

# IT University Travel Report

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**Host University:** Hanyang University, Seoul, South Korea

**Study Programme at IT University:** GBI

**Exchange Agreement or Study Abroad:** Exchange Agreement

**Courses studied abroad:** International Business, International Marketing, Service Operations Management, Business Ethics & Sustainability Management

**Exchange Period:** Autumn semester 2022



## My stay abroad

**What was it like to study at [the university] (including choice of courses, academic level, social life at campus)?**

Academic level and teaching style:

I found that the academic level and teaching style varied a lot depending on the courses.

The course International Marketing was an IC-PBL (Industry-Coupled Problem-Based Learning) course. This meant that we had very little lecturing but a lot of group presentations about industry cases and a group marketing report based on a real company. We also had a multiple-choice midterm and final. I found that the teaching style and academic level were most similar to that of ITU.

The course Business Ethics & Sustainability Management was mostly lecture-based, but we also did exercises, a group presentation, and a midterm and final. The course was focused on the globalization of production, consumption and regulation, and the way it could affect the sustainability of business

management. This was the course I found most interesting since the professor was very good at connecting the academic material to real cases and how we could implement this knowledge.

The course Service Operations Management only consisted of a weekly lecture with no student interaction, and a multiple-choice midterm and final. This made the course a bit boring, and I didn't really feel that I learned a whole lot from the course. The professor was unfortunately not very good at English, which also made it more difficult to pay attention. However, it, of course, depends on who the professor is, so if it had been another professor the course might have been more exciting.

International Business was probably the easiest since it was an introductory course. It was focused on building a fundamental knowledge of international business including finance, trade, globalization, and economic systems. It was lecture-based and included exercises, group work, and a midterm and final.

#### Registering for courses:

Registering for courses can be very competitive as there is a limited number of seats and those seats are given to those who first apply. Some courses are "sold out" within 1 minute of the registration opening. The University will give a more detailed description of how to apply, so I would suggest reading it carefully and making a list of preferred subjects within the registration system. This way, when the system opens you can quickly find your preferred courses and you don't have to waste time searching them up. Doing this allowed me to get all my preferred courses, whereas some students didn't get any of their preferred courses.

#### Grading:

I think all my courses were graded on a curve, so even if you don't have a percentage high enough to pass the subject you might still get a good grade. I found that passing the courses, and even getting good grades, were quite easy even with minimal effort. So don't stress out if you get a bad score on a midterm.

#### Social life at campus:

The university has several clubs, but these can be very hard to join as an exchange student as most of them require a high level of Korean and some clubs will just say that they don't allow exchange students.

I joined the buddy program for business administration students. We were all split into groups, mine consisting of 2 Korean students and 4 exchange students. We went to a board game café and out for dinner. I can definitely recommend doing this since it's an easy way of connecting with both other exchange students as well as Korean students.

During my stay, the University held a 3-day festival with a talent competition, guest performances including a K-pop group (ITZY) and solo artists, and a cheer performance. This was free for all students, and a great way to experience Korean artists and campus life.



### **What was your initial motivation for going abroad and did your stay meet your expectations?**

I have always wanted to study abroad since I saw it as a great opportunity to live for an extended time in another country, experience a different culture, and meet people from all over the world. I chose Korea since I wanted to go far away from my home country and culture and experience something completely different. I also wanted to live in a bigger city with lots of different things to do. So, Seoul fits that perfectly. I didn't really have any specific expectations prior to my stay, but my semester abroad definitely didn't disappoint! Korea is a fantastic country with rich culture and history, great food, and beautiful nature, and Seoul is a lively city with lots to do!

### **Arranging your stay**

There are many different options to choose from at varying costs when it comes to accommodation. The university dorm was not available to exchange students during the semester I studied abroad, but that is normally the cheapest option. Then there are goshiwons which are also popular among students since they are normally very cheap. I also met quite a few exchange students that were renting a room in a shared apartment.

