

Travel report about Hanyang University ERICA



Host university: Hanyang University ERICA Campus, Ansan

Study Programme at IT University: BSc. Global Business Informatics

Exchange agreement or Free mover: Exchange Student

Period studying abroad: semester (autumn/spring): Autumn 2025 (5th Semester of Bachelor)

I know this travel report is very long compared to other here on the ITU page, however, I noticed on the ITU page, that majority of the travel reports about Hanyang in Seoul and not many about Hanyang ERICA, and actually none written from a GBI student. Therefore, I have tried my best to describe my exchange experience. If there is any additional information about Hanyang ERICA or studying in South Korea please do not hesitate to reach out!

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The campus life

The Hanyang ERICA campus is huge and offers a lot for students. It has everything from cafeterias, restaurants, coffee shops, convenience stores, and a stationery shop to even a mobile service provider. Just outside the campus, there are also many bars and restaurants where students often meet up after class. Throughout the semester, the university hosts various festivals that enrich the campus life and provide plenty of opportunities to meet people from all over the world. There are also many student organizations, with more than 30 options to choose from, although most require a small membership fee. Still, they are a great way to pursue your hobbies and connect with others who share your interests while studying abroad, so I *recommend* checking it out.



The Campus Festival



Campus Pop-Up Events



Special activities hosted by the university

Hanyang Seoul or Hanyang ERICA?

Hanyang University has two campuses: one in Seoul and the ERICA campus in Ansan. Naturally, a spot at the Seoul campus is more convenient if you want to explore the big city, as it saves you 1 to 2 hours of commuting by metro depending on your destination. Seoul also offers more business-related courses, which can make scheduling easier, especially for GBI students.

With that being said, ERICA has its own unique advantages. Ansan is quieter and more local, and the area does not speak much English. While this can be challenging at times, it also gives you the opportunity to feel more integrated into the everyday Korean life. Living in Ansan also encourages you to explore places that you might not have considered if you were staying in Seoul. Finally, accommodation and food at Ansan is noticeably cheaper compared to staying in Seoul.

So, whether you end up studying at the Seoul campus or at ERICA campus, your experience will ultimately be what you make of it. Do not be discouraged if you are placed at ERICA instead of Seoul; you can still have an amazing and fulfilling semester in South Korea despite not staying in a busy city.

Course registration

If you haven't read the other travel reports about course registration in South Korea, the system works on a first come, first served basis (I am not a big fan of it either). Before the semester began, which for me was in early August, I had to sit ready with my laptop at 4 AM to register for my preferred courses. There are three registration rounds. In the first round, I did not get any of the courses I wanted. In the second round, I managed to register for 4, and in the final round I still was not able to get the last course on my list. However, once the semester actually begins, there is another add or drop period, and you also have the option to speak directly with the professor or send them an email. In most cases, they will just add you to the course without any problems. Everything works out in the end, so there is no need to stress too much about it.

The courses I took:

I ended up taking five courses in total, because 1 Hanyang credit was equal to 2 ECTS. I eventually dropped one of the courses, but I will explain that later. I also selected my courses in a way that allowed me to have both Monday and Friday free, which turned out to be very convenient. Since you are making your own schedule, I would *recommend* given you at least 1 off day which either allows you for an extra day to rest, catch up on assignments or just have an extra-long weekend (especially nice for travelling). One noteworthy point is that some courses may feel slightly easier, especially if you are used to a European academic system. Since many Korean and Chinese students are not native English speakers, you may find it easier to participate in discussions.

My courses:

Course	Class code	Credits	ECTS
Organization Behavior	24596	3	6
Operation Management	22307	3	6
Consumer Behavior	22324	3	6
ADPR Society	24530	3	6
(Game Theory)	22254	3	6

Organization Behavior (Class code: 24596)

There are three different Organizational Behavior classes with different professors, and I am convinced I had the best one. In South Korea, final grades are usually based on a curve, which means your entire grade does not depend solely on the final exam. Professor Huikun Chang used a diverse grading structure, but he placed special emphasis on group discussions. This was refreshing because it encouraged us to actively engage with

the material instead of simply listening for an hour and a half. Because of this, Organizational Behavior became my favorite course at Hanyang.

