



HANYANG UNIVERSITY

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Hanyang University ERICA
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Exchange Report - South Korea



Where and when did you study abroad?

At Hanyang University ERICA Campus in Ansan, South Korea. From start September 2019 until the end of December of the same year.

What KEA program did you attend at the time?

Entrepreneurship Design, during my 3rd semester, at my home university.

What classes did you take during your semester abroad? Please briefly explain what each class was about.

International Strategic Communication: This course focuses on understanding global issues, disciplines, competitions and the necessary knowledge in advertising and making strategic decisions based on an international perspective.

Storytelling and Content Design: In this course, you were learned to identify contents UX design. We had to create a platform that solved a problem in Korea. So my group made an app using XD, that helps tourists getting around in Korea, since that was a little challenging at first.

International Economics:

This course was about understanding basic Theoretical Models in International Economics: like Comparative advantage and international trade. Furthermore understanding Political Economy of Globalisation:

Commercial Jewellery: This class is all about making jewellery out of wax castings. This was my favourite course because it was really hands on and the teacher was amazingly sweet and helpful! The only issue is that you need your own carving tools, but luckily I could borrow some from our teacher, so it worked out in the end. After learning how to handcraft jewellery I really want to start my own jewellery brand.

Furniture Design: The aim in this class was to understand furniture design and its history and how furniture react and uses space. Here we had to design our own furniture (i for example ended up designing a couch) We spend most of the time designing and finetuning our furniture design with the help of the teacher and it ending out in a final presentation of each of our product.

Academic Experience

1. How helpful was the receiving school in the process of choosing classes and settling you in?

I had a lot of troubles getting the courses I wanted and thought I could take. The process was really confusing and even though courses was listed as “English Course”, some teachers wouldn’t or couldn’t speak English and did not allow me to take the course. The offices around campus was really helpful, specially the Design Office and my contact person Yoohri Choi.

2. What classes/study experiences did you find the most rewarding? Why?

Commercial Jewellery was the most exciting, creative and rewarding course I had. I really got in touch with my creative side and my passion for jewellery. This course was almost only practical. We had a few lessons where the great teacher showed us how wax carving and the whole process of making handcrafted jewellery was done. The rest was up to ourselves. Only problem with this course is that you need carving tools etc. but the korean students and the sweet teacher borrowed us their tools, so we solved that problem easily. Now I can put on rings and necklaces, pendants I handcrafted myself and I plan creating my own jewellery brand in the future.

3. What classes/study experiences did you find least relevant

or least valuable to you? Why?

International Economics. Because of the trouble getting the courses I really wanted at the beginning I had to take this course, since it was the only one left. This course had no relevans for my future work and I didn't find the course interesting at all. The teacher in this course was really bad at speaking English, getting students attention and his way of teaching was really oldschool and boring. He only looked into his slides all and explained them, no questions was asked, no interaction with students. So this was not my kinda course, but im sure some of the Korean students enjoyed it.

4. What classes would you advice other KEA students going to the receiving school to choose or not to choose?

International Strategic Communication and Story Telling & Content Design was a bit repetitive at the start from what we have been taught in E-Design in KEA the first 2 semesters. But towards the end of the courses I really learned a lot. Commercial Jewellery and Furniture Design was the most creative and hands on courses. Specially Jewellery I got in touch with my inner creative side. I can't recommend International Economics for the reasons

Cultural/Personal Experience

- 1. What challenges did you experience culturally while being abroad?** I didn't experience any major challenges with the culture difference, for me the biggest challenge was communication and trying to fit in and be part of the local Koreans. You come really far with some basic Korean words and google translate on your phone. I realised that most Koreans are very shy to speak English because they are afraid their pronunciation is wrong, but actually most younger Koreans understand and reads perfect English. So I would recommend just speak to people and slowly they will open up and become less afraid of speaking English themself.
- 2. How helpful was the receiving school in this process?** The school had some mentor programs which is a lot of help if you choose it, but otherwise you are pretty much left on your own. But don't worry, everyone knows you are a foreigner and people are very friendly to help out, if you have trouble. of 3 6 Saturday, 7 December 2019
- 3. What was the best cultural/personal experience during your studies abroad?** One of best experiences was going to Jeju island. Jeju is a small island at the south end of Korea. Me and my friend went there for 4 days with my sister who visited us. We didn't expect much and the weather forecast said that it would rain and be thunder for the whole 4 days we were there. But since we already had booked it, there was no turning back. But as we arrived the clouds moved away and it was actually sunny and amazing weather. So we ending up cliff diving and chilling on the beach most of our time there, which was the best get away we could have dreamed of. So don't always believe the weather apps because sometimes they are completely wrong, specially in Jeju because of the big mountain.
- 4. What advice would you give other KEA students going to study abroad at the receiving school?** If you are staying at the dorm (which I would recommend because its cheap and close to the school) then I would highly recommend finding a roommate beforehand and also find some cozy lamps or lights because the rooms are not very cozy otherwise. Me and my friend ripped a korean IKEA, bought some lamps and blankets and our room ended up being really cozy and chill to be in.



