

# *Erasmus 2019-2020*



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## Where and when?

I have studied in Geneva, Switzerland at Haute Ecole de Gestion de Geneve in the falling semester of 2019. I was enrolled in the Business, Economics and IT programme at KEA, 3rd year.

## Subjects

During my semester abroad I decided to chose the following classes:

- 1. International Relations:** The course intends to give a general overview of international relations (IR) through the lenses of political economy, with a specific focus of international political economics, trade, and finance. We had 2 debates and one project that were graded.
- 2. International Organizations:** This course was mostly about the United Nations and its history, Human Rights and world countries situation. We had to hand in 10 papers, one every week, that were graded. This homework really kept us informed on international current affairs.
- 3. International Trade:** In this class I was learning why countries trade with one another, what is the impact of international trade on income inequalities, what the World Trade Organization is and how it works, what are the recent development on the international scene: US-China trade war, brexit, etc. A lot of theory and the final grade was based only from the final written exam.
- 4. