

韓國高等科技管理學院

KAIST College of Business

(Spring 2024)



INTRODUCTION OF KAIST

KAIST

KAIST College of Business (KCB), established in 1971, is one of Korea's pioneering business schools. It includes the School of Management Engineering in Seoul and the School of Business and Technology Management in Daejeon. Accredited by AACSB and affiliated with GMAC, PIM, and AAPBS, KCB is renowned for its academic excellence and global engagement. Situated on a forested slope in northeastern Seoul, about 100 miles from KAIST's main campus, KCB offers a prime location in Korea's business and political hub, fostering connections with numerous companies and government organizations. This setting provides students with ample opportunities to interact with prominent business leaders and gain practical experience.

Office of External Affairs

Ms. Yoon-Jung Cho is the Program Manager for the Student Exchange Program at KAIST College of Business. Since early January, she has been reaching out with welcome emails and will continue to send important group emails throughout the semester. Ms. Cho is known for her kindness and helpfulness. Should you have any questions or need assistance, please feel free to contact her.

KAIST Portal System

All school processes, such as course registration, KLMS, course evaluations, and facilities reservations, are managed through the KAIST Portal system. Students must sign up for the KAIST Portal using a UID provided in a separate email from KAIST. The website is available in English and follows the instructions from the program coordinator.

Note: KLMS, or KAIST Learning Management System, is an online platform used by KAIST to facilitate various aspects of the learning experience which is similar to NCCU WM5. It supports course management, enabling students to access course materials, submit assignments, participate in discussions, and receive feedback from instructors.

Courses Information

Course Offerings:

KAIST College of Business offers a range of MBA programs, including General MBAs (Techno-MBA, IMBA, Executive MBA) and specialized MBAs (Finance MBA, Information Media MBA). Additionally, the college will introduce the Professional MBA (PMBA) and the Social Entrepreneurship MBA (SE-MBA) in collaboration with the SK Group. Exchange students are enrolled in the KAIST MBA program (KMBA) but can choose courses from other programs such as Impact MBA and Finance MBA, provided they are taught in English.

Credit Requirements:

- Minimum: 6 credits
- Maximum: 15 credits
- NCCU exchange procedure requires at least 8 credits (check for updated procedure)

Course Structure:

- 3 Credit Courses: Full semester (16 weeks, Week 1-16)
- 1.5 Credit Courses: Half semester (8 weeks, Week 1-8 or Week 9-16)
- Credit transfer: 3 credits at KAIST = 3 credits at NCCU

Course Registration (Add/Drop):

To sign up for courses, students must register through the KAIST Portal system, which is available in English and follows the program coordinator's instructions. The add/drop period for courses begins one week before the semester starts and ends one week after the semester has begun. For Spring 2024, the semester starts on 26 February, with the course registration period running from 19 February to 4 March.

Course Review:

First Impressions: Overall, the course offerings in the Fall seemed more appealing than those in the Spring. However, for those choosing Spring, here is a reflection on my experience during the Spring 2024 semester at KCB. Having completed all mandatory courses for the IMBA program prior to my exchange, I chose for elective courses totaling 7.5 credits, plus a 3-credit Korean language course. The teaching methods were similar to NCCU, utilizing lecture notes, case studies, in-class discussions, guest speakers, and group projects.

1. Corporate Entrepreneurship and New Business Development (BIZ511 - 3 Credits):

This course focuses on corporate entrepreneurship and new business development, aiming to equip students with the mindset and skills necessary for success in these areas. The course covers principles of corporate entrepreneurship, internal corporate venturing, and new business development processes through lectures, textbooks, papers, and cases. A term project, conducted in teams of 3-4 members, requires a report in PPT format and a presentation on the last day of class. Guest speakers, such as an entrepreneur from Pinkfong (creators of Baby Shark), provided invaluable insights. The course includes midterm and final exams. I was impressed by the professor's efforts in teaching and preparation, with numerous case studies and discussion questions throughout the semester.

2. Operations Management (BIZ576 - 3 Credits):

This course explores the processes used to transform inputs into products and services, which are essential for any organization. It covers the management of operations, the largest employment sector, and the most significant investment in assets for firms. The course is particularly relevant for those aspiring to roles in business process management or consulting. The course includes lectures, group projects, case analysis, and individual homework assignments. This was the most challenging course of the semester, requiring substantial effort in case analysis involving calculations, logic, and statistics. However, the professor provided office hours for additional support.

