women's university selected to develop an advanced undergraduate course model to improve education. Moreover, Seoul Women's University is striving to become "an elite establishment" that brings forth "creative talent that realizes values in the global community."

The "PLUS-type Talent" that Seoul Women's University strives to instill is individuals who work as a community because they believe "collective wisdom outperforms individual intelligence." Education focuses on teaching them creative professionalism but also incorporates Bahrom Character Education based on Christian values. This guarantees they have a wide range of knowledge and character unique to our alumni.

The 21st century is the age of women. The fact that female leadership is the center of attention in many countries, including Korea, is proof of this. The potential of female workers is being utilized in many professional fields, making them a driving force. Sensitivity and consideration, acceptance, empathy, and understanding are just some of the many female characteristics that work in the 21st century. Seoul Women's University feels its role and responsibility to educate talent that awakens the world and remains committed to serving.

Seoul Women's University will become a university parents want to select for their daughters to, students want to apply for admission to, and businesses want to hire the alumni of. Our alumni set positive examples to make us proud. I hope you can be there with us.

President 

Community-based Education

As part of the ACE (Advancement of College Education) initiative, Seoul Women's University has innovated its system. The 'community-based system to educate PLUS Talent' is now a new educational model.



Learning about collective wisdom rather than individual knowledge

A "PLUS-type Talent" is someone who is a plus, an advantage to the community she is part of, big or small. The three core characteristics a PLUS-type Talent possesses are creative professionalism, character & refinement, and volunteerism &

hands-on skills. To educate such individuals, Seoul Women's University has strengthened community-based education. In this program, known as Bahrom character Education and which is unique to SWU, freshmen live in the dorm for three weeks and sophomores for two. Since being part of the ACE team, this unique program has expanded to

ten communities. These communities range from those for students, to teaching staff, neighboring societies, businesses, and even cyberspace. The Bahrom character Education system, cyberspace community, and community of parents with daughters who attend SWU are unique to our university.

SWU CQI+

Seoul Women's University is the first in Korea to implement a system (SWU CQI+) to monitor and improve the quality of undergraduate education, programs for which include campus mileage, student portfolio, lecturer portfolio and teaching portfolio.



Korea's first university with an undergraduate quality monitoring system

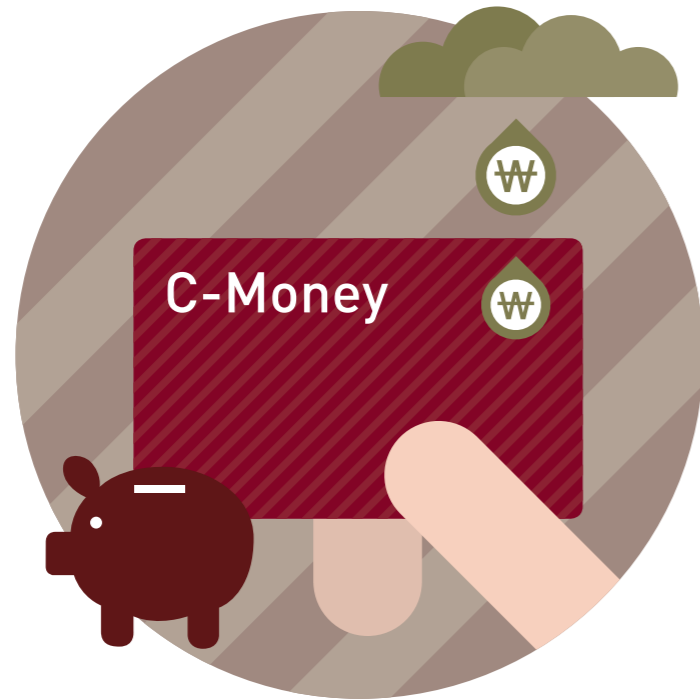
The Lecturer Portfolio System works as a new tool to assess the lecturer based on broader criteria such as his or her research, tutorials, and other activities. The Student Portfolio System is innovative in itself because the

student's academic and non-academic achievements and career paths are all transferred to data so that the students can monitor and manage it efficiently and in real time. The students are not judged merely by grades but through their potential and history, which makes it an advanced version of its kind. With the new SWU CQI+ system, Seoul Women's University will integrate all

modules and courses a student is required to earn a degree for a more effective education.

Campus Mileage

The Campus Mileage System promotes student’s participation in extra-curricular activities to develop their potentials in ways other than academia. Awards, group activities, increase in official test scores, and volunteer work are some of the activities that earn students mileage.



A new form of Incentives in scholarships

The Campus Mileage System assigns points to all activities in which a student takes part before she graduates. When her mileage reaches a certain point by the end of the semester, she is rewarded in the form of a scholarship. Unlike scholarships given to high achievers or the impoverished, the

Campus Mileage scholarship goes to students who take their time in university seriously. The Mileage record doubles as a student’s personal record. She can check what classes she needs to take or what activities she needs to take part in to reach a goal she has set. Of all the extra-curricular activities included in the Campus Mileage System offered at Seoul Women’s University,

the kind that is taken most seriously are those regarding career paths. SWU provides a roadmap program so students can prepare for their career and those who complete it are given the most mileage awardable for any achievement to motivate students to work toward their careers.

Common Framework

Seoul Women’s University is the first university in Korea to implement a “common framework for undergraduate studies” to ensure that graduates from all 33 departments are PLUS-type Talents regardless of major.



To guarantee all alumni are PLUS-type Talents

The Undergraduate Common Framework has five areas — Major and Career Guidance, Project-based Practical Education, Special Education Program, Diversified Interdisciplinary Education, and Global Capability — and 18 sub-sections. Each freshman is given a personal consultation to smoothen her

entry into undergraduate education and 271 career roadmaps are planned for the 33 departments. All freshmen courses include modules on exploring their major and possible career options so students can establish goals earlier and more efficiently. Exceptional students and those interested in specific fields can attend extra classes set up during the holidays. During the summer holiday of 2013, a selected group of

students lived in a dormitory for a month to focus on special areas of their major. The program is adjusted for students who have returned after a break, re-entry students, transfer students, and foreigners — so they can improve their academic performance. This brings the student community closer together and reduces the discrepancy between degree-related studies and personal interests.

Service-Learning

Seoul Women's University implemented Service-Learning, a new system that combines professional knowledge and volunteering, in tune with SWU's philosophy of service and commitment.



A new paradigm for university education

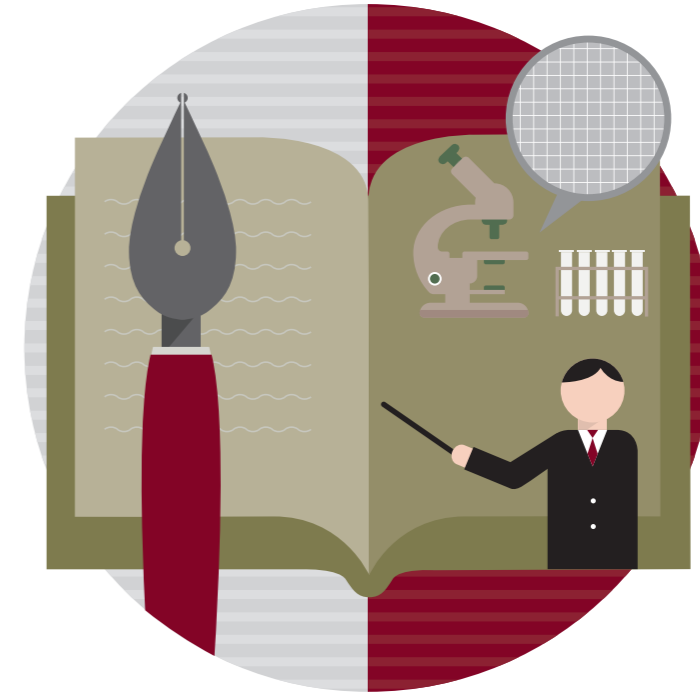
Service-Learning is different from average volunteer work in that students can utilize their major. It is a form of sharing classroom knowledge with the less fortunate in life. It is another form of learning rather than helping others. Service-Learning means learning through volunteering and learning to

serve. The hyphen symbolizes the connection and feedback between volunteering and learning. SWU has been extending service-learning to developing countries. In 2012 students volunteered for works in Vietnam to teach computer classes to junior-high school children on request, and in India and the Philippines students helped improve the school environment. SWU aims to extend the

program to more countries to expose students to a global environment and improve their skills. Service-Learning is the first program of its kind in Korea. A book on the know-how behind the program has been published so other establishments can adopt it. Over 50 programs are set up each semester.

