

KOREA STUDY TOUR

Business, Beauty & Culture



**Columbia
Business
School**



**COLUMBIA
BEAUTY CLUB**



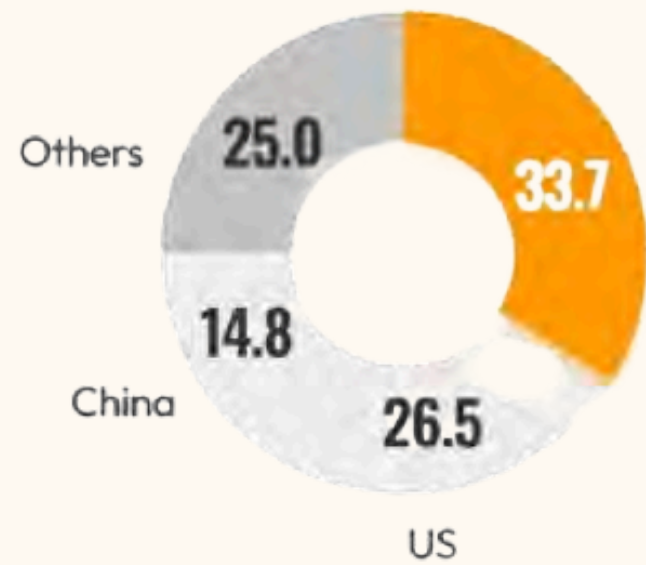
R Real Asia

March 2026

WHY KOREA?

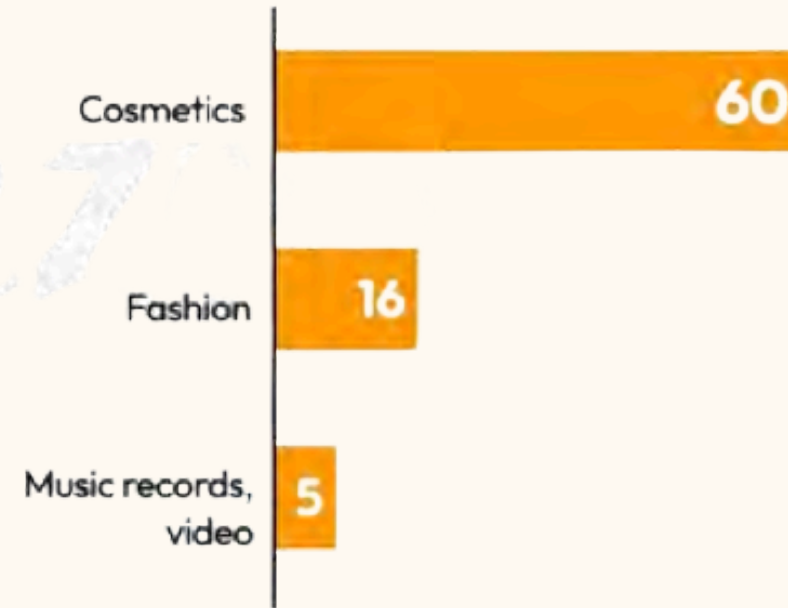
Korean goods overseas sales by country, region

(Unit: %)



Major Korean goods sold overseas

(Unit: %)



*As of Aug 2024

(Source: Korea Customs Service)

*As of Q2 2024

(Source: Korea Customs Service)

GENTLE MONSTER | LANEIGE | HYBE
WE BELIEVE IN MUSIC



- 🏆 Global Leader in Beauty Innovation (K-Beauty)
- 🏠 Home of the World's Top Beauty Conglomerates
- 🔪 #1 Global Leader for Medical Aesthetics
- 🎤 K-Pop & K-Drama Influence at Global Scale
- 📱 Influencer & UGC Powerhouse
- 🛍️ Beauty Tech & Retail Innovation
- 🚀 Booming Export & Startup Ecosystem

Over **\$7.5B** in cosmetics exports and **3,000+** beauty brands. Korean startups scale fast through **Amazon, Sephora, and global influencer marketing.**

Trip Overview: March 15 – 21, 2026



How much would it cost?

