

EXCHANGE REPORT 2019

FASHION MANAGEMENT
AMSTERDAM FASHION INSTITUTE
HOGESCHOOL VAN AMSTERDAM



Questionnaire Study Abroad/Exchange

1. Where and when did you study abroad?

I studying abroad in Amsterdam, The Netherlands at AMFI (Amsterdam Fashion Institute). I studied my 6th KEA semester abroad, so from February until July 2019.

2. What KEA program did you attend at the time?

I studied the PBA top-up, Design.& Business, Fashion Management.

3. What classes did you take during your semester abroad?

Company Analysis (Group work, Individual Hand-in)

- Internal and External report

Theory taught; 7s McKinsey to analysis internal situation of chosen company. The company was chosen by AMFI, and we did our 20-week research with a Amsterdam based company called L'Atelier Amsterdam. We had lectures and workshops regarding the theory SWOT, TOWS, McKinsey 7s, Financial management and English Writing. Workshops within AMFI are quite helpful, regarding you are able to execute the theory with advising from teachers and your study group.

- *Training on the job report (Group work, Individual Hand-in)*

We had to create a market research, and was giving tools and theory how to analyse the market and industry the chosen company was in. The report was helpful for the external analysis, and collecting relevant data e.g. from competitors within the industry being able to analyse how to differentiate and position within the market.

- Strategic Position report

To finalize and combine the internal and external results (SWOT), we were given theory how to chose a strategy; TOWS. Combining strength, weaknesses, opportunities and threats within the current situation and the companys vision and mission.

- Future Business Model report

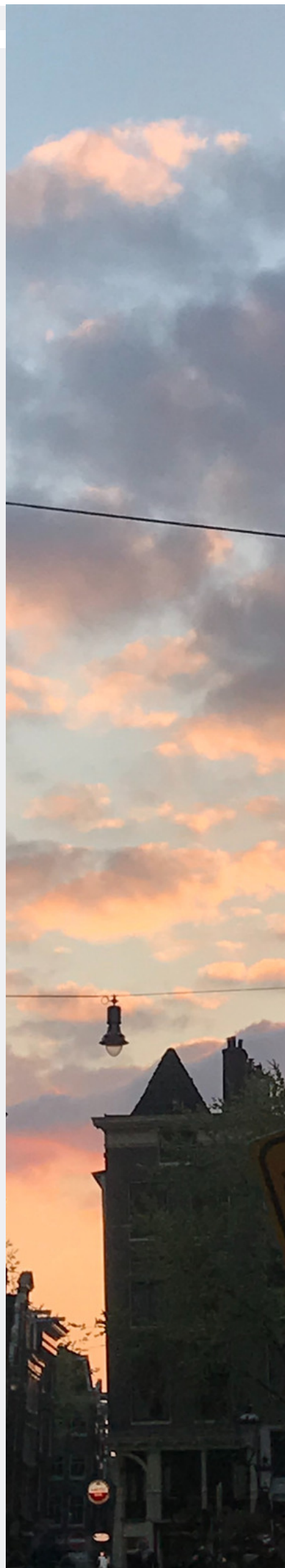
Last but not least, our final product; developing implementation plan and future scenarios for the chosen company. We had to analyze by taught theory; scenario template; how a future scenario could look for the company and create a strategy (also refering to trend forecasting) there will be realistic and relevant for the company while referring to the internal and external analysis.

- *TBB Fashion Strategies and Semester Exams (Individual)*

All 3 exams above was written and individual; so you were only allowed to bring a pen and a calculator which was a big change for me. I did manage but these exams refer to all taught theory within the lectures and classes. TBB Fashion Strategies; is both fashion strategies but as well, case studies; Burberry, Prada and Diesel and the whole history behind.

- *Process Book and PDP Assessment (Individual)*

Individual self-development and analyze to create future goals for yourself by what you've learned within your AMFI semester.



Academic Experience

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

When I arrived and started classes, I quickly realized I probably was mis-placed regarding being so ahead of my fellow classmates (during their 3rd semester). When contacting my advisor at AMFI to see if there has been a mistake of my enrollment and what options I would have, there was not much help to find and I was told to contact my KEA advisor back home. And there I was, feeling extremely alone (by the fact I had just moved to another country) and I did not find any consult at AMFI.

In my frustration I sent a e-mail to my KEA advisor, Hanne, and she was quick to answer my e-mail, as well, as giving me a call to ensure I was okay and talk over the semester with me. This was really helpful, and with help from Hanne I decided to stay with the semester I was enrolled with and all-in-all I end up having a OK experience.

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

All classes and study experiences are combined, but finishing our Future Business Model with a great result was the most rewarding regarding the process has been so long.

What classes/study experiences did you find least relevant or least valuable to you? Why?

Hard to say. The curriculum and semester structure at AMFI is so different than KEA; there is a lot of hand-ins, presentation, consults and individual semester exams. The least valuable was probably, our process book classes. Felt like I was in 6th grade.

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

The AMFI semester I was enrolled to had fixed classes, and I was not able to chose or change anything. If you are doing your 6th semester like me at AMFI, you might find the semester I did not so challenging I was with 2nd year Fashion Management students doing their 3rd semester, so a lot of theory I already knew (also from previous education in Commerce Management). The semester does not allow you to specialize that much, as the 6th semester at KEA offers regarding having electives courses.



