

# Client Spotlight Series

Presented by the TOEIC® Program

## RAISING ACADEMIC COMPETITIVENESS

 EDUCATIONAL INSTITUTIONS

 ACADEMIC

 TOEIC® L&R TEST

 SELECTION

### SUMMARY

According to Kang Dong-Oan, President of Chosun University, English-language proficiency is the most important factor in achieving the goal of raising the competitiveness of the university and of its students. Because of this, the university requires students to submit a TOEIC® test score when applying for a scholarship or study-abroad program.

By requiring students to submit TOEIC test scores, along with outstanding high school grades and achievements, Chosun University is able to select the best and brightest students.

Chosun University believes that with all of its scholarship and study-abroad programs, their students' competitiveness in the job market will rise, and in turn, the university will become more competitive.

“Local universities need to improve their students' competitiveness in order to raise their employment rates and the university's competitiveness itself. English is the most important focus for achieving this goal.”

Kang Dong-Oan  
President, Chosun University

### SNAPSHOT

**Organization:** Chosun University

**Location:** Gwangju, South Korea

**Institution Size:** 15,001–20,000 students

**About:** Chosun University is one of the most prestigious universities in South Korea. Founded in 1946, the university offers bachelor's degrees in over 18 academic departments, including law, business, engineering, information technology, medicine, foreign studies and general education, among others.

Additionally, the university maintains relationships with many universities abroad, allowing students and professors to take part in exchange programs.

CHOSUN  
UNIVERSITY  
1946



## CHALLENGE

Founded in 1946, Chosun University is one of the oldest and most prestigious universities in South Korea, and is comprised of over 19,240 students, 846 instructors and 266 faculty members. In 2018, the university marks the 72nd anniversary of its founding. Along with being one of the best universities in South Korea, Chosun University also maintains relationships with overseas universities and is quickly becoming a central university for international exchange.

However, Kang Dong-Oan, President of Chosun University, believes the school must do more in order to remain competitive. "Universities are fighting to survive during the global economic downturn. Local universities need to improve their students' competitiveness in order to raise their employment rates and the competitiveness of the university itself."

## SOLUTION

According to President Kang Dong-Oan, English proficiency is the most important factor in achieving the goal of raising the competitiveness of the university and of its students. In addition to outstanding high school grades and accomplishments, the university also emphasizes English proficiency. After each year of enrollment in the school, students are required to submit new TOEIC test scores to demonstrate proficiency. Additionally, they are required to submit TOEIC test scores when applying for scholarships or study-abroad programs.

Among the scholarships awarded by Chosun University is the Outstanding Freshmen Scholarship, which is awarded to incoming freshmen with high grades and an above-average TOEIC test score. In order for a student to continue receiving funds from the Outstanding Freshmen Scholarship, they are required to earn a TOEIC test score higher than 650 before they begin their sophomore year. A key requirement to be considered for the Pride CU Baek-Ak Scholarship, awarded to students who demonstrate excellent foreign language ability, is a TOEIC test score of at least 620 as a freshmen, 710 as a sophomore, 760 as a junior, and 850 as a senior, as well as a self-improvement plan and participation in various cultural activities. Chosun University also requires students to submit a TOEIC test score to be considered for its short- or long-term overseas study programs as well as their International Volunteer Program.

## RESULTS

By requiring students to submit TOEIC test scores to be considered for its scholarships or study-abroad programs, Chosun University is able to select some of the best and brightest students from South Korea. Focused on improving the English proficiency of its student body as a whole, Chosun University believes that as a result, its students' competitiveness in the job market will rise, and in turn, raise the competitiveness of the university.

To learn more about the *TOEIC*® program visit [TOEICglobal.com](https://www.toeicglobal.com) or contact your local ETS Preferred Network office.



For almost 40 years as an industry leader, the *TOEIC*® program has set the global standard for assessing English-language communication skills needed in the workplace. With about 7 million tests administered every year, the TOEIC tests are the most widely used around the world with 14,000+ organizations across more than 160 countries trusting TOEIC scores to inform the decisions that matter.