3. Social Economy & Korea's Development Experience (BIZ626 - 1.5 Credits):

This course examines economic development from a social economy perspective, with a focus on balancing economic and social goals. It targets students in the social entrepreneurship MBA, with an

emphasis on benefiting society as a whole. The course covers international economic development, comparing post-WWII recovery in Korea and Germany. The professor, who is German, offers an international approach, including a field trip to the Korean Economic Development Hall. The course includes a group project and a final exam. Learning about Korea's rapid economic growth was particularly interesting.

4. Korean II for Graduate International Students (3 Credits):

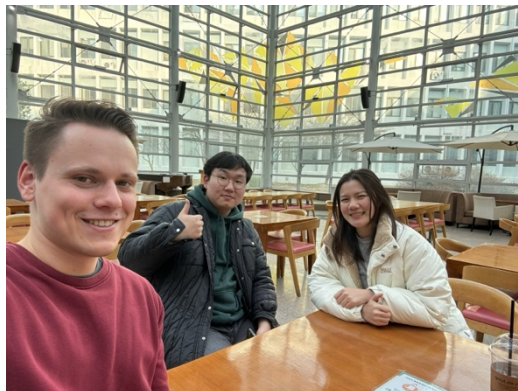
The Korean language course offered to international graduate students consists of two levels: Korean 1 and Korean 2. Due to diverse student registrations across various programs, the course often reaches full capacity. Korean 1 primarily covers foundational aspects such as the Korean alphabet, numbers, and basic conversational skills. In contrast, Korean 2 delves deeper into grammatical structures and language nuances.

During my enrollment process, only six exchange students, including myself, expressed interest in studying Korean. Unfortunately, this was insufficient to meet the minimum requirement of five students needed to open the Korean 1 course. Consequently, despite my prior self-learning of Korean alphabets and vowels before arriving in Seoul, I enrolled directly in Korean 2. My motivation stems from a desire to acquire basic conversational skills, particularly to confidently order food

CULTURAL EXCHANGE

Mentor Program

As part of the Spring semester experience, all exchange students were enrolled in the 'Mentors & Mentees' program, fostering cultural exchange and friendship. Throughout the semester, we engaged freely with fellow students, building lasting connections and sharing diverse experiences. KCB generously provided us with monthly gift cards worth KRW 5,000 each, redeemable at the Atrium, a popular coffee shop on campus.



Sports Day Event

The KAIST College of Business hosts an annual Sports Competition at the Daejeon campus, a highlight eagerly anticipated by students. Organized by the student council, the event offered a refreshing break from academic rigor, promoting networking and camaraderie through various sports activities. Participants received commemorative event t-shirts and competed for awards that celebrated their achievements.

To facilitate participation, the school arranged shuttle buses from the Seoul campus, ensuring seamless transportation for a day trip that spanned six hours round-trip to Daejeon. Prior to the event, students

formed groups and engaged in activities such as group limbo, rope jumping, dodgeball, foot baseball, and futsal. This not only enhanced teamwork but also provided an opportunity to connect with local students from Daejeon.



LIFE IN KOREA

Accommodation

KAIST offers three dormitory buildings situated on a hill: Pajung-sa, Sojung-sa, and Haejung-sa. Pajung-sa features small kitchen facilities, while Sojung-sa is equipped with a sink, microwave oven, and mini-fridge. Students are required to bring their own mattress covers, pillows, and blankets. Initially, all KAIST and exchange students are assigned double rooms in Pajung-Sa, with the option to apply for a single room through a lottery system. Given the small number of exchange students in my cohort—only six of us—all applicants for single rooms were successful. I was assigned a single room in Sojung-sa, where most residents are Korean.



One inconvenience is that the elevator does not stop at our floor in Sojung-sa, necessitating stairs for access—something to consider if you have heavy luggage.

The room layout resembles NCCU Dormitory No. 10, with shared bathroom facilities. Laundry machines are free to use, but there's a charge of 500 won for 40 minutes of dryer use.

On the top floor, there's a kitchen equipped with a sink, microwave, and during my stay, an air fryer was placed there. While lacking an induction stove, there's an older model electric pot suitable for simple meals. However, I opted not to cook often due to the setup's convenience factors. Similar to NCCU dormitories, a shared refrigerator requires labeling personal items, often filled with communal food supplies.

Transportation

T Money Card: To facilitate seamless travel on buses and subways, the T Money card is highly recommended. Available for purchase and top-up at convenience stores such as G25 and Nice to CU, this card requires cash transactions only. It's a convenient solution for managing transportation expenses throughout the city.

