

Chazen Korea Study Tour

2025 March 16–23 (7 days)



Highly Rated
NPS 93 ('24)



Clean & Safe



Reasonable
Price



Exceptional Food
Experience



Balanced
Schedule

Last Chazen Korea ('24)



What was good?

Feedback 1

Everything - I genuinely would not have changed anything about the trip! I loved how we were busy all day every day and I thought there was a perfect blend of cultural/ touristic activities and company visits.

Feedback 2

Everything was great! The trip was very well organized and the activities were very interesting. I loved the blend of cultural and business activities. The company visits were very informative and the food was excellent. The trip was a great success and I would definitely recommend it to others.



Designed to be even better this time

What could have been better?

Feedback 1

z¬±í±< ° fḐí° Òì íᐅ ò1 íf ᑕᑕ≠ß'±š¬, ᐅ ±ý±Ḑ
f íᐅ , ~ '≠í¬õý±íß±±< í< fᑕ±í°, í¬õý±íõí'f°'±í
€ , Ḑ±íᑕ±í° f€ ± °, í±² Ì', Ḑᑕ



ã ±íõ f€ í°, í±'±ýõ° ±í° ¬±í
Ô~ õ'f³ í, ᑕ±õᑕ¬í±ý±< ° í
õ< ≠íì Ḑ ýf#±í€ , Ḑí° f€ ±í
ᑕᑕᑕ'õ² õ°f, < ᑕ



Feedback 2

Wish the food was a little more
diverse , not all traditional Korean style



We will introduce
another- level diverse
Korean food scene



Feedback 3

The trip could add more cultural
events , like visiting Cheong Wa Dae
(former presidential residence)



We plan to go Cheong
Wa Dae, and other
great places as well



What we'll Discover Together



Exploring Korea's economy
through the lens of everyday life



치킨 [chi-kin]
=chicken

+



맥주 [meak-ju]
=beer

= 치맥 [chi-maek]



TALK



Tentative Itinerary

SUBJECT TO CHANGE

 Company Visit
 Cultural Activities & Free time

Conglomerate



Tech

kakao



NAVER



Food



Music



Beauty



AMORE PACIFIC

Sulwhasoo HERA

LANEIGE innisfree

IOPE
espoir



Tradition



Sun

Mon

Tue

Wed

Thu

Fri

Sat



Sun

How much would it cost?

\$1,500 – \$1,800

PER PERSON (excluding airfare)



✓ What's included

- 4-star hotel by  **LOTTE** *
(Double Occupancy)
- Daily breakfast
- Planned group meals
- All cultural activities
- Local guide
- Local transportation

✗ What's NOT included

- Airfare
- Visas (if applicable)
- Travel insurance
- Optional/personal meals
- Personal activities



Did you know CBS alum **Shin Dong-Bin '81**, the chairman of **Lotte Group**, is featured in our **Kravis 820** classroom?



* Note: Lotte's hotel sponsorship is confirmed but subject to rare, unforeseen changes. If withdrawn, the tour budget may increase, and participants will be promptly notified.

Ready to Apply? Here's How!

27 Spots Available



Trip Matching:

- Submit preferences on the [Chazen Tours Matching site](#) starting at 2 PM on Thursday, Nov 14
- Successful matches will be announced on Nov 20
- Successful matches will have 48 hours to secure their spot by paying a **\$1,000 non-refundable deposit**
- Unmatched applicants will be placed on a waitlist
- If you are matched, you will be dropped from all other waitlist
- Swapping tours or selling spots is not permitted



Eligibility:

- Trip is open to all **full-time MBA students**
- We must respectfully decline participants who are unable to attend the full trip.

A Few Things to Keep in Mind (1/2)



Company visits are mandatory

- This tour is designed for participants interested in both cultural experiences and company visits. Please consider this focus when applying.
- We kindly ask for your understanding, as we must respectfully decline such applications.



No Shadowing, No Significant Others

- This program is designed as part of the MBA experience, with exclusive company visits requiring careful coordination
- To ensure focus and engagement, we cannot accommodate shadowing by guests or participation of significant others



A Few Things to Keep in Mind (2/2)