Cultural/Personal Experience

What challenges did you experience culturally while being abroad?

The city of Amsterdam is more likely comparable to Copenhagen culture wise, so I did not find any bigger challenges which was so difficult I would be in need of help.

How helpful was the receiving school in this process?

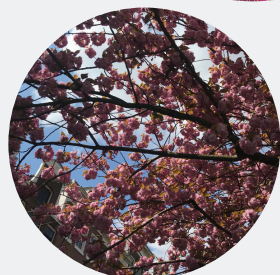
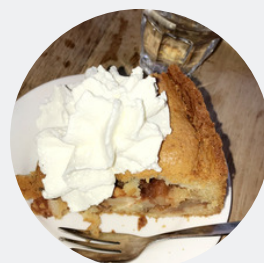
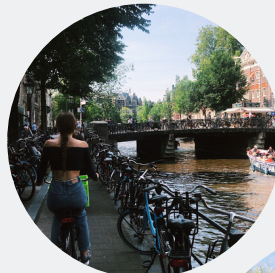
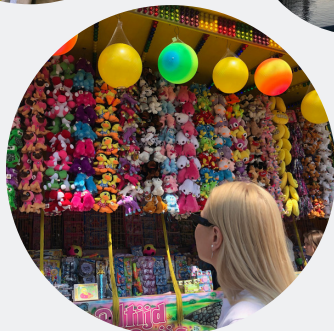
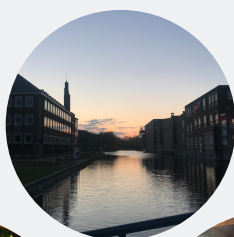
Being a part of ISN was mandatory from AMFI and I will say, that this was very helpful to get settled in Amsterdam. Being a part of ISN - International Student Network. I got so easily new friends, which became my support system through out the semester. All of my friends studied something different and was all on exchange for one semester but we all shared the same mindset and all wanted to explore and see. I never felt alone because of them.

What was the best cultural/personal experience during your studies abroad?

Amsterdam is an amazing city. Other than people being open and easy-going, it is also interesting to explore in. Luckily, most of the Dutch people speaks English well which makes it easy to communicate in all situations. Fashion, such as second-hand, flea markets and daily markets, is everywhere to find in Amsterdam, furthermore, The Netherlands. Markets is a thing which kept me constantly inspired (and made sure I saved money, as well, as living more sustainable).

What advice would you give other KEA students going to study abroad at the receiving school?

Do not narrow down your vision to only explore Amsterdam. Rotterdam, Utrecht, Den Haag, and Haarlem and was some of my favorite places to do for a day trip. Get yourself a museum card and start visiting all the amazing museums. On a sunny day take the ferry from central station to NDSM to visit Pilek or IJ-hallen (once a month huge flea market). Go to one of the many parks (Vondel-, Wester- or Osterpark) or markets (Waterlooplein- Dapper or Albert Cuyp markt) open all week. Do not stress about assignments, reports or hand-ins from AMFI and most importantly, do not be scared off by the Dutch grading system. Keep an open mind, and most importantly DO what feels good to YOU.



How was the application process?

- What did KEA help you with?

The application process is easy as long as you, as the student, do a bit research yourself within the KEA exchange (web)page and read the different information there is to find at Fronter. The question or concerns I had, I just e-mailed the exchange advisor and I met with the advisor twice to go over things I was unsure about. Really helpful.

- What help did you receive from your school abroad?

Finding accommodation, or AMFI offered me to sign up within a housing-company where I might have spent around 200€ total on fees just to sign up. I was a bit skeptical but ended out with a housing-company called 'De Key' which offers a lot of different housing and I was able to chose my own accommodation.

Did you have any practical difficulties settling down in at your destination?

- How helpful was the receiving school in this process?

I did not have any difficulties settling down but it is a huge change when arriving. The only obstacle I was facing was when, I felt that I was enrolled within a wrong semester at AMFI. The 'problem' was quickly solved by help from my advisor from KEA, not AMFI. I experienced a panic attack while having my stay but I was lucky my parents were visiting at the time. Also, I did not feel comfortable talking to my advisor, or other lectures at AMFI regarding it was to personal and had nothing to with AMFI specifically. My advisor at AMFI did tell me more than once that she was available for a talk if needed.

Where did you live?

- Was it difficult to find accommodation?

No regarding I paid to sign up with a housing-company called 'De Key' which offers different accommodations. A month or so before leaving, I received a link to their platform where I was able to look through the different options; size, facilities, location, rent e.g. When deciding on a place, I just followed the guidelines from the webpage and digitally signed a contract. Be aware the deposit need to be paid immediately and is more likely first month of rent (+ extra charges) and deposit (one month of rent).

- Was it expensive?

I got my own studio-apartment (private flat with toilet, bathroom and kitchen) and I paid 770€ per. month. The rent included electricity and water. Laundry expenses and local tax is separate.

What kind of expenses did you have in general?

- Did you spend more or less money than you budgeted with?

SU and Erasmus went to rent and some grocery shopping. Other than that, I spent around about 20.000 DKK within my exchange semester. I tried to budget 4-5000 DKK for every month. I also travelled within my study breaks to Portugal and Belgium and was home in Copenhagen twice for family events. All included in my budget. I did not have any other income that SU and Erasmus. In the end of my semester I was lucky to get a scholarship (NordeaFonden) that I applied for while being on exchange.