Operation Management (Class code: 22307)

Overall, this course was fine. It is probably the most “GBI” of the courses, as it focuses on the business knowledge needed to manage operations. You will come across terms such as Six Sigma, bottlenecks, and flow time again. Even though there is a lot of theory, both the midterm and final exam are mainly math problem-based questions, involving calculations, percentages, and formulas. It was manageable, just expect to do some basic math.

Consumer Behavior (Class code: 22324)

This course was also interesting. You learn about marketing strategies used to target and persuade consumers to purchase specific products. There is quite a bit of theory, but the teaching style was engaging, so it never felt overwhelming. I also appreciated that the course did not require a lot of homework or assignments, which helped keep the workload manageable.

AD/PR Society (Class code: 24530)

The content of this course is appealing, especially if you are interested in advertising strategies, as you will be learning and studying new case studies each week. The only downside is that it is three hours long, which can be tiring over the semester. The course is also heavily based on group work, so be prepared for that.

(Game Theory) (Class code: 22254)

I was enrolled in this course until midterms but eventually decided to drop it. It would have transferred as an elective, and I initially chose it because it fit my schedule and allowed me to keep both Monday and Friday free, which was very convenient. However, this course was simply not for me. It is very math-heavy, and not really aligning with GBI as I thought. It also requires some understanding of microeconomics to follow the concepts properly, so if you are up for the challenge, go for it, but at the same time if you are uneasy with a course, I ***recommend*** following your gut and find something you find relevant for your study. Technically, you are not allowed to drop a course after the third week, but since I had completed a summer course at ITU and therefore had extra ECTS credits available, I was allowed to withdraw. If possible, I ***highly recommend*** taking a summer course before going abroad, as it gives you more flexibility to making your schedule and worst-case scenario, being able to drop one course, if it becomes too unmanageable without facing any major problems.

My motivation for going abroad

Before starting university, I always knew I wanted to go abroad. Having the opportunity to study in a foreign country and meet new people has truly been one of the best decisions I have made. I also knew from the beginning that I wanted to go as far away as possible. ITU hosts a “Studying Abroad” session a few months before the application period, and I **highly recommend** attending if you are interested in learning more about the process.

South Korea is both incredibly modern and deeply rooted in culture, which makes it a perfect study-abroad destination. Although it was not originally my first choice, I am genuinely happy that I ended up in South Korea. The university atmosphere here is lively, dynamic, and full of energy, and it exceeded my expectations in every way. It has its own unique vibe that made the entire experience even better than I imagined.



Myeongdong, Seoul



Hanyang ERICA at Christmas



Korea's national dish: Kimchi

Accommodation

At Hanyang ERICA, you have several options for where to stay during the semester. You can live in Seoul and commute for about one to 1 and 1,5 hours depending on your location, rent an apartment near campus, or stay in the dorms (The CHANGEI Building). Coming from my own apartment in Denmark, I was initially hesitant about living in a dorm for 4 months, especially since you have to share a room with someone you have never met before. It felt like it could either be a hit or a miss.

However, if you want to meet new people and be actively involved in campus life, I ***highly recommend*** choosing the dorms. I met some of my closest friends here and it is incredibly convenient to hang out casually with people who live just a few steps away. It is also practical, as the walk to classes takes around 15 minutes and several amenities available, such as karaoke rooms, activity rooms, a gym, a library, laundry room, and a convenience store on the ground floor.

For the entire stay, I paid roughly 6,000 DKK in total, which is quite affordable compared to other housing options. Applying for the dormitory was really easy as you simply check-mark it in your application, and in the month of July, they will send you details of how you apply and pay for it. For choosing your room, I ***recommended*** staying at the lower floors (3rd-5th), That way, you won't have to rely too much on the elevator, since the wait times can be quite long.

I had a roommate from Germany, so communication was easy, but there is also a chance you may be paired with a Korean or Chinese student, which can make communication a bit more challenging. As long as you clearly discuss boundaries and expectations in the beginning, you should not run into any major issues. Some noteworthy points are that the dorms are strictly gender-separated, so you are NOT allowed to enter the floors of the opposite gender's side. Overall, I think staying in the dorms is absolutely worth it and really helped me in the beginning to meet new people and not feel "lonely". It also enriches your semester abroad and creates a social environment that feels a bit like an "efterskole" or "højskole" experience.