\$2200-2500



✔ 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

- Int'l 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?



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 21
- 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.


Hotel



**LOTTE City Hotel Myeongdong
Seoul**

Itinerary Overview

SUBJECT TO CHANGE


 Company Visit
 Cultural Activities & Free time



**Hotel Check-in
Korean BBQ**




3.15
Sun



LOTTE

**Seoul Heritage
Day**




3.16
Mon

GENTLE MONSTER

OLIVE YOUNG

**Seoul Modern
City Tour +
Michelin Dinner**




3.17
Tue

AMORE PACIFIC

HYBE
WE BELIEVE IN
MUSIC


**Seoul Luxury
Deep Dive +
Night Life**




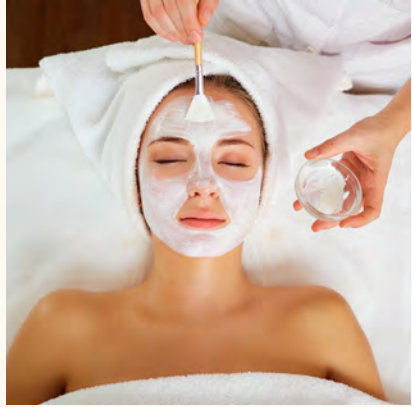

3.18
Wed

CJ

**Sunset Yacht
Tour**



3.19
Thu



**Free Time
Beauty
Appointments
Farewell Dinner**

3.20
Fri

Potential Company Visits



GENTLE MONSTER



AMORE PACIFIC



- Leading retail, beauty, media, and tech company HQs
- Fashion and lifestyle concept studios
- Flagship department stores and shopping landmarks
- Emerging creative pop-up spaces in Seongsu and Gangnam
- Innovation and K-content companies shaping global culture