I stayed at Hanyang Habitat, right across the road from campus, and I can totally recommend it! It is a goshiwon but quite expensive compared to others I found. I had my own room and bathroom and although the rooms are very small it has everything you need, and you most likely won't spend much time in your room anyway. There is also a shared kitchen and a common area with dining tables and couches. The best part about Hanyang Habitat is the people! We were around 60 exchange students living at the Habitat, so it's a great way to meet new friends and socialize. The manager also plans events such as Halloween, weekend trips, etc.



No matter what you choose I suggest finding a place where you can live with other people.

The university also sent out a list of suggestions since the dorms were closed for exchange students:

- Hanyang Habitat <http://www.hanyanghabitat.com/>
- Dwell <http://www.dwellstudent.co.kr>
- Ablehouse <http://www.ablehouse.kr/eng/>
- AIRD <https://aird.kr/>
- Facebook Group <https://www.facebook.com/groups/seoulhousing/>
- Goshi Pages <https://goshipages.com/>
- Airbnb <https://www.airbnb.com/>
- Craigslist <http://seoul.craigslist.co.kr/>
- Sublet <http://www.sublet.com>
- Share House <https://www.thecomenstay.com/en>

## **Expenses and Financing**

### **Comments related to expenses connected to my stay, including relevant information**

Flights: around 8000 DKK for return tickets. This of course depends on which airline you fly with.

Accommodation: 4400 DKK per month.

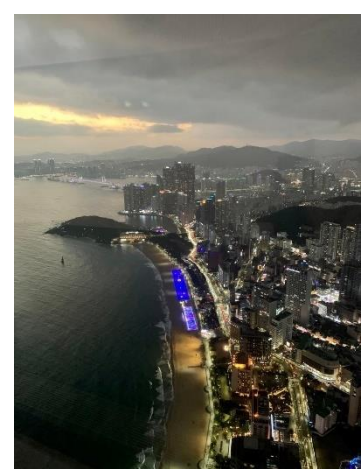
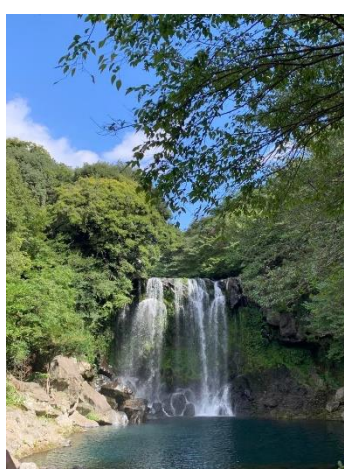
Food: eating out is cheap compared to Denmark and you can get a meal at a Korean restaurant for around 40 DKK or higher. The university also has several food courts available where the cheapest meals are around 25 DKK. Western food tends to be more expensive. Convenience stores are everywhere, here you will be able to buy snacks and simple meals. Café culture is also really big.



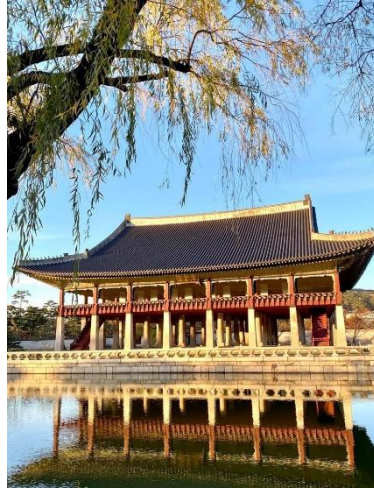
Health insurance: Hanyang University requires you to buy health insurance in order to get accepted to the university. They will list certain things that the health insurance must cover, but you have to find one yourself. I bought mine through Europæiske and it cost around 2300 DKK for 5 months. The government also requires that you pay for the government mandated insurance after you receive your FRC (Foreign Registration Card). You can get exempted from this if your own health insurance covers everything required by the government. If not, you will have to pay around 800 DKK.

Transportation: In Korea they use T-money card for transportation (similar to rejsekortet). You fill it up either at a machine in the metro stations or in convenience stores. Transportation is fairly cheap, and the amount of course depends on how much you use public transport. Taxis are also cheaper than in Denmark but can quickly add up if used frequently so I recommend using public transport as much as possible as you can easily get around the entire city.

Trips within Korea: I went on 2 extended weekend trips within Korea (Jeju and Busan). I spent around 3000 DKK on each trip including accommodation and flights to Jeju and train tickets to Busan.



Tourist attractions: There are a lot of tourist attractions within Seoul such as Namsan Tower, a bunch of palaces, museums, Lotte World, Bukchon Hanok Village, Lotte Tower, DMZ, food markets, etc. The palaces are very cheap to visit and cost around 15 DKK. Some, such as Bukchon Hanok Village, are free. DMZ is a half day tour that costs around 500 DKK. Since I arrived a few weeks before the semester started, some friends and I bought the 48 hour Discover Seoul Pass for 400 DKK which gave us free access to many famous tourist attractions. To get the most out of our money we used it on the most expensive places, such as Lotte World, Namsan Tower, a moonlight cruise on the river, and Coex Aquarium.



Sim card:

I bought a sim card through Trazy.com because they offered to ship it to your home address so you could have a working sim card as soon as you arrive in Korea. I was actually very happy I did this because you are quite dependent on Wi-Fi to navigate the city. However, it was a bit more expensive. I think the cheapest option is Chingu Mobile. They have group offers, so if you gather a group of people, you can get a good deal.

I haven't calculated exactly how much I spent in total, but it was probably around 60.000 DKK.

### **Did you apply for scholarships and would you recommend any ones in particular?**

Scholarships are a great way to help finance your exchange semester, but it can also be time consuming so I would suggest starting as early as possible.

I applied to around 20 scholarships from the beginning of March and were granted 3:

Lemvig-Müller Fonden (applied through ITU): 10.000 DKK

ITU Travel Pool (applied through ITU): 2.500 DKK

Mandrup & Rye's Familiefond: 20.000 DKK

## **Other info**

### **Language barrier:**

Korean is of course the national language, however in Seoul you will see a lot of signs and information in both Korean, English, Chinese, and Japanese. This especially applies for public transport, government and university websites, tourist attractions, some restaurants and cafés, etc. So even if you don't speak any Korean, you will be fine.

However, most foreigners living in Korea, including myself, will experience language barriers many times if you are not fluent or have intermediate Korean skills. You will find that young people have a higher English level and will most likely be able to understand or engage in small talk, however very few people feel comfortable speaking English with foreigners. And most elders don't speak any English. So, if you don't read or speak any Korean you will most likely find yourself in situations where you have to rely on apps such as Google Translate or Papago, hand gestures, etc.

A few months prior to traveling to Korea I started learning the Korean alphabet, numbers, and simple words and phrases. By the time I arrived I could recognize certain items on menu cards, read simple words, and recognize simple spoken words and phrases. Even with this little knowledge of the language, it helped me a ton! You can also take a beginner language course twice a week at the university which a lot of students did, but by the time you actually learn enough to use it, you will already be halfway through your stay. I, therefore, chose to learn a bit from home so I was able to use it as soon as I arrived and also have more free time to explore the city as I wouldn't have to take evening classes twice a week.

### **Which apps to get?**

Google Maps doesn't really work in Korea so **Naver Maps** is a must! It can also be used as a Rejseplan app as well since it will tell you which metro line or bus to take.

**KakaoTalk** is the most used messaging app.

**Papago** has the same features as Google Translate but I found that Papago is more accurate when it comes to Korean translations.

**Kakao-T** to order taxis. This is easier than stopping them on the street since you can enter your destination in the app and thereby avoid the language barrier with the driver.

If you have any questions, feel free to contact me ([emmha@itu.dk](mailto:emmha@itu.dk)).