Lecturer-support Program

Seoul Women's University runs a lecturer-support program for lecturers to allow them to improve the quality of their teachings.



Extra efforts to teach better

The lecturer-support program operates in a "teaching community." The teaching community offers mentoring for professors, research on teaching techniques, and SIGs (Special Interest Groups). The "mentoring for professors" service connects senior professors with younger lecturers so that they can discuss teaching methods. The mentor

must have over six years of teaching experience and the mentee less than five years. They attend at least one of each other's lectures to give feedback and meet up at least four times during the program. "Research on teaching techniques" connects teaching staff in the same department or a related department. Members help each other to improve lecture's content and quality. SIGs conduct research on topics

selected by the Professor Education Center. There are separate programs for teaching staff on different levels so that professors and lecturers can improve their classes accordingly. The Professor Education Center has a specific "blended learning management model" to operate online and project-based classes. The syllabi and video lectures can be viewed on various media players.

SWCD Academy Internship

Seoul Women's University opened the SWCD Academy to strengthen internship programs for each major. In 2012 companies that offered internships with SWU increased by 33% compared to the year before and the number of students that completed internships increased by 40%.



The royal road to employment

Seoul Women's University is continuously setting up small businesses and venture companies so students can gain practical work skills. Before and during their internship, students visit their target business or company to participate in all stages of operation including planning, checking

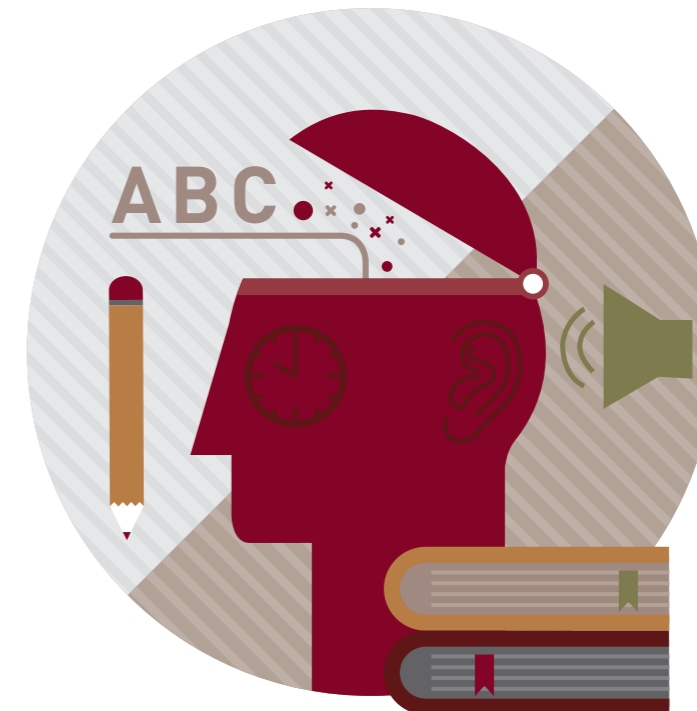
work tasks, and implementing them. Before they join the workforce, interns are trained specifically for their target business and personal abilities to improve their adaptability. They are also given opportunities to meet alumni who were able to secure a full-time job in that industry for detailed feedback and advice.

Students who have completed the

internship reconnect with the career training program and consult job managers to integrate and utilize knowledge acquired during the internship. Also each major operates lectures to teach students company-specific skills.

Global Communication Skills

In the modern age where international exchanges are frequent, one must have global communication skills. Seoul Women's University operates diverse programs to help students improve themselves in this field.



Communication skills are a must for PLUS-type Talents

Global communication is a basic requirement nowadays. SWU's language institute SWELL offers a unique program that hosts TOEIC tests and English speech competitions so students can speak English freely on campus. Special online lectures are

designed for students who struggle with English so they gain an interest in learning the language. The Global Communication Skills Improvement Program includes reading programs. In one such program professors and students read the same title and discuss it. Through the exercise students learn to agree or persuade others. Reading

competitions are held with "SWU's 100 Recommended Reading List" and "27 Titles Recommended by Professors List" and there are essay writing classes all year round. Just by attending the programs offered at SWU, a student will be better prepared for the future.



A unique program for the English language

SWELL[®]: Learning English through Lifestyle and Culture

Seoul Women's University had already built an audio-video lecture hall in the early 1970s so students could hone their English listening skills. We set up Korea's first LAB (an English class) so students could learn actively instead of by sitting in a room. All these experiences and know-how culminated in SWELL, the first fully-focused English education program implemented in 1995.

SWELL enables students to converse freely with foreigners as well as learn business English needed to carry out their everyday tasks in the workplace. There are eight levels and students who complete the eighth License Preparation (LP) stage are given a certificate if they manage to write and defend a thesis.

SWELL helps SWU students and others speak better English and its reputation has been increasing.

7:00
-
Wake-up

8:00
-
Oral Communication Skills
Reading & Discussion
Listening
Writing



A camp focused on learning English Holiday SWELL

During the holiday successful applicants live together in a dorm for six weeks and only speak English. Not only do they learn everyday English, but they also take CBI (Content-Based Instruction) lectures that focus on certain topics or fields.

English Only, Let's Speak English Together!

As soon as SWELL gets underway, students will see this motto everywhere. Students follow a set of rules to ensure everyone can focus on learning English for the next six weeks. Cell phones are only allowed for 30 minutes a day and there's a penalty for speaking Korean. At first these rules seem stringent but once the students get

used to them they begin to live, think, and dream in English.

Waking at 7 a.m. and starting a day for 16 hours of English

The first class begins at 8 a.m. At SWELL, students attend classes in speaking, listening, reading, and writing. Students learn Oral Communication Skills (OCS) in the speaking class and write essays in the Writing class. A Korean lecturer or foreigner who speaks Korean fluently teaches the Listening class and the Reading & Discussion (R&D) class changes every day depending on the topic and what the students have to say. In the afternoons students can take TOEIC or TOEFL preparation classes. The Content-Based Instruction (CBI) classes focus on a topic or field of interest that include plays, creating music, writing, American pop culture, understanding films, and dance. The topics are switched each semester. SWELL also provides self-study material and a native-speaking teacher is in charge of homeroom to give personal help with studies. Each day closes with a vocabulary test that ends the 16-hour day.

Extra-curricular activities in English

Extra-curricular activities and cultural events such as learning to dance or play a sport are great opportunities to use English. The Special Activities include Class Presentations, the English Speech Contest, Pop Festival where they sing English songs, the English quiz Swell Bell, Mid-term Party, Field Trip, and Sports. These have all become SWELL's unique cultural events that get students excited all the time.