Gyeongbokgung Palace



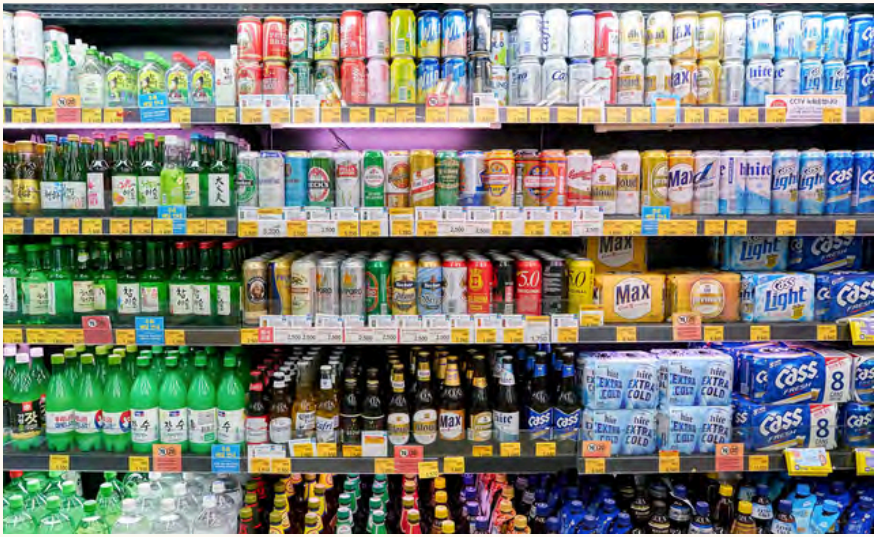
Bukchon Hanok Village



Sunset Yacht Tour



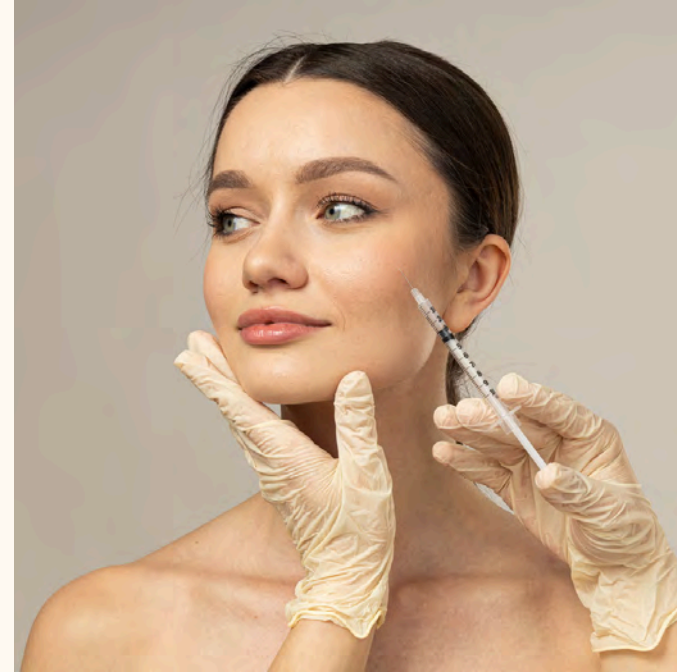
Retail & Pop-ups



K-Beauty Experiences & Add-ons



Glass Skin Treatments



Aesthetic Treatments



Hair & Scalp Treatments



Makeup Session



Idol Nail Art



Korean Traditional Sauna



Color Analysis

Food & Culinary



Welcome KBBQ



**Korean Cooking
Class**



**Quality Buffet
Lunch**

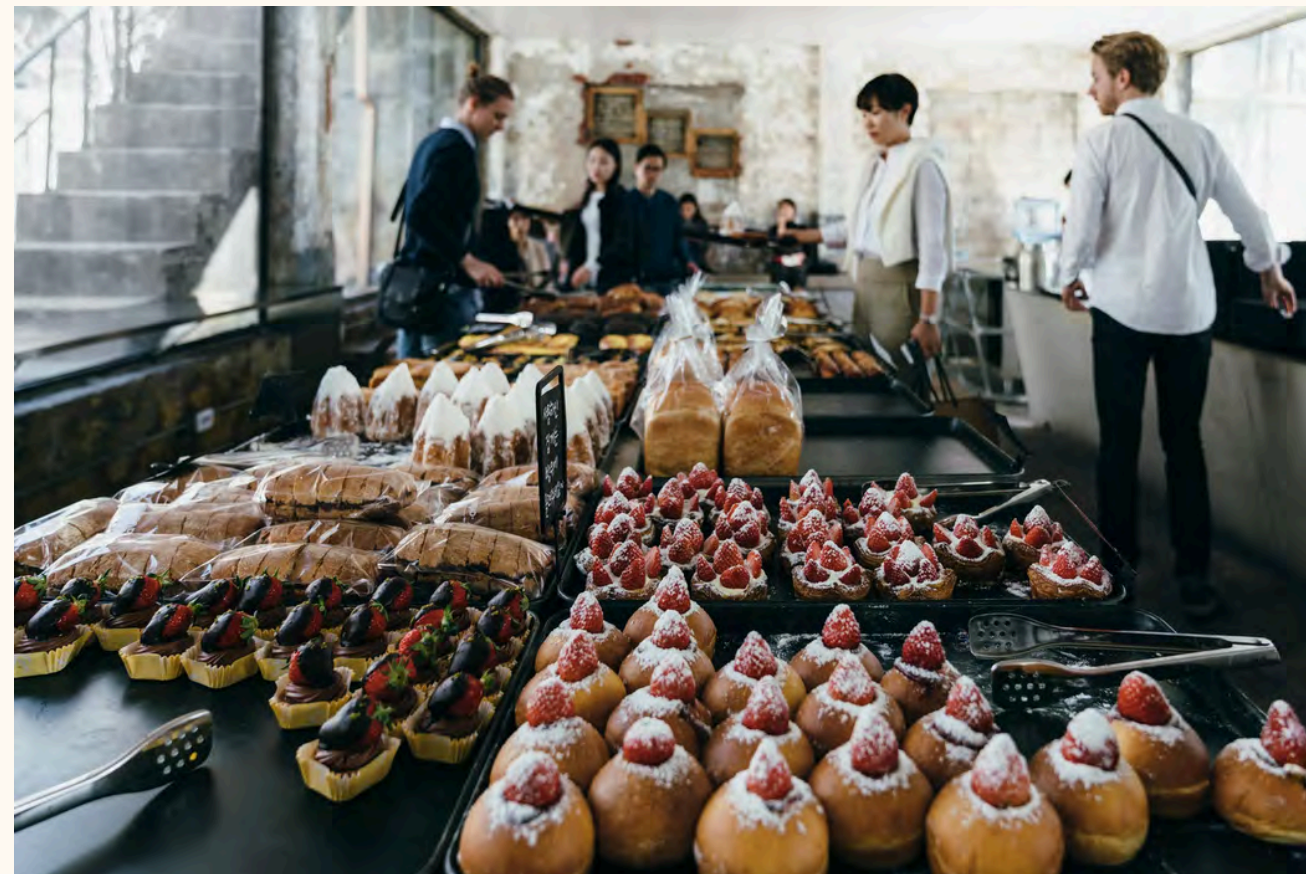
