

# IT University Travel Report

**Host university:** Hanyang University ERICA Study

**Programme at IT University:** Global Business Informatics (GBI)

**Exchange agreement or Free mover:** Exchange agreement

**Courses studied abroad:** Consumer Behavior, ADPR Society, Organization Behavior, Operations Management

**Period studying abroad:** Autumn 2025

**If you wish to give advice to other students regarding your travels, please state your contact info here:** cljs@itu.dk or claraschmidtclara@gmail.com

## Courses

The courses I participated in were under the Business Administration department, therefore the courses I took were only business-focused. I took four courses in total:

- Consumer Behavior (22324) – Teacher; kaeunkim@hanyang.ac.kr
- Operations Management (22307) – Teacher: salmanhabib@hanyang.ac.kr
- Organization Behavior (24596) – Teacher: huikunchang@hanyang.ac.kr
- AD/PR & Society (24530) – Teacher: kimweonkyung@gmail.com.

For my own personal interest, I did not find them. The courses were scheduled so that I had school three times a week: Tuesday, Wednesday, and Thursday. This gave me more freedom to explore the country from Friday to Monday. I would recommend you to be thoughtful of that when you choose your courses.

## Academic level

The academic level varies from the courses. Overall, it was quite doable. The courses didn't require readings in the same level as at GBI. Attending the courses was more giving for me, and the teachers really appreciated active participation, since most Koreans and Chinese students withhold themselves from speaking in the class. So for your own engagement and the teachers I suggest continuing with this.

- **Consumer behavior:** We were introduced to a lot of theories and terms that are necessary to know for the exams, so keep that in mind. The exams consisted of multiple choice questions mostly, and again was doable if you do your readings. The teacher Kim was really nice, and her classes are more chill.
- **Operations Management:** Personally, I really found this course interesting and also mostly useful as you learn more about how operations and supply chains function and are managed – and about the logistics. The course required more work in form of 2 group assignments, 2 individual assignments, and 3 small 10-minute quizzes in addition to the usual midterm and final exam. With that being said, the workload was still very doable, as it just helps you too understand things better.
- **Organization Behavior:** I would recommend this course solely because of our teacher. His kind attitude shed through the whole time, as he wanted you to succeed. The course has a more practical approach compared to other courses, so groupwork and small group discussions are encouraged in every lesson. Self-reflection is key in this course and weighs

deeper than theory I would say. The class required small weekly reflections handed in in form of 4 slides on a PP. If you choose his course, send him my regards 😊

- **AD/PR & Society:** This course is highly focused on the various ethical impacts advertising has on society. So if you are into that, it's good, but for me it was a bit draining. The teacher is nice, but the way the class is set up, can make time seem to go very slow. It is also three hours every Tuesday – at least the class I took. Weekly homework had to be done – basically reading an article and answering four questions about its aim – and it is in groups, so quickly done. Also the final exam in this course was a group presentation in class, and there was no midterm.

### **Social life**

Okay, now to the social life. If you live at the dorms at campus as I did, and many other exchange students do, then you will have plenty of opportunity to meet both Korean students and exchange students. The school arranged a lot of activities for exchange students to meet other people, so that is also an option if you want that. I didn't participate in more than one or two I think, and I still managed to find friends and not be alone lol.

### **Life at dorms**

You share rooms at dorms with one other person. There is no kitchen in the building. There is one in another building, but you have to book it in advance and it is a bit more work. Instead they have a cafeteria where a meal costs around 20 kr. And restaurants in the dorm. Beside that you have many opportunities near campus. I have a list I can send you. The buildings look like something from sovjet but the rent is very cheap and you get to stay among friends and close to school.

### **Life in Ansan**

Don't do like me, I didn't know anything about Ansan before I arrived, so some investigation to know what you are getting into is good haha. Ansan is a big city located 1,5-2 h outside of seoul (depending on where you're going). Campus is located in the outskirts of Ansan, so I haven't even seen it all. There are a few bars, many places to eat and cafes to study at nearby. If you look, you can really find some pearls! At least that is what I experienced. Nevertheless, because I had done zero investigations, I thought I would be living on the beach in a bikini for 6 months. Not the case. The nearest beach takes 1 h to get to. Summer is hot in Korea, and it gets colder first in October but when it gets cold – it gets cold like in DK! It doesn't rain as much tho. Living in Ansan is a very subjective experience I found. Some of my friends really enjoyed it while others like me hoped for something else in the beginning. Personally, I like cute cafes, shop, not far to going out, etc. You can get this in Ansan, but it took some looking. But the places have my heart at this point. I know some also stayed outside campus in Ansan or Seoul which also had its privileges. Of course transport is longer on a daily basis but there is also a good chance to find community in Seoul and more time to experience the city. However, I am very happy to have stayed in Ansan, as I don't think I would ever have stumbled across it if not, nor gone exploring that much around in the country beside the big cities like Seoul.