During my stay, I frequently traveled by buses due to the convenient bus stop at our campus, often transferring to the subway at times for longer journeys. This combination of bus and subway travel provided flexibility and accessibility to explore various parts of Seoul and beyond.

From Airport to School: Upon arrival, I utilized the Limousine airport bus 6102, disembarking at Korea University Station. From there, I took a taxi to reach the dormitory. Ms. Yoon, the program coordinator, provides guidance on navigating to campus, ensuring a smooth arrival process.

Taxi: For local travel, using taxi-hailing applications like Kakao Taxi or Uber proves convenient and user-friendly for foreigners. Personally, I found Uber particularly accessible and user friendly to foreigners.

Bus: Two main bus routes, numbers 201 and 273, pass by the KCB campus. The bus station directly in front of the campus is named "Honeung Elementary School," offering a convenient transportation option.

Subway: The nearby subway stations include Line 1 (Blue Line) and Line 6 (Brown Line). Hoegi Station on Line 1, approximately 15 minutes from the school, serves as the nearest subway stop.

Navigation: Navigating in Korea is facilitated by two main map applications: Naver Map and Kakao Map. Personally, I found Naver Map preferable due to its English language option, which enhances accessibility for international users. However, it's worth noting that place reviews are predominantly in Korean, and occasionally, English search queries may not yield accurate results. Despite this, both apps generally provide precise navigation and timely route suggestions, allowing users to select preferred routes based on convenience and efficiency.

The food options around our neighboring university, Kyunghee campus, offers a diverse selection of dining options. Among them are establishments like Port Katsu, Jampong, Poke Salad, Kalkuksu, burger joints, fried chicken spots, and various BBQ restaurants. Meal sets typically start around 10,000 won at regular dining venues, excluding more upscale establishments.

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Surrounding Environment (On Campus: Cafeteria, Atrium, Nearby)

On Campus Cafeteria

The cafeteria offers both lunch and dinner sets, with the lunch set being my primary choice. Priced at approximately 5,500 won per set, it typically includes rice, soup, and side dishes.

On Campus Atrium

Located on the second floor of the Supex building, the Atrium features an automated ordering system accepting card payments only. It offers a variety of food and drink options such as bagels, sandwiches, ready-to-eat meals, and a selection of coffee beverages. I particularly enjoy Hazelnut Latte and Caramel Macchiato here, and find the prices more affordable compared to off-campus cafes. The relaxed environment makes it my preferred spot for working and studying, in contrast to the more formal study labs.



Mobile Service

Near Kyunghee campus, there's a mobile service shop called Chingu Mobile where the staff is proficient in English, Chinese, and Korean. They offer various packages from LG+, SK, and KT. I opted for an affordable prepaid package from LG+ priced at approximately 70,000 won for 4 months, which included unlimited data (excluding hotspot). The service worked seamlessly, providing reliable internet connectivity even before obtaining the Alien Registration Card (ARC). However, it's essential to visit the shop again after receiving the ARC to link our ID with the mobile number for identification purposes, especially useful for online shopping.

National Health Insurance (NHI)

Upon completing the ARC registration, all exchange students are automatically enrolled in Korean National Health Insurance. This coverage proves beneficial for medical expenses at clinics or hospitals. Ms. Yoon informs us about insurance bills, and instructions for payment through Kakao Pay, which I found to be the most convenient method.

Banking

Once issued the ARC, we can officially open a bank account. Inform Ms. Yoon beforehand to prepare necessary documents such as the KAIST enrollment certificate and dormitory move-in confirmation. Woori Bank, located next to Kyunghee University's main gate, is the closest option.

Daily Necessities and Online Purchases

For daily necessities, consider shopping at Daiso, where prices are notably cheaper compared to supermarkets like Lotte Mart, E-mart, and Homeplus. There's a Daiso branch near Hoegi subway station, with a larger one at Cheongnyangni station. Some essential items like blankets, pillows, and hangers may already be provided by previous batches—consult Ms. Yoon for availability.

Online shopping on platforms like Coupang and Olive Young becomes accessible once our ARC is linked with a Korean phone number. It's advisable to use a Korean card or account for payments, as international cards may not always be accepted.

Budget

Living expenses in Seoul vary depending on personal spending habits. Here are estimated costs:

- Meals: Starting from 10,000 won (BBQ places around 15,000 won and up)
- Coffee at cafes: 4,000 to 7,000 won
- Transportation (bus & subway): Starting from 1,500 won; Taxi rides start from 7,000 won

Overall, budgeting around 1,000,000 won per month is advisable for living comfortably in Seoul.