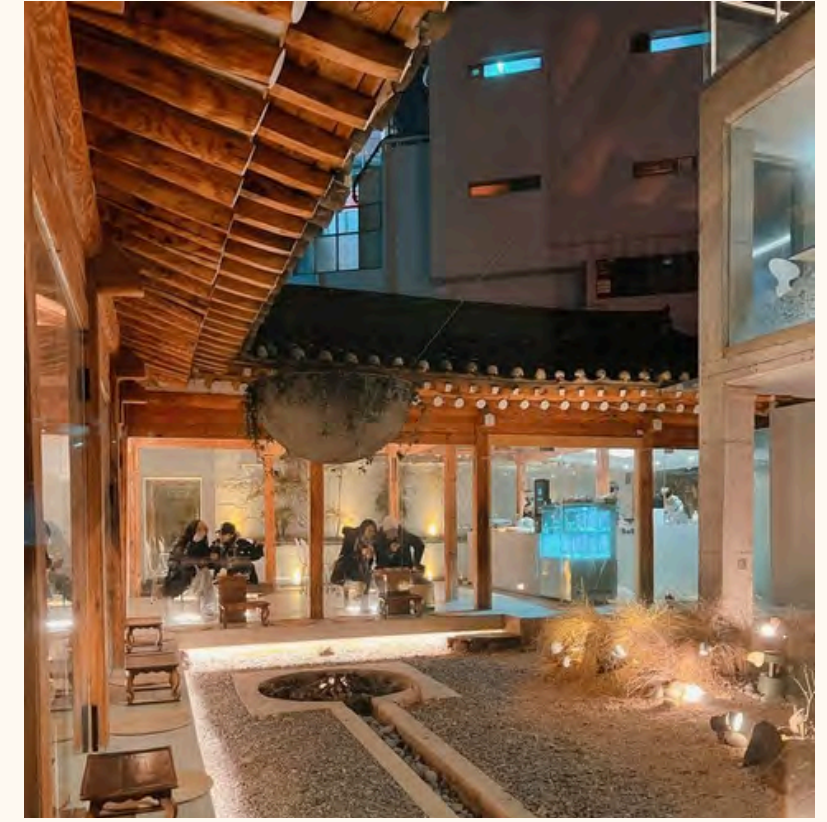


**Michelin Star
Dinner**



**Korean Course Meal
Farewell Dinner**

Aesthetic Cafes



Street Food

Famous Korean Street Foods



Tteokbokki



Eomuk



Hotteok



Bungeoppang



Dak-kkochi



Gyeran-ppang



Twigim



Sundae



Kimbap



Japchae Hotdog



Korean Corn Dog



Dalgona



Nightlife

not included in price



Hongdae



Itaewon



Gangnam



Euljiro

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.

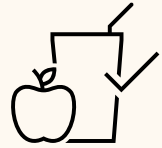


No Shadowing, No Significant Others

- 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

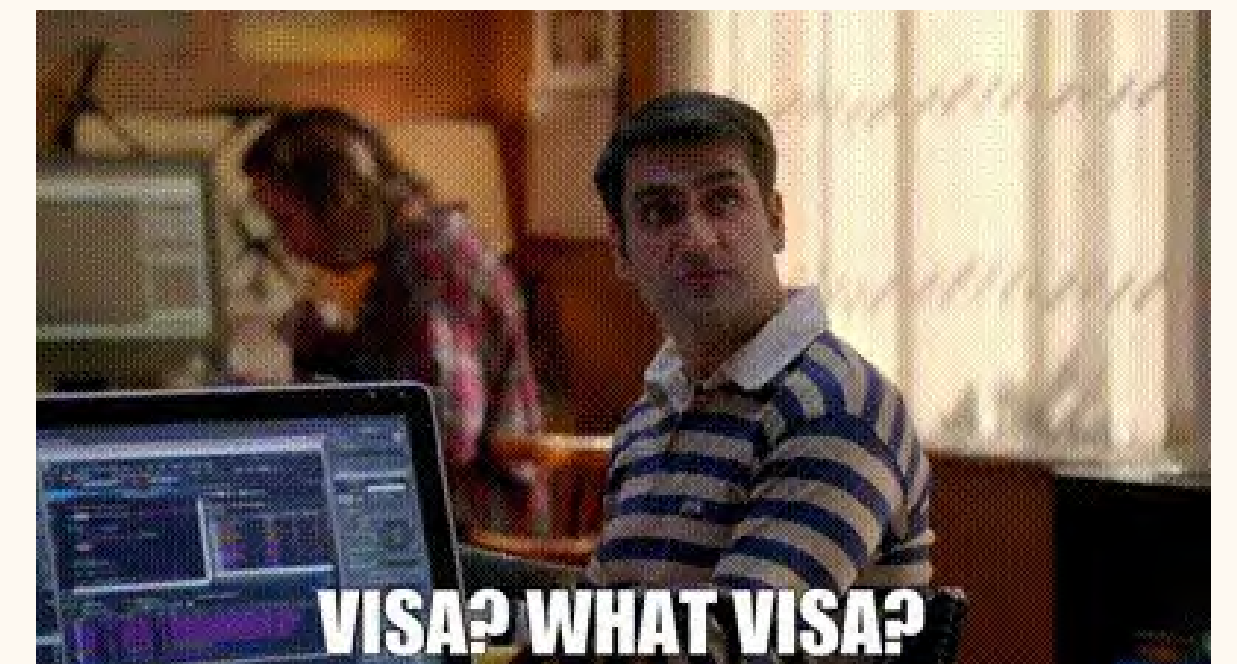
- Traditional Korean cuisine is integral to the experience, but options may be limited for specific dietary needs (e.g., vegan, gluten-free).
- Some Korean restaurants may not be fully attentive to food allergies. If you have serious food allergies, please take extra precautions and consider bringing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



You might need a 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.

MY STOMACH WHEN I EAT CARBS



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 us via email 

Organizers



Nicole Hong '26



Ana Baco '26



Jayeong Kim '26

Faculty



w/ expertise in Retail & Beauty

THANK
YOU!



SEE YOU IN KOREA!