## **Important apps & other info**

### **To get around in Korea you need to use some other apps than in Denmark.**

- Kakaomap or Navermap: Their equivalent to Google Maps

### **Traveling with public transport.**

- TMoney card: This is the equivalent to a Rejsekort. You can get it at any convenience store. You can only fill it up with cash.

### **When arriving at campus.**

- Bed linen you can buy at the dorms in the small shop – he also has toilet paper and everything you need to settle in the first days.

### **Laundry**

- Can be done at dorms. Go to the laundry room at first floor and use 10.000 won to withdraw a card with money on. You can also buy soap from dispensers there for 500 won or in the convenience store.
- You can use the dryer to dry your clothes, but still be careful with things you don't want to risk shrinking.

### **SIM-card**

- You can buy a SIM-card at campus in the Student Welfare Building (yellow building close to water fountain).

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

I am curious and being able to emerge myself in another culture during my studies is an unique opportunity I think. I am very happy I went on exchange there cause it was an unique experience living in South Korea, where the life is on one hand very modern and fast-paced and on the other hand a long Buddhist history which is more traditional bound. I wouldn't be without it, because of the friends and experiences I had but I also don't see myself living there again. The scenic nature that the country has is amazing, you can do some great exploring and hiking!

## **Please describe what you got out of your stay, both personally and academically, and how do you expect it to contribute to your further studies?**

Personally, befriending new people despite language barriers and with different histories expanded my perspectives. I think I benefited from being curious on other people and for each positive interaction it only grew my courage to continue interacting with others. I also saw new sides of myself that were more okay with moving slow. As you are by yourself it also becomes clearer that there is only you to take care of yourself. From that I did listen more carefully to myself and grew my compassion for myself. During my stay I also grew fond of the Buddhist principles, so my interest in spirituality and meditation has only grown. If you can then I suggest doing multiple temple stays, preferably for multiple days. Living in Korea was quite different from my usual life in Copenhagen, and this took some getting used to but also just patience. One thing about the Korean culture that I sincerely loved was their hospitality and friendliness. Giving back and giving gifts are a big part of their culture. This generosity is a

fast way to connect with others and show your gratitude. It is rare in Denmark I think but seeing the happiness in others really made all the difference in bonding.

For my future studies, I definitely want to focus more on befriending exchange students at ITU and make sure that they get to emerge fully in the Danish culture. This was my main reason for going abroad and each time I made a new Korean friend, it made my experiences 10 times better. Except from that learning about operations management showed me a potential new path for what I want to focus on in my studies. But the most valuable things were definitely at a personal level, which is how it should be.

### **Arranging your stay**

I found existing descriptions from former students a bit helpful but also Anna in charge of sending you on in exchange. The process of going abroad seemed very overwhelming and long for me in the beginning. But looking back I would say that most helpful was actually the many documents provided by Hanyang University. They provide you with some quite thorough descriptions of what to do and when, such as signing up for courses or signing up for accommodation at dorms.

Particularly, these two parts I feared wouldn't work out as it is first come first reserve. But the courses you shouldn't fear if you don't get them at first hand. I only had one course when I arrived but if you show up to the class and talk with the professor, then they will most likely ensure you a spot.

Signing up for dorms require you to also sit ready during the night to get a spot. It goes quick but they open up more rooms within short time or an hour after. So just be prepared.

### **Expenses and Financing**

Living in Korea is cheaper than in Denmark especially if you get a dorm room. For the whole period it was around 6400 kr. While food at the cantines is cheap, eating at restaurants is also rather cheap.

I applied for a few scholarships and I only received the Travelpool. I was a bit to late out, so I suggest you focus on this just to not have to think of financials while being there. The Lemwigh-Mueller is good to apply for also.

### **Insurance - NIH**

You have to pay National Insurance Health once being in Korea and receiving your Residence Card. This means that you don't have to also buy a personal insurance for your whole stay but just until you receive the card.

### **Very important – Residence Card**

You can actually apply for your residence card before arriving. I was unaware of this, so I first applied when I arrived and received it in end of November. You cannot travel to other countries before having this, so I suggest you to look into this before if you want to explore other countries.

### **My favorite places to explore**

- Sokcho
- Busan
- Daejeon
- Jeju
- Any hiking trail you can find!!