Eight stages

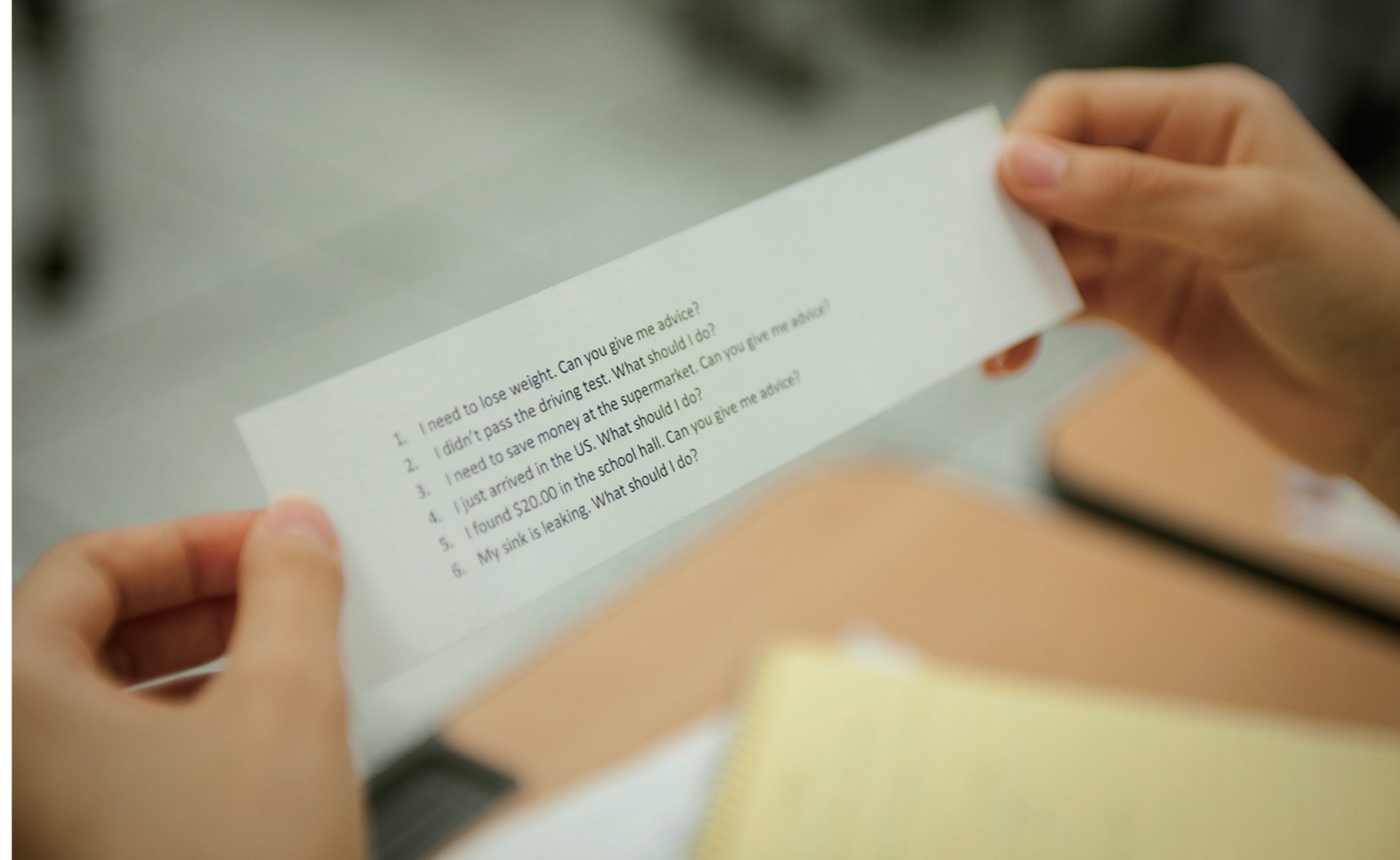
Before a student joins the SWELL program she takes placement tests in Listening, Reading Comprehension, an Interview, and Writing that allocates her to one of seven levels. The test shows each SWELLer where she is at and what she must do to reach a certain level by the end of the program. In the final eighth stage students learn to write a thesis in English and give an English presentation with PowerPoint slides to ensure they can survive in the challenging international business climate. It's the best program if one wants to be an exchange student, work in an international company, or apply for a graduate program overseas. Students who have completed the fifth stage and above are given extra points in the exchange student selection process.

12:00
-
Lunch time



13:00
-
TOEIC / TOEFL

15:00
-
CBI
(Content-Based
Instruction)



1. I need to lose weight. Can you give me advice?
2. I didn't pass the driving test. What should I do?
3. I need to save money at the supermarket. Can you give me advice?
4. I just arrived in the US. What should I do?
5. I found \$20.00 in the school hall. Can you give me advice?
6. My sink is leaking. What should I do?



17:00
-
Dinner

18:00
-
Study Hall /
Homeroom

19:00
-
Daily Test



20:30
-
Night Roll



If camping is too much, daytime programs are available as well

For students too busy to stay on campus for six weeks, a commutable SWELL was set up in 2011. It operates most of SWELL's important classes and uses the same curriculum as the term-time SWELL program. Students attend lectures from 8 a.m. to noon for six weeks.

Utilizing morning hours and free periods Term-time SWELL

During the semester students have lectures to attend, so over a period of 12 weeks SWELL offers 14 hours of SWELL classes in Speaking, Listening, Reading, and Writing in the early morning or during their free periods. This option is available to students from other universities and members of the public who wish to improve their English.

Specialized courses improve competitiveness

During the semester most SWELL classes are taught in the mornings before the 9 a.m. lecture slot or free periods. Fourteen hours per week of classes are available for 12 weeks excluding the mid-term and final exam weeks. The classes cover Oral Communication Skills (OCS), Writing, Listening, and Reading & Discussion (R&D). Certain programs play English videos in the Multi-Media Lab (MML).

Many courses to choose from

Term-time SWELL operates many courses geared toward improving one's English. Students can prepare for TOEIC or TOEFL tests or take practical classes to prepare for English job or graduate school interviews. Some classes use performances, news broadcasts, or taped English discussions as a starting point.



SWELL class during the semester

Course	Time	Comments
Core Class • Oral Communication Skills(OCS) • Listening • Writing	1st class 7:15 - 8:00 2nd class 8:05 - 8:50	• Monday-Friday • 1st and 2nd classes are mandatory
Reading & Discussion	Twice weekly	• Whenever student has a free period Each class is 50 mins. • Available options are Mon.Wed/Tues.Thurs/Wed.Fri. Time is set, classes are mandatory, students to be grouped with students of similar levels
Multi-Media Lab	22 hours (1,320 minutes)	• Whenever student is free but a minimum of 1,320 minutes is required

SWELL module during the semester (2013 fall semester)

- 'Intermediate TOEIC'
- TOEIC Speaking
- 'Pre-Intermediate TOEFL'
- Media English
- Intensive OCS

Members of the public are allowed to register and SWU students get a discount. SWELLers can even take classes in Mandarin, Japanese, Spanish, French, and German. Different classes run each season and they comprise a two-hour-a-day eight-week course. There are term-time and holiday options.

**One-on-one classes
SWELL Mentoring Center**

SWU runs a SWELL Mentoring Center for one-on-one classes. It is available during the term and students can apply for a time slot to receive personal guidance. The center helps with everything from English writing, to correcting pronunciation, improving conversational or interview English, English resumes, and cover letter editing. Only one reservation is allowed at each time and members of the public are welcome.

**language training and character education
come together
Bahrom-SWELL**

Two unique programs from Seoul Women's University have come together. Bahrom-SWELL is the joint program of Bahrom Education and SWELL. Bahrom-SWELL was established to ensure students improve their character as well as their English.

All SWU students can experience SWELL

The Bahrom-SWELL program began in 2011. Bahrom-SWELL classes are included in Bahrom I, which all freshmen are required to take, and Bahrom II for sophomores so that any student of SWU is able to see what SWELL has to offer. That means SWU students get to experience at least five weeks' worth of SWELL classes.

“BIP(Bahrom International Program) Helped Me Explain Korean Culture”



BIP Participant

Kyoung-mi Lee
(Chemistry, Class of
2012)

Anyone preparing to be an exchange student can take part in BIP. I lived with a foreign student for a month, took a lecture on Korean culture and history, and participated in some activities. Not many foreign students attended the American college I went to, and because Korean dramas were popular most students were curious about Korea. Whenever a lecturer or student asked me a question, I was able to answer accurately.

You went to Cedar Crest College, a college that signed an exchange student program with SWU last year. Why did you apply for the program?

It was my childhood dream to study abroad. I learned about the exchange student program as soon as I registered at SWU and when I heard that English test scores were an important selection criterion, I studied for the TOEFL test. Luckily, I got a good enough score and was selected. I left after my junior year at SWU and took some junior and senior classes at Cedar Crest College.

Weren't the classes hard to follow?

The first semester was fine but the second was harder because there were so many experiments. I even thought of quitting one class. My friends helped me out a lot. They knew I was struggling and stayed on after class to teach me. They made learning fun. I'm still in touch with them.

What was the most interesting part of the course?

I was intrigued by the course that focused on environmental issues. They provided discussion topics so students could see what was happening

around the world, how the issues should be approached, and what should be done to improve the situation. I thought it was a course very much needed in modern society.

How much did BIP help your life in the States?

BIP requires you to live with a foreign roommate for one month. I was lucky enough to stay with a student from Cedar Crest College. We took classes about Korean culture, traditions, and history and took part in other activities together and I realized there's a lot that even I didn't know. The greatest advantage is that everything is taught in English. My lecturer or classmates in America would ask me questions about Korea and I was able to explain everything. It's a plus to learn about Korea but even better that I could share my knowledge with foreigners. I gained so much from BIP.

Do you have any advice for those considering enrolling for the exchange program?

I earned a lot through the program. My English has improved and I see the world differently. I even want to work for an international company

after I graduate. The most important thing I got out of the experience is the confidence that I can survive in any situation. SWU has a great program in BIP that lets you improve your English and teach foreigners about Korea. It's certainly worth a try!



International Exchange Program

The world is our classroom

Seoul Women's University is expanding the international exchange program to give more students the opportunity to understand the world. In July 2013 SWU signed agreements with University of Paris 13 to exchange students and researchers, carry out joint research projects, and offer joint guidance on master's and Ph.D. theses. The first stage is to exchange six students per semester for one semester or one year.



BSA: Bahrom Summer Abroad

10^{days} 11^{nights}

Learning about other cultures

The BSA program sends students to Showa Women's University (Tokyo), Doshisha Women's College of Liberal Arts (Kyoto), and Kobe Shinwa Women's University (Kobe). Students from Seoul Women's University visit Japan every June and students from Japan visit SWU in August. The students learn about other cultures by visiting historical sites and experiencing home stays. The program is expected to expand to include universities in France and Germany.

BIP: Bahrom International Program

28^{days}

Meeting another Korea

Students from Seoul Women's University team up with students from another country to learn, and discuss Korean culture from diverse points of view. Students attend lectures on Korean history, politics, philosophy, art, language, economy, and culture in the mornings and visit historical sites or take part in events in the afternoons. There are also parties, commemorative events, and assignments. Students from English-speaking countries who are spending the fall semester at SWU can take part.

Exchange Student Program

91^{universities}

Opening doors to foreign universities

Seoul Women's University students who have registered for more than two semesters who show their communication skills in the language of her destination country, and a GPA of 3.0 can apply. Students are divided into groups for destination countries that speak English, Japanese, Chinese, French, German, and other languages (Russian, Vietnamese, Mongolian, Indonesian, Filipino, Thai). Students stay abroad for one year but only students who go to Queens University in the USA stay for one semester.

UBC/IIT Dispatch Program

1^{semester}

Taking classes and working in the USA and Canada

Students in the Dispatch Program attend certain lectures to earn credit. The program includes a six-to-eight-week internship so they can also experience working in a foreign setting. Anyone who can communicate in English (TOEIC score above 700) can apply. The Illinois Institute of Technology (IIT) hosts a six-month IT course and the University of British Columbia (UBC) hosts a five-month course on Global Business and Global Arts.

Multiple Degree Program

2^{degrees}

Two years in Korea, two years in the USA

Students who take part in the Multiple Degree Program between Seoul Women's University and Indiana University-Purdue University -Indianapolis (IUPUI) spend their freshman and sophomore year at SWU and junior and senior year at IUPUI to gain degrees from both universities. Any student in Business Administration or Computer Science and Engineering who has registered for more than four semesters can apply. Computer Science and Engineering students get a degree from Purdue University and Business Administration students get a degree from Indiana University.

“Volunteering and Experiencing Cultures Broadened My Horizons and Warmed my Heart”



Volunteer & World Culture Experience program

Kyoung-ran Lee
(Bio & Environmental Technology, Class of 2013)

When I first joined the program I thought there would be a schedule and all I had to do was be stick to it. But nothing was actually set up for us. We had to set up a program and contact companies for sponsorships and supplies. Now that it's all over I realize I learned a lot about people and how the world works.

You went to Thailand from July 8 to 29 as part of the Volunteer & World Culture Experience program. what did you do?

We went to Kanchanaburi, a small city 90 minutes from Bangkok. We visited a local university, did some volunteer work, and experienced the local culture. We stayed at RMUTT (Rajamangala University of Technology Thanyaburi), a large university with surprisingly impressive facilities. They said they have joint programs with Seoul National University and Yonsei University as well. We stayed at the dormitory for ten days, toured the campus, and joined some lectures. We volunteered at an orphanage and retirement facility.

What's your favorite memory?

It's the people I met. In my mind's eye I still see the children from the orphanage and the elderly from the retirement home. Another memory, this one not so pleasant, was when we were volunteering at the orphanage. We had to stay in a traditional hut, an open space that had no door. We couldn't sleep on the first night with ants crawling all over our bedding, geckos on the ceiling, and huge moths flying around. But we got used to that.

It was an experience I never would have had at a hotel. I had three days to travel around Bangkok so I looked around town and visited some historical sites. With the many buildings it's quite similar to Seoul. I preferred my time in Kanchanaburi.

I heard you have to set up your own schedule and organize everything yourselves.

When I first joined the program I thought there would be a schedule and all I had to do was stick to it. But nothing was actually set up for us. The only details we were given were the departure and arrival date and a contact of the person in charge. There were ten of us in the Thailand team and I became the leader due to my seniority. It was a huge responsibility. I exchanged e-mails with the staff in Thailand with my less-than-perfect English, set up a schedule and program, and contacted companies to ask for donations to give to the children. I had never done anything like this before so I made mistakes but the whole process was a learning experience for me.

How would you describe the program?

I'd say it teaches you about

people and the world. I signed up for the course just for the credit. I was about to graduate and although I had pride in myself that my years at SWU had been well spent, I had a nagging feeling that something was missing. It was harder than I thought, but I learned a lot. I'd never have considered myself a leader, but becoming one showed me what I was capable of. In hindsight I could have done better, but I feel I found the missing puzzle piece to my four years in university.



Volunteer Program

Learning through sharing



Opportunities to put one's theoretical knowledge to use and learn from what exists beyond the campus. Seoul Women's University produces leaders who work alongside society and share what they know.

The Volunteer & World Culture Experience Program's French team of 2013 summer took items discarded by Emmaüs', a poverty relief organization, and turned them into sellable products.

Volunteer & World Culture Experience Program

The Volunteer & World Culture Experience Program sends students abroad for three weeks on a cultural exchange and volunteer expedition. They spend the first week at a sister university attending workshops and seminars. The second week is spent volunteering with children, the elderly, and disabled. The last week is filled with exciting cultural events that will open their eyes. The first teams went to India and Hong Kong in 2004 and now teams are sent to 13 countries.

A team went to the Philippines as members of the organization, Food for the Hungry International and taught children art, music, gymnastics, and games.

Volunteer program overseas

Through cooperation with various organizations, Seoul Women's University offers students a chance to see the world. Organizations that serve the needy like Food for the Hungry and International Work Camp are two of those that offer opportunities to become a global leader. Summer and winter holiday programs are available and participants are awarded one credit for volunteer work.



Emmaüs



Students taking the Graphic User Interface I S-L course attended Amorepacific's 2012 Pink Ribbon Marathon and performed a percussion piece titled 'PINK BLOSSOM'.

Service-Learning

Service-Learning gives students the opportunity to apply what they learned in the classroom in the field as they volunteer. They come up with a program, plan every detail, and carry it out with the help of a local organization. Students on the Service-Learning program keep a journal to record what they accomplished and how much they grew in the process.

- **Global S-L** Only students who have completed Service-Learning can apply for the Global Service-Learning Program which sends students abroad to work in a more global environment. This two to four-week program is available during the summer and winter holidays.
- **S-L Bridge** An advanced Service-Learning course that's an extension of the Service-Learning course the student was taking the previous semester.



During the 3rd Eco-festival, students made pouches with discarded banners, made a group purchase of cotton sanitary pads, and tasted herbal tea grown and dried by team members.

Eco-campus

Seoul Women's University and the Climate Change Center held a joint "Stop CO₂" proclamation ceremony in 2009 to make the campus more environmentally friendly. Since 2010, we have been recruiting Eco-campus Team members to carry out on-campus campaigns. Seven or eight Eco-campus Teams made up of SWU students search for activities that will protect the environment. They recycle old bowls, grow vegetables, recycle old banners, and encourage use of mugs and tumblers. An Eco-festival is held every semester so other students can learn and take part.

eco-campus

“The Entrepreneurship Education center’s Tutoring About Communication Helped Me Set Up”



Representative of
Yangmori School

Mi-hee Son
(Business Administration,
Class of 2011)

Yangmori School is located in Namhae, Gyeongsangnam-do. After much hard work we opened in April. It wasn't easy. There were many important decisions to make and I struggled due to lack of experience. The coaching I received on communication at the Center for New Businesses was a great help.

Please introduce Yangmori School.

You can see and experience all there is to see and do regarding sheep. It's located in Namhae, Gyeongsangnam-do overlooking the sea and with a green cypress forest at the back. Most of our visitors are families.

Why did you set up the school?

My uncle, my mother's brother, trains Border Collies, famous for herding sheep. He taught himself with books and cassette tapes he bought abroad. He worked at a sheep farm in Scotland to learn the trade. He's the only person in Korea who does it. He suffers from the rare Crohn's disease. I was wondering what I could do to help him when I saw an ad for a competition the Korea Tourist Service, Inc. and Ministry of Culture were organizing. They were looking for new business ideas to promote tourism in Korea, I won a prize and it started from there.

How did you prepare for the competition?

I graduated in August of last year and I spent my last semester preparing for it. I was a Business Management major so I knew how to write business proposals and I had a

sheep expert in my uncle I could always ask help from, so it wasn't too difficult. My sister who also graduated from SWU (Son Jihee, Library & Information Science, Class of 2008) helped me write the proposal. It was my first attempt at entering a competition so I didn't expect an award, but I was really surprised and delighted when I won.

Yangmori School transformed a mountain into a tourist destination. You went from student to entrepreneur within just one year. What changes have you gone through?

To be honest it still feels surreal. I met the Namhae Governor, and Mr. Lee Cham, head of Korea Tourism, complimented me. I was even invited to the Blue House when they invited young entrepreneurs who had developed tourism products or locations. So much has changed since I graduated and it hasn't sunken in yet. I thank everyone who helped me and I'd also like to thank the Entrepreneurship Education Center.

How exactly did the Entrepreneurship Education Center help?

I was coached on communication skills regarding decision-making and networking that an entrepreneur needs. It's the kind of advice that new entrepreneurs or those starting out in the workplace really need. There were many important decisions to make and I struggled due to lack of experience. Whenever that happened, I reminded myself of what I had learned. What I'm realizing now is that they are skills you can't learn anywhere else. If any of our students are considering starting a business, they can receive the same kind of help I did in honing communication skills. The many experts will talk you through every step.

What are your plans?

My long-term plan is to develop various programs to increase the brand value of Yangmori School, and I'd like it to grow enough to provide my uncle with a stable income. Once I achieve that I will look for something else to do. I'm still learning but I'm proud of myself for paving my own way. Starting a business isn't easy but it's worth the challenge.



Entrepreneurship Education Program

Helping young entrepreneurs with their dreams

Seoul Women's University offers training programs and consulting for prospective entrepreneurs with great ideas for a business.



start

step 1
-
Setting up

- Start-up Seminar
- Start-up Academy
- Start-up Camp
- Modules and classes

step 2
-
Strengthening business

- Student support: Group support, classes
- Consulting, mentoring

special event
-
Boom-up! Boom-up, set-up!
Promoting the set-up of new businesses

- Competition for new set-ups
- Changchang Supermarket

step 3
-
Incubating set-ups

- Rewarded with government incentives to support Business Incubation Center

step 1

A small potential is a starting point Setting up

The first thing an entrepreneur needs is an entrepreneurial mindset. Not only must she know what starting a business entails, but she must also know about basic marketing, financial, and accounting principles. SWU invites experienced entrepreneurs to give lectures, hosts two-day entrepreneur camps, and it operates a five-day Start-up Academy course that teaches students practical business principles.

- Start-up Seminar
- Start-up Academy
- Start-up Camp
- Modules and classes

step 2

Starting with a new idea Strengthening business competence

SWU's Entrepreneurship Education Center selects professional consulting groups with accounting, legal, and marketing experts to help students with their business plans. They connect mentors with mentees on a one-on-one or one-to-group basis to exchange experience and know-how. The mentors are experts and professors from a certain field. Students interested in starting a business can rent an office in the Entrepreneurship Education Center where they can use the facilities and get consulted on a number of topics ranging from management and technology to patents. Certain extra-curriculum groups are also supported through training, workshops, prototype production, and patent registration fees. Students can also team up with a professor for continued guidance and exposure.

- Student support: Group support, classes
- Consulting, mentoring

special event

Boom-up! Boom-up, set-up! Promoting the set-up of new businesses

SWU organizes entrepreneurial competitions to discover promising ideas and business models. The competition is a great opportunity to see how viable one's idea is and can even lead to an actual company. Changchang Supermarket promotes set-ups. It started up as an event that was part of the annual SWU Spring Festival and now they exhibit, promote, and sell business ideas that belong to students in the Entrepreneurship Education Center.

- Competition for new set-ups
- Changchang Supermarket

step 3

Starting a creative business Incubating set-ups

Potential entrepreneurs ready to start up a company and early venture capitalists can grow their businesses at SWU's Business Incubation Center. The center provides the latest facilities and workspace, and consultations with management, technology, patent registration, marketing, legal, and HR experts. In 2013, the center received 300 million Korean won (around US\$281,800) from the Small and Medium Business Administration. The funding was used to remodel the 3rd floor of Koh Myung Woo Memorial Hall to set up 12 offices. We are planning more internship programs in a wider range of fields and aim to support more students trying to start a business in their respective fields. We also plan to systemize the education process to produce industry specialists qualified to deal with cultural content.