(not my picture, but the room looks like this)



The Changei dorm building

Alien Registration Card

The ARC is essentially the Korean equivalent of the Danish “sygesikringskort.” It allows you to make certain reservations, order items online on most websites, and leave the country without affecting your visa status. The university provides a guide if you choose to apply through them, which is convenient, but the process does take time. I received my card at the end of October.

You can also apply for the ARC on your own, and while it is usually faster, I have heard that the process can be quite complicated. For your own sake, I **recommend** doing it with the university to relieve the stress of booking appointment to the Office in Ansan and arranging everything by yourself.

National Health Insurance

In relation to the ARC card, you are also required to pay the mandatory National Health Insurance while studying in Korea. I paid around 900 DKK for the semester. Although you may already have private insurance that covers medical bills, applying for an exemption to the NHS is a long and complicated process. It usually involves visiting the administration office in person and essentially “pleading your case.” My roommate tried doing this and said it was ultimately not worth the time or effort. Therefore, I **recommend** just simply paying the mandatory insurance, so you don’t have to worry about it further.

What have I learned from studying abroad?

Studying abroad has taught me several important things. The first is personal growth. Living in a country with a culture so different from ours own helped me to develop a deeper understanding of the Korean culture and

how I managed to a living there completely on my own. The second lesson is of stepping outside of my comfort zone. In the beginning, I made a genuine effort to meet as many people as possible. This meant saying hello to strangers in the elevator and not hesitating to ask for someone's contact information. Academically, I was introduced to new theories and concepts that I had not yet encountered at ITU. Many of them will be useful in my future career, while others have simply broadened my academic perspective and given me knowledge, I can apply to my studies moving forward.

Expenses and finances

Ansan is much cheaper than Denmark. The campus cafeteria offers very affordable meals, with breakfast around 5 DKK and lunch or dinner about 20 DKK. Eating outside campus is usually around 65 DKK, which is still reasonable. Since you continue receiving SU while abroad, managing your expenses is easier. If you plan to travel within or outside Korea, I recommend saving in advance or setting a budget to keep track of your spending. Some mandatory things you can expect is that my plane tickets were around 2500 DKK for a one-way ticket from Copenhagen to Seoul and the D-6 visa was 420 DKK. Additionally, whether you are moving into the dorms or in an apartment, remember you are moving into an empty room. So basic necessities such as bed sheets, toilet paper, coat hangers etc. should be accountable in your budget. When planning your budget, keep in mind that you are very unlikely to eat every meal in the dorm cafeteria. You will probably eat out often, go to bars on weekends, and make frequent trips to convenience stores. I initially underestimated this, so I recommend allocating a higher amount to your food budget than you think you will need. For less restriction I set my daily budget of food for around 250 DKK.

I applied for several scholarships, although many were only open to master's students, so expect a few rejections. I was fortunate to receive support from the Lemvig Müller Foundation (10,000 DKK) and the ITU Travel Pool (2,500 DKK). If you plan to apply for similar grants, make sure your applications are well-prepared. Most scholarships require documents such as a travel budget, acceptance letter, course pre-approval, and recommendation letters, so I **recommend** starting and getting to set up those documents as early as possible.



Dorm Dinner example (20 DKK)



My daily coffee (18 DKK)



Dinner off campus (70 DKK)

Final recommendations for students

I could go on and on about tips, things I did, and things I wish I had known before studying abroad. Instead, I have summarized the most important 8 in my opinion.

1. Make a document with all the important information and deadlines.

In my notes, I wrote down every single deadline the university sent me by email. This included everything from dorm applications and course registration to grant deadlines and the documents required for those grant applications. I also researched the visa process early and listed all the documents I needed to prepare. Having everything organized in one place gives you a clear overview and prevents you from missing anything important, which can easily happen.

2. Be patience with the university emails and getting the ARC card.

The university can be quite slow throughout the entire application process. There is often a long wait between submitting your application and receiving the official confirmation letter for your exchange, which for me did not arrive until early July. This was frustrating, especially because I needed school documents to apply for grants who had deadlines during May and June. Course registration also takes place in the beginning of August, so only 1 month before the semester begins. Despite the delays, everything does work out in the end, so try to stay patient and trust the process.

3. Apply for as many courses in your pre-approval to SAP.

I think I ended up sending three separate emails to SAP about pre-approval, which was not very efficient. At

first, I focused too much on tiny details and tried to match each course perfectly with the GBI curriculum, which restricted my options. Looking back, I wish I had applied for as many courses as possible from the start. Even if a course does not align 100 % with your program, you can often still argue for it as an elective rather than a mandatory course. Having more courses pre-approved gives you much more flexibility when making your schedule or being prepared for the course registration.

4. If you can, arrive a few days before the orientation/the semester begins

My move-in day for the dorms was August 26th, and the orientation was held on August 28th. I decided to arrive in Seoul on the 25th, which gave me one full day to set up my SIM card (I got the Chingu Mobile which I was very satisfied with), exchange cash, load my T-money card (the Korean equivalent of a travel card), buy essentials for the dorms, and see a bit of Seoul before heading to Ansan. Since I had visited Seoul the year before, I already felt familiar with the city and didn't need to do a lot of touristy stuff. However, I still wish I had just an extra day or 2 to give me more time to settle before the exchange adventure officially began.

5. Be as extroverted in the beginning (Although can be difficult)

The first few days of exchange are usually the hardest but remember that everyone is in the same situation. Try initiating conversations with people you meet, ask if they want to hang out or grab food, and be open to meeting new people even in the classroom. I did this early on and met many friends, even though it felt challenging and overwhelming at times, you have to start somewhere.

There are plenty of exchange students from countries like the Netherlands, Germany, China, Switzerland, and Mexico, so you will definitely meet new people. There are also a few students from Denmark, so you might even connect with someone from home.

6. Download Revolut and set up some Korean Apps

I highly recommend setting up a Revolut account and ordering a physical card. It allows you to add money without additional fees (at least on weekdays), which can save you money in the long run. In addition, many international students use Revolut, making it much more convenient to transfer money between you and your friends.

Google Maps does not work well in Korea, so you will need local navigation apps. The two main ones are KakaoMap and Naver Map. I personally preferred Naver Map because you can type in English, but its public transport estimates are sometimes inconsistent, so using both apps is helpful.

Download Papago, it is a much better translation app than Google Translate, especially for Korean.

KakaoTalk is the Korean equivalent of Messenger, and you will use it frequently when exchanging contact information or receiving messages from the university and student organizations.

Once you have your SIM card, I recommend downloading KakaoT, Korea's taxi app. It is very convenient when you need to get somewhere quickly. Uber also works in Korea, but having both apps gives you more options.

7. Have an international driver's license

If you plan to travel to Jeju or explore Korea on your own for an extended period, I recommend getting an international driver's license. I was hesitant to bring mine at first since driving in a new country can be intimidating, but having one gives you the freedom to travel without relying on others.

8. Document your trip

Make sure to document your trip in some way, whether through a journal, Instagram, a private story, a scrapbook, vlogs, Polarsteps, or anything else you enjoy. It does not matter how you do it. However, I really appreciate to have something to revisit and remind me of my wonderful exchange.

Useful links

Here are some additional links I used that helped me learn more about studying in Korea and at Hanyang, and to prepare everything before arriving.

- ERICA's exchange office's website: https://ericaexchange.hanyang.ac.kr/s1/s1_1.php
- The website that displays all courses, the schedule time, teacher etc.:
<https://portal.hanyang.ac.kr/sugang/sulg.do#!UDMxMDI3OCRAXnN1Z2FuZy8kQF4wJEBcTTAwNjYzMSRAXuyImOqwle2OuOuejCRAXk0wMDY2MzEkQF5lOTA2ODU5ODUyNGUwMDRhNGFmNmQ5NmQzNDQxMGZhNTY3MDVINzZiYjJmN2ZjMmRmMzU3Mjk0NzFiMgyzYjQ1IA==>
- If you want to read more about other's people stay, KEA has some really good ones as reports as well:
- <https://mit.ek.dk/udveksling/partneruniversiteter/hanyang-university#gode-raad-strongfra-tidligere-studerendestrong-udvekslingsrapporter-fra-tekniske-uddannelser-item>
- Campus Tour of the school: <https://www.youtube.com/watch?v=dssqExj75co&t=241s>
- The video I used to get my 4-month unlimited data SIM card:
<https://www.tiktok.com/@lydyagami/video/7505780620753112328?q=mobile%20sim%20card%201ydia&t=1765455153392>