Food and Dietary Diversity

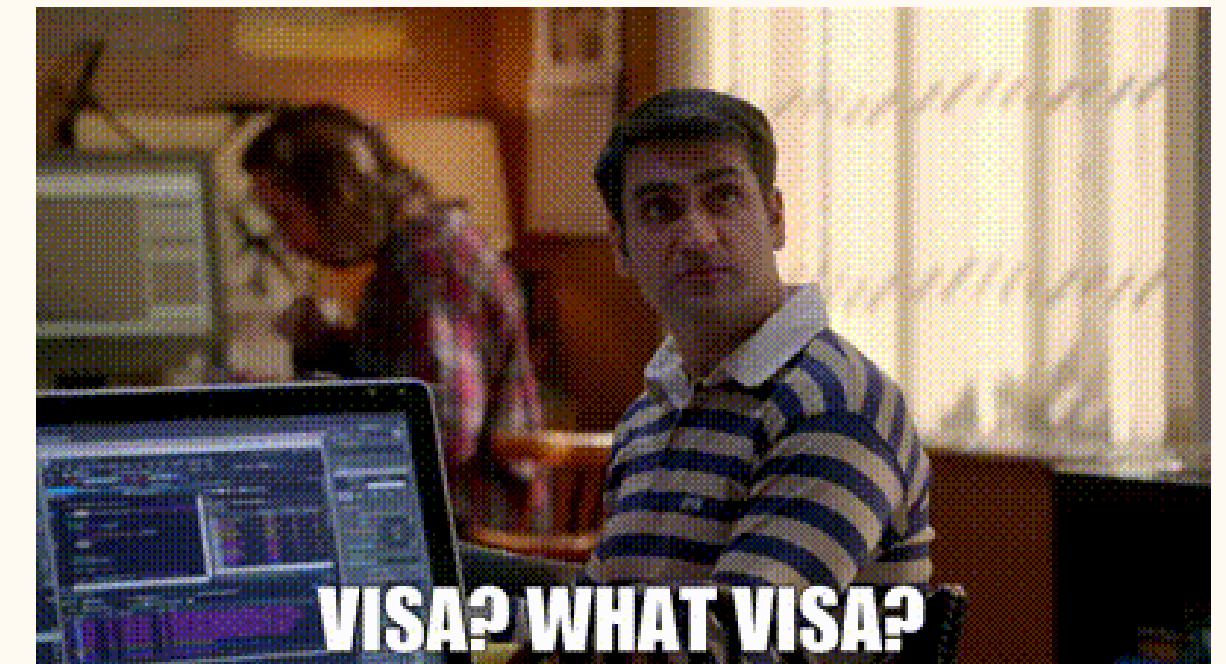
- Traditional Korean cuisine is integral to the experience, but options may be limited for specific dietary needs (e.g., vegan, gluten-free).
- Some Korean restaurants may not be fully attentive to food allergies. If you have serious food allergies, please take extra precautions and consider bringing necessary medications.

MY STOMACH WHEN I EAT CARBS



You might need VISA

- Depending on your nationality, a visa may be required to enter South Korea. We recommend checking [visa requirements](#) well in advance, as processing times can vary.
- Students from certain countries may need to apply for the Korea Electronic Travel Authorization (K-ETA). The application process can take up to 72 hours, so please plan accordingly.



FAQs

IS KOREA SAFE?

- Korea is generally a safe destination for travelers with low crime rates, including petty crimes.
- Exercise normal precautions, and you should have a safe experience.

WHAT IS THE WEATHER LIKE IN MARCH?

- March in Korea transitions from winter to spring, with average temperatures around 15°C (60°F) and lows of 0°C (30°F) in Seoul.
- Weather in Korea during March tends to fluctuate year by year. We advise you wear layers, including a light jacket that you can take on and off throughout the day.

HOW DOES PAYMENT WORK IN KOREA?

- Credit cards (Visa, Mastercard, AMEX) are widely accepted.
- We advise you carry a small amount of cash for street food, public transportation, and any emergencies.

IS KOREA ENGLISH-FRIENDLY?

- While major areas in Korea are relatively English-friendly, international students unfamiliar with Korean may struggle with communication, especially in local restaurants or non-touristic areas.

Team – Contact us !

For any questions or concerns,
please reach out to **Fred** at **kkim25@gsb.columbia.edu**