- Rewarded with government incentives to support Business Incubation Center
- Opening of Business Incubation Center

“Utilizing the Programs the University Offered Helped Me start a career”



CJ Foodville

Hye-ju Yoon
(Communications & PR,
Class of 2012)

It was really hard to find what I wanted to do and what I liked. Consulting a job manager helped me find what I was good at and set my career path. The program and consultants exist to help students. There's no shame asking for help and when you do, finding the right job becomes so much easier.

Please tell us what you do.

Last December I joined CJ Foodville and right now I'm a store manager at a VIPS restaurant. CJ Foodville is a company that owns many restaurant brands and CJ Food World is a one-stop location where you can eat at all the CJ Foodville locations as well as buy ingredients from CJ CheilJedang. My restaurant is in CheilJedang Center, the largest CJ Food World location. VIPS happens to be CJ Foodville's largest restaurant brand, so I'm proud to work at what's probably the most significant branch.

What is the task of the store manager?

I am responsible for everything regarding everyday operations, from office work to managing customers and staff. Everything that happens in a store is the store manager's responsibility. It hasn't been that long but it's fun. I learn a lot because I'm doing all sorts of tasks.

Working for a conglomerate is a dream of many students now that the job market is so tough. How did you get the job?

I registered for most of the programs SWU offered since my

freshman year. I was in the Division of Pre-Majors so I wasn't yet sure what to study. That's why I took many different classes and had an interest in the extra-curricular programs. CAP+, Biz Professional Training, SWCD Academy, Career Coaching, Resume Clinic, I participated in them all. I checked SWU's official website for new opportunities and had consultations, too. I don't have older siblings to ask for advice so naturally I turned to my professor and the job managers. I realized that I'd had 25 consultations during my four years at university. Their advice helped me select my career path.

You really did experience them all. Which program was the most effective?

The Biz Professional Training was the best. Many industry seniors gave lectures and workshops with team exercises that involved market research that helped me see how companies do things. I went to a lecture about management which is relevant to what I do now. The Resume Clinic was helpful when I was writing my resume. Four interviewers helped four students so it was almost like one-on-one training. We were given interview questions to

work on which helped me face my real job interview.

What was the hardest part about job hunting?

Finding the right job for me. We're often told to separate what we like from what we can do well and I couldn't. I think it's impossible for people in their early twenties with no work experience to do that. That was why I asked my professor and job managers for help. I thought they could give me objective and practical advice based on their experiences in life and they did. Through their advice I realized I'm an active person and that I have an interest in management more than marketing.

What advice would you give students hunting for jobs?

SWU has many great programs related to careers and goal-setting. Some programs provide assignments. Instead of thinking it just another boring piece of homework, think of it as a tool to find your goal and enjoy it. It's a precious experience you'll be hard-pressed to find anywhere else.



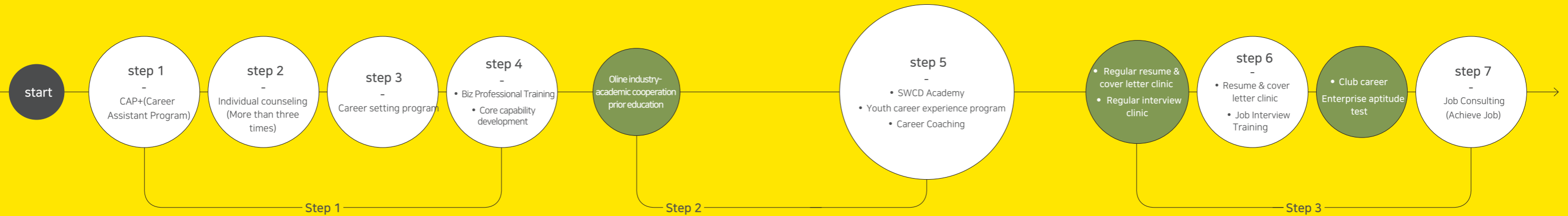
Job-seeker Support Program

Fostering elite workers

Seoul Women's University offers support at all stages, from setting a career goal to preparing for interviews.

* Students who complete each step are given priority placement in the next.

- Career Course**
- Professionalism and Mentoring
 - Planning of Employment and Course Choice
 - Brand Yourself
 - Leadership Workshop
 - Course Design Training
 - Job Application Practice



Step 1 Select career goal

Setting a career goal is the first step to decide an informed career choice. SWU helps students identify their own strengths by running programs for freshmen and sophomores. The CAP+ begins with the student analyzing herself to set a career goal and path, practice making important decisions, writing resumes and cover letters, and attending mock job interviews. Personal consultations are available.

- CAP+(Career Assistant Program)

Step 2 Strengthening core capabilities

SWU helps students understand what tasks they will be expected to carry out and how to improve their competitiveness through practical training. Students interested in HR, education, sales, marketing, PR, accounting, or finance can apply to the Biz Professional Training program. Experts from each field give lectures and workshops with real assignments. Career Coaching is available for prospective flight attendants, secretaries, trade and commerce specialists, and financiers.

It's also important to understand how things work in an actual business setting. The SWCD Academy is an internship program unique to SWU. Students work as interns in various companies to experience the field they are interested in. As many as 300 to 400 students apply every holiday and many internship opportunities lead to full-time careers.

- SWCD Academy
- Biz Professional Training
- Career Coaching
- Core capability development

Step 3 Improving job-seeking skills

Juniors and seniors must prepare themselves for the real world and SWU provides resume and cover letter clinics and mock interview opportunities for various fields in time with the twice-annual peak hiring season. HR managers from many industries or career consultants are paired with students to help them prepare. The Job Interview Training helps job seekers experience the many kinds of interviews and set strategies that play to their strengths. Job Consulting pairs students with companies. Seasoned HR managers and headhunters offer advice for resumes, interviews, and even share information about job openings.

- Resume & cover letter clinic
- Job Interview Training
- Job Consulting

Taking Action for Education Welfare

Professor Soon-hae Hong
(Social Welfare)
Director of Education Welfare
Research Center



Social welfare is an important topic these days and your Education Welfare Research Center is attracting much interest.

I should start by explaining the notion of Education Welfare. "Education Welfare" is, with the help of the central and local government, intended to reduce the gaps in the level of education that occurs due to opportunity, process, or result so that whoever wants education can get it, regardless of social or economic status. To make that a reality, I set up the research center in 2006 and I have been managing the "WE Start Village Project" in Hoecheon-dong, Yangju, for the past seven years.

What is this "WE Start Village" Project?

"WE Start" is a service that offers welfare and education (W&E) to underprivileged children so they get a new start in life. The most important part of the service is the "WE Start Village Project." It's a local network that helps underprivileged children under 12 receive a certain level of education, welfare, and medical assistance. Since we were entrusted with operating the WE Start Village in Hoecheon-dong

we ran an after-school study room, we educated parents, and provided childcare among other things. But this project ends this year. Until now we operated with the local government's help but from next year the central government's Dream Start service takes over the project. Our Center will have to adapt accordingly.

Adults worry that character training is absent in children and young teenagers these days. It's a bigger issue with children whose parents can't care for them sufficiently. Seoul Women's University's Bahrom Character Education could help in that aspect.

I'm actually in discussions with the Bahrom Character Education staff to find a way. There are places that offer childcare for the poor but they lack expertise in educating the children about honesty and character. They can't teach the children about social norms, how to act in public, and what a person living in a democratic society should do to be a responsible adult. They force children who can't keep up at school to study, the children get stressed, and then depressed. Their education needs to be adjusted to

their level of development. This is my personal opinion but we need more alternative schools.

What other things regarding Education Welfare are you researching?

Since early 2012 I've been looking into ways to support the people at the front line of Education Welfare. Educational social workers need to be well-prepared if the children are to get any help. The Education Welfare Research Center runs a supervisor training course to train social workers and we also research courses of study to see if anything can be improved.

Bullying is another serious issue at schools so we're also looking into how sensitive teenagers are about human rights and boundaries.

Another thing we have to do is see just how effective the Hoecheon-dong WE Start Village has been over the past seven years. This report will include a follow-up on the students who went through the program.

Securing and Managing Biological Resources is the major concern worldwide

Professor Yeon-hee Lee
(Bio & Environmental Technology)
Director General, Korea National
Research Resource Center



You're an authority in microbiology research and Head of the Central Research Center. A "material bank" is an unfamiliar term to most of us. What exactly is it and what does the Central Research Material Center do?

A "material bank" procures materials needed for scientific research and sells them to researchers. The Research Material Support Program began in 1995 as a specialized enterprise monitored by the Ministry of Education, Science and Technology. Thirty-six material banks with material needed to research five fields — fauna, flora, microorganisms, human derivatives, and accreted matter — are located in 22 universities nationwide. Each field has a central office and the Central Research Material Center, a nonprofit corporation, manages all the facilities. We standardize procedures, keep things efficient and effective, and are trying to go global.

You were invited to be the first chairperson of the Research Material Bank Consultative Group in 2003. It must have been hard leading an organization so few knew of.

Operating a Research Material

Bank isn't a personal assignment but many of the professors who managed one considered it so. A material bank is an infrastructure where the person responsible for it has to sacrifice his or her research to help others procure high quality material when it's needed. That's why we must operate in many fields and need a larger budget. So we set up the Research Material Bank Consultative Group and I became the first chairperson. I expressed the need for such an organization to many government departments and foundations and so far each year, this has brought about more banks and more funding.

You were also chairperson of the Asian Material Bank network. Why do you need an international network?

It's important that we research with material that meets international standards. No results achieved by a doubtful study will be published in a journal. Procuring such trustworthy material requires a strict and well-monitored process from the second the material is collected, transported, and stored. Through international cooperation we can share efficient guidelines, improve what is lacking,

and procure better materials. Every nation needs a material bank for living organisms used in basic research and cooperation between those facilities will aid the human race.

Please share your dream and plans for the future.

I retire in less than ten years. If possible, I would like to set up an organization to connect international material banks within the next five years. Until I retire, I will continue to help educate great scientists. I hope to assist Seoul Women's University in sending out many female scientists who will contribute to society and live happy and fulfilling lives.

Hangeul's Practicality, Communicational Viability and Concern for the People Makes It the World's Most Advanced Alphabet

Professor Jae-joon Han
(Visual Design)
Korean Society of Typography,
Chairman of the Hangeul Special
Committee



You have appeared in newspapers, mass media, and magazines to tell the world about the superiority of Hangeul, the Korean alphabet. What got you, a professor in Visual Design, so interested in Hangeul?

When I was at university I fretted about my roots and identity. I wanted to create artworks I could call my own, that didn't look like a copy of someone else's work. For a while I was engrossed in drawing abstract paintings with letters as a motif and that led me to Hangeul. Then when I was in graduate school I came across the manual to Hunminjeongeum, the document that explains the principles behind the original Korean alphabet. Through that I learned the value of communication and saw just how concerned King Sejong was for his illiterate people. Communication and concern is the philosophy, the basis behind design and I was shocked that it appears in our 1400s alphabet, Hangeul. I got into Hangeul design because I wanted to share this realization.

You are the first generation of Hangeul designers and you created Gonghanche, a Korean font. Why did you get into researching fonts and

what does it mean to you?

Most of the fonts we use today don't represent Hangeul's principles and characteristics enough. When people hear 'Hangeul design' they think of aesthetic values. I wanted to create a font that maximized Hangeul's value, a font that would make people realize Hangeul's greatness just by looking at it. Then I saw Dr. Gong Byeongwu's Korean typewriter. It used the three-pair method and was a great representative of Hangeul's characteristics. I added a design to that and created a new font called Gonghanche. The "gong" is Dr. Gong Byeongwu's family name and the "han" is my family name.

Your works are unique in that we can write anything in Hangeul just using six consonants and vowels. How exactly does it work?

Hangeul is scientific, original, and very efficient. Just by using ㄱ, ㅋ, ㆁ, ㅇ, ㅌ, ㄴ, and ㅡ in different sizes and angles, we can write anything we want. At first I used rubber magnets but now I use wooden blocks, too. I'm looking into a way to turn it into a toy to help children learn to read as they play. The main purpose is to let people realize how great Hangeul is for themselves.

I think it's thanks to your hard work that Seoul Women's University is famous for Hangeul design.

I say it's all thanks to Dr. Kim Jinpyeong, my professor, who passed away when he was only 49. He was a professor in Visual Arts at SWU and contributed much to the department. That's how SWU became a powerhouse in Hangeul design and I am continuing the tradition as his successor. SWU has a long-standing relationship with Hangeul design. Dr. Koh, our first President loved Hangeul. Her pen name 'Bahrom' is Korean and the lyrics she wrote to the university anthem are beautiful. Even now I sometimes sing it in my car. It gives me strength.

Tell us what you have planned.

I want to find out more about why Hangeul is so alluring and work on creating art for exhibitions. I also want to get more people interested in Hangeul.



Support Program for Researchers & Teaching Facilities

To increase research, Seoul Women's University provides research funds and helps teaching staff improve their teaching skills.

1,475 unit
259 million won

Result of Research Funding
(Last three years, cumulative figure)

833.3 Unit

National and international research papers
(Last three years, cumulative figure)

Supporting professor's research

1

Administrative and financial support

SWU supports research on and off campus including funding, human resources, and training. Individual and joint academic research receives funding. Those who publish papers in recognized Korean journals or international journals such as Science, Nature, or Cell receive special funds. Manpower is provided to those operating large laboratories and R&D training is provided.

Extra funding is provided to promote research and this include incentives for publications. Staff traveling abroad to present a paper at a conference will get some expenses reimbursed. Teaching staff in the Arts departments are given grants when they hold exhibitions, produce artworks, or take part in a join exhibition.

2

Research sabbatical

Tenured professors get sabbatical leaves for futher research. Any professor who has worked continuously for over six years can take up to one year off teaching if the application is successful.

796 times

Teaching method seminar and workshops
(Last three years, cumulative figure)

112 times

Mentoring System
(Last three years, cumulative figure)

Support for teaching faculties to grow

1

Implementation of support system

The Lecturer Education Center provides information about teaching methods, creative thinking, and how to utilize ICT (Information Communication Technology). Talks and seminars are held regularly. There's a mentor system by which lecturers and professors can improve themselves and help each other develop new teaching methods. Newly-hired lecturers go through an orientation process so they can adjust to the environment and set up their own teaching methods.

2

Support to improve teaching methods

As part of a government initiative SWU selects a few members of the teaching faculties to focus on developing new teaching methods with grants.

Distinguished alum

Seoul Women's University's alumni work and serve in all fields of industry, and their performances earn high recognition.

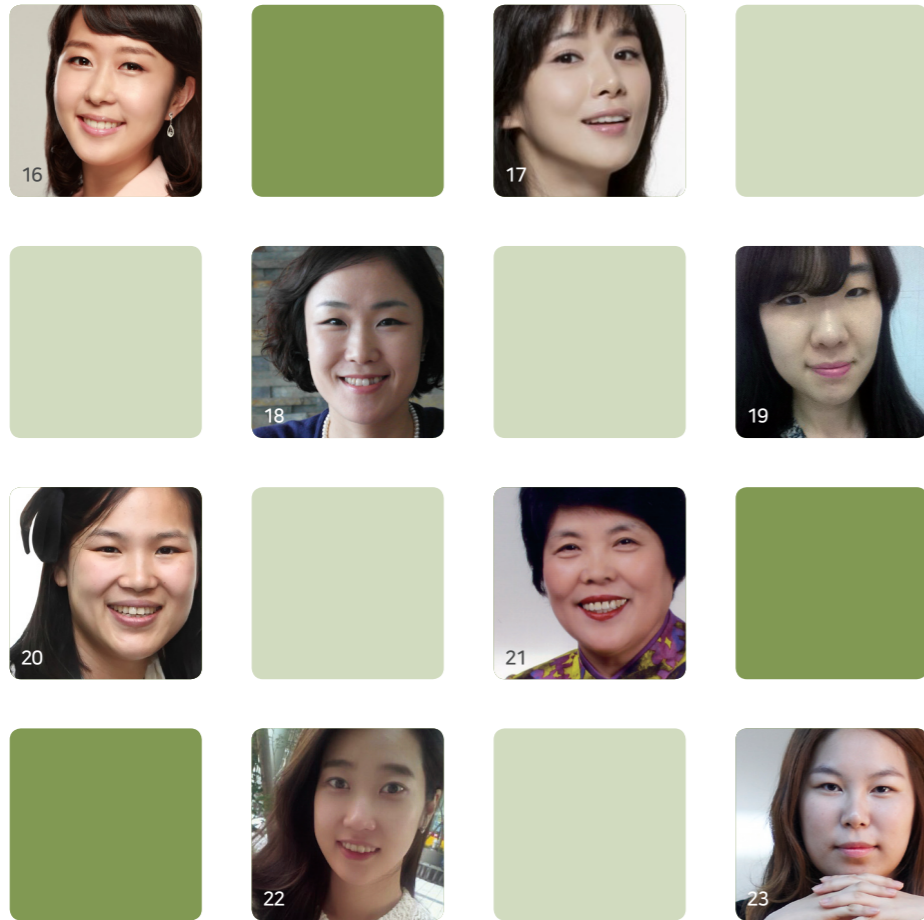


1 Koo Eun Young Business Administration 00 / MBC, Announcer 2 Kim Na Young Food Science & Technology 04 / Audi Volkswagen Korea 3 Kim Sung Hee Chinese Language and Literature 02 / Deloitte Anjin Accounting firm, Chartered Accountant 4 Kim Ja Won Information Security 08 / Samsung SDS 5 Noh Song Ie Computer Science and Engineering 01 / LG Electronics LSR / UX Research, Researcher 6 Min Dahyun English Language and Literature 02 / CJ E&M Global business department 7 Park Sharon French Language and Literature 04 / Miss Korea, Broadcaster



8 Park So Yeon Industrial Design 81 / Behands corporation, CEO 9 Park Esther Bio & Environmental Technology 70 / "Beautiful Companion", Publisher 10 Park Hye Ryoung Agricultural Science 78 / KBS, CP(Chief Producer) 11 Bang Sang A Human Movement Science 85 / SBS, Figure skating Commentator 12 Seo Seung Wan Business Administration 90 / Denicheur by Seo Seung Yeon, CEO 13 Ann Hyang Ja Industrial Design 81 / KOKAMDO Interior Design, CEO 14 Yeon Song Yi Information Security 09 / Asiana airlines, Cabin crew 15 Lee Myung Jin Public Administration 01 / Oh&K Law Firm, Lawyer

Distinguished alum



16 Lee Mun Jung Child Studies 01 / MBC, Weather Caster 17 Lee Bo Young Korean Language and Literature 97 / Actress 18 Lee Ji Sun Food and Microbial Engineering 97 / Ministry of Food and Drug Safety, Health Researcher 19 Lee Ji Eun Public Administration 01 / Ministry of National, Defense, Deputy Director 20 Lim Yeon Joo Clothing Science 00 / ARTMAZE USA, COO 21 Lim Tae Su English Language and Literature 70 / "KOREA MOTHER", President 22 Jeon Min Jin Contents Design 05 / LINE+ Planning Department 23 Jeon Ah Reum Contents Design 07 / Sunny Side Up, CEO



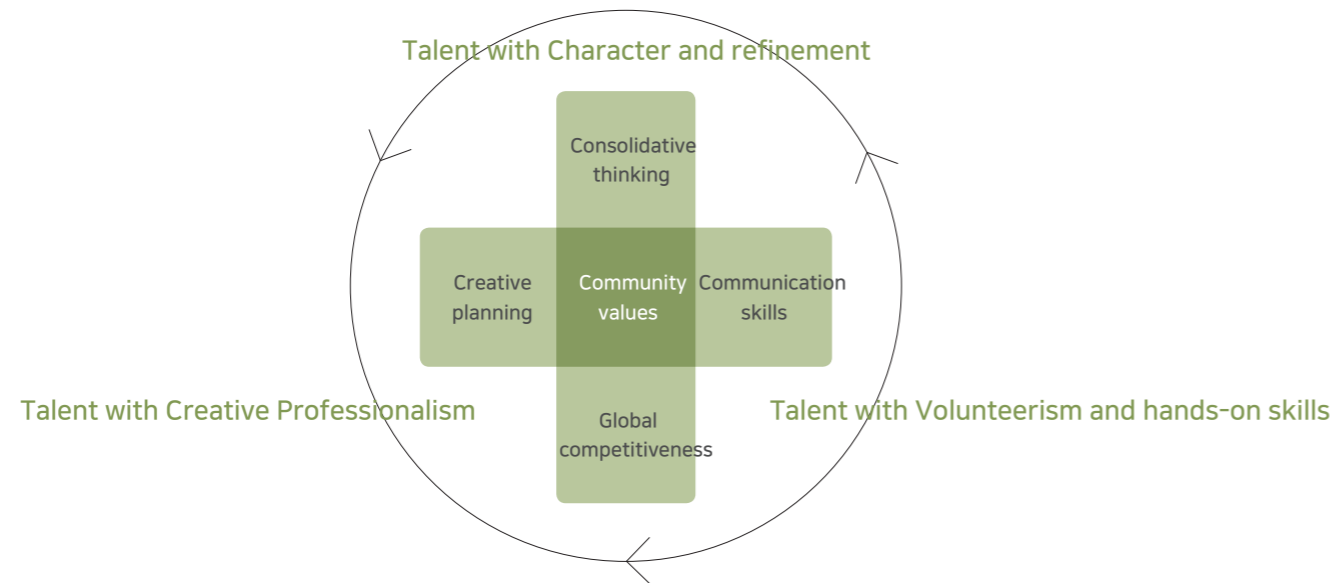
24 Chung Bin Na School of Communications & Media 06 / Yonhapnews society department, Journalist 25 Cho Mi Ok Food and Microbial Engineering 00 / Gangnam Severance hospital department of Internal medicine, Resident 26 Cho Soyeon Educational Psychology 95 / City University of New York Human welfare, Assistant professor 27 Cho Hea Sun Home economics 63 / Seoul Women's University The president of an alumni association 28 Choi Ae Ra Business Administration 99 / Deloitte Anjin Accounting firm, Chartered Accountant 29 Han Ji Min Social Welfare 02 / Actress 30 Hwang Ga Young Chinese Language and Literature 06 / Beondong Middle School, Chinese teacher

PLUS-type Talents, being unique as thinking virtuous

PLUS-type Talents are Growing

The people Seoul Women's University strives to nurture PLUS-type Talents

The talents that Seoul Women's University educates are at the forefront of change with creativity and practical knowledge, lead society harmoniously with responsibility and communication skills, and bring about a better future by serving and sharing.



Core capabilities of PLUS-type Talents

PLUS-type Talents from Seoul Women's University have the following capabilities

- **Community values** With sound minds and values they help those around them grow and mature.
- **Communication skills** They can express their ideas and intent and understand those of others.
- **Consolidative thinking** They can grasp and analyze situations to solve problems.
- **Global competitiveness** They are able to utilize their foreign language skills to understand how the world works.
- **Creative planning** using their flexible thinking process and creative ideas they are able to adapt to changing circumstances.



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