



Hanyang University

ERICA

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INTRODUCTION

During my 6th semester I got an opportunity to travel abroad and experience life as an exchange student and I can certainly say that it was one of the best decisions I have made in my life. The experience let me try campus life with other international students, find out how is it living in such a different culture and how strong bond you are able to build in 4 months.

Prior to the study I was looking for an adventure and as we know there is many different countries to go to. I was not personally excited about European countries since I grew up in Europe. So my three choices were Honking, Australia, and South Korea. I was aiming for a crazy experience and in Australia it still felt a bit too similar compare to the other two choices. It is too mainstream since everybody wants to go there and I would be mostly just surfing there. Still a pretty damn good trip.

Honking was very appealing because of its diversity and I also have a friend living there. Yet South Korea just seemed a bit less ordinary. But this might be only a purely subjective.

My expectation were me being a foreigner in Asian country. Someone people want to takes picture with and yet Seoul is quite intonational city so this did not became reality. anyway people were still super nice and honored when you approached them on the city. which leaves one with amazing feeling. As for foreign students I did not have a big expectation but I am telling you. In this countries all of the people

who comes must be openminded. There is no other way. So all of us created a big group of friends who hangout together all the time.

EXPERIENCE AT THE HOST UNIVERSITY

The study experience in South Korea is totally different than in Denmark. The school feels more like a traditional university where you get a big class filled with students and and by the most of the tasks or assignments are happening in the midterm examination and final examination. Due to this style classes tend to be more quiet and less interactive. I believe that this is just the way Korean students are used to study, because all the professors are very eager to encourage students to talk and



create a two way communication.

Overall I picked 4 subject (excluding survival Korean) Marketing

Management, Social Marketing, Business Global Communication, Public Opinions & Trends.

I chose Marketing class because I was interesting how is it to study the subject since it is a part of any company. My purpose was to grasp what the subject is about and how it can be implemented to my studies and work-life. By the way I found out that I won't work in marketing department when I grow up.

Following up was a class of social marketing. This class should no be

misunderstood as a class focused on social media because this is not the case. Objective was to learn how to influence people's decision making for better life without them noticing the change. Or nudge them as it is called. Very interesting class with a bit boring execution as it was very hard to focus for 3 hours.

Second to last is very interesting and useful subject of Global Business Communication. Here we were guided but the by well known name in presentation community who guided us through different steps. I recommend this class for its interesting topic which can and should be implemented to life of any person. And also this subject was mostly graded on class performance which means no midterms and easier final examination.

Lastly Public Opinion & Trends is the class which I highly recommend to anybody. The teacher Thomas Hove is very captivating speaker born in US who gives you interesting way of understanding tasks. The exam are also very practical held in open book style.



SOCIAL AND CULTURAL EXPERIENCES

There is a little bit of magic in choosing to have an exchange in South Korea. Why is that so? The way I would describe it is that the people who are there are very open and likeminded individuals who came there to experience something crazy tho which everybody there can relate. Form the begin it is important to know that Hanyang university have 2 campuses one is in the centre of the Seoul and the other



is a bit outside. I do not know if KEA has offers for study in both campuses so this is up to person you to ask. Why is this important? Hanyang offers so called “Buddy” program. Which I should stress on students to get it. You can only gain by it. You will have an assign person who will guide you, help you in case of a problem, answer your questions and in some cases you will become a good friends as well. Yet to apply for Buddy program is only necessary for the Seoul campus. In ERICA campus everybody get automatically assigned a “mentor” who just their version of Buddy program.

The people surrounding you will help you to experience and culture. It is very Korean thing to go and have food together all the time. Which is most likely what you gonna do all the time since food is cheap and to have a chicken is a bit of a struggle.

In the area of the campus there are some pretty awesome places for food. I can recommend Cabaret, Hangru or Ansol (not sure if I got the last name right).

It's very common for the mentor and their mentees to gather up in big groups and go and experience different pieces of Korean culture. Just remember to try every food you can because why not?

City is always alive and filled with people. Typical think to do is going for karaoke which I did not think I am gonna like. Yet I was wrong. So the stay openminded and talk to people. The party life is specified in several location from which the Gangnam is most expensive on but if you can I recommend to check out Octagon club in Gangnam. it is top 5 club in the world and we managed to get a free ticket. Otherwise it depends what are your preferences but at least experience in once is really worth it. More common places to go would be Itaewon or Hongdae.

PRACTICAL EXPERIENCE

I have to start with advice here. Either book only one way flight and book the second one later or book the second one few days or more after you finish the semester. I have not done this and so I left the next day after I finished the exams. Yet many of my fiends stayed and I was sad that I did not get to spend more time with them. And so keep in mind that you can make some really strong friendships there.

Since I was not sure about the language capabilities in the country and I was traveling alone I arrived one day prior check in to the dorm and just stayed in the Hostel at the centre of Seoul and figured out all the informations afterwards. This way worked for me but if you are interested in traveling there is a pretty big chance that your flight will have change in some city. This can give you opportunity to stay already somewhere some time before the school year starts.

Transportation is pretty normal like in any other country. Subway, busses are fine but its always good to have a traveling card. Cabs are very cheap too.



CONCLUSION

In conclusion I must stress that exchange South Korea highly depends on what you expect to gain. School wise I would maybe recommend to go for different university. This might be because I am too used to Danish education system and so I was missing the practicality in the exchange subjects. However to take the exchange in South Korean is still for sure one of the best decision I made in my life and I highly recommend it for anybody who is even slightly considering to go. The relationships and bonds created there are truly amazing and experiences connected to this trip will always be a big part of my life.