Organizers



Fred Kim '25



Emily Hong '26

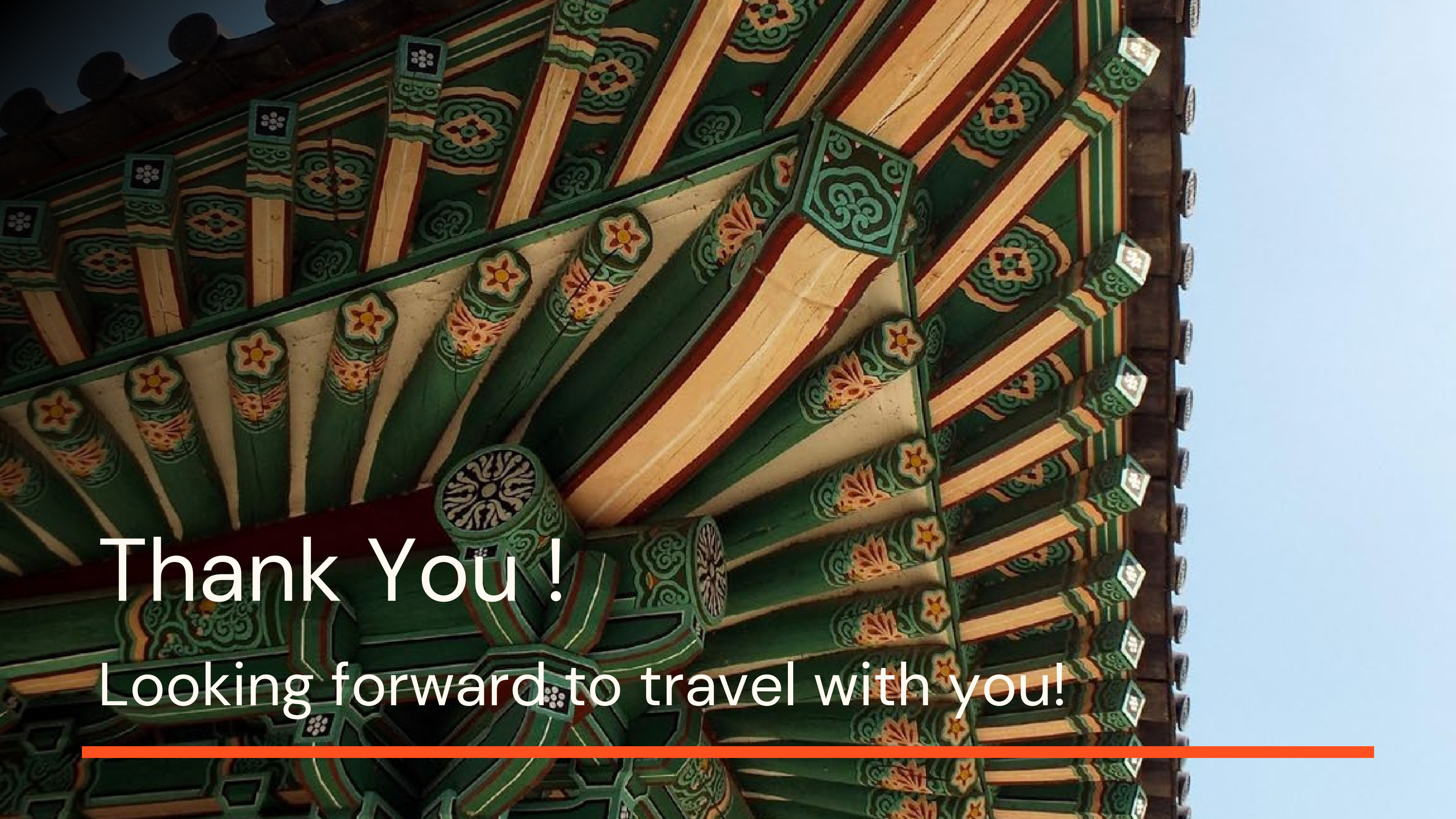


Hyerin Joo '26

Faculty



Sehwa Kim



Thank You !
Looking forward to travel with you!

Appendix. Visa

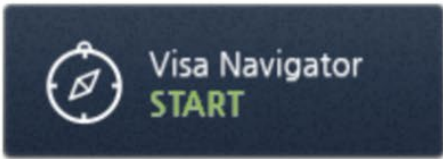
First, Check if a visa is required: visa.go.kr

ContinentAmericas

Country/ RegionMEXICO

Purpose of EntryShort Term Visit

Length of Stay90 days or less





The list of countries may change monthly, so please be sure to check before you travel!

Second, Please follow as below

| | | |
|-------------------|--------------|---|
| Visa Exempt (112) | K-ETA Exempt | <p>Prepare your passport!</p> <ul style="list-style-type: none">• Asia: Japan, Taiwan, Hong Kong, Singapore, Macao• Americas: United States (including Guam), Canada• Europe: United Kingdom, Germany, France, Italy, Netherlands, Spain, Poland, Sweden, Finland, Norway, Belgium, Denmark, Austria• Oceania: New Zealand, Australia |
| | K-ETA Needed | <p>Apply for K-ETA (Link)</p> <p>It may take up to 72 hours</p> <ul style="list-style-type: none">• Asia: Malaysia, Thailand• Europe: Ireland, Portugal, Czech Republic• North/Latin America: Mexico, Panama• Middle East and Africa: United Arab Emirates, South Africa• Oceania: Fiji, Palau |
| Visa Required | | <p>Apply for a Short-term Visit Visa (C-3) for tourism (Link)</p> <p>- It may take up to 15 days</p> |