

# ABOUT US

THE FUTURE OF HIGHER  
EDUCATION BY “SOLBRIDGE  
INTERNATIONAL SCHOOL OF  
BUSINESS”

- *SolBridge is in Daejeon, South Korea. The school took only 7 years from its inception to receive the AACSB accreditation, which one of the fastest in the history of business schools. Currently, the school offers a liberal arts program, a BBA program, several masters program, and a PhD program.*
- *15 students from a marketing class took part in the challenge, and they were facilitated by the professor, Edwin Sanusi.*
- *We were expecting that today schools would create many gaps in meeting the demand of their users, such as students and employers. But, to our surprise, after concluding the challenge, we did not find many gaps.*

# PROCESS

HOW WE CAME UP WITH  
THE CHALLENGE  
RESOLUTION

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*We employed the value proposition canvas from Osterwalder, Pigneur, Bernarda, & Smith (2014)*

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*We started by filling in the customer profile part. Before hand, we took votes to determine which customer group to focus on, and students turned out winners. Hence, the customer profile reflect the perspective of students. Then, we moved along to fill in the value map.*

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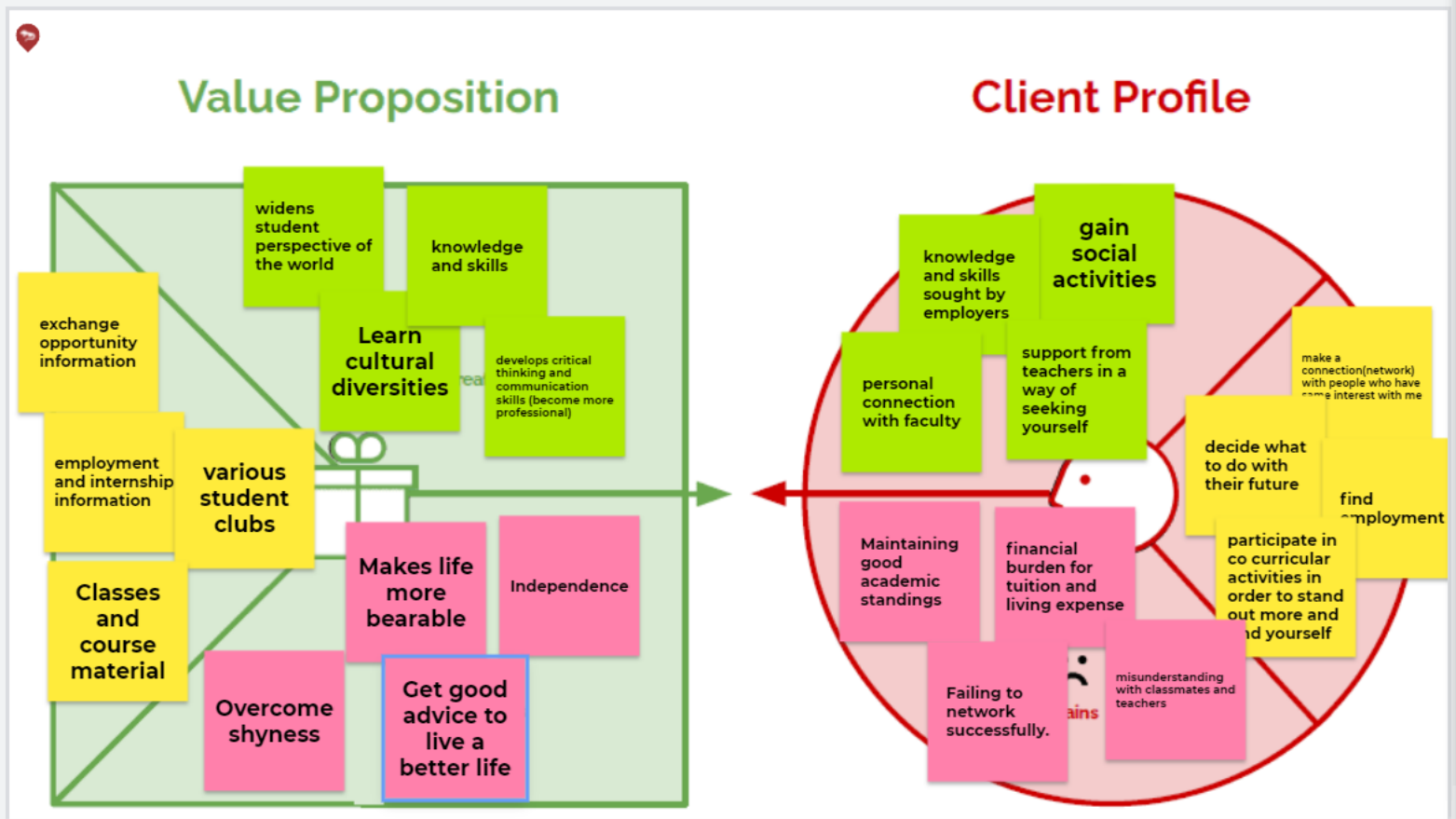
*The last step was matching the value map with the customer profile. The boxes that were left unmarked were supposed to be the gaps that today schools are unable to meet.*

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Edwin Sanusi

Askin Zuelal

DaEun Kim

Kanti Sajnova H...

# Things to keep

Providing networking

Helping students be more  
prepared for life and employment

Helping students widen their  
perspective and embrace diversity

# Things to add

Resources to help students deal with conflicts with teachers and students

Support to connect with other students and teachers

Some assistance to ease the tuition

# Things to eliminate

Pressure to excel academically  
(forced-curve grading, etc.)

Pressure to be popular  
students

Financial burden (cost of  
textbook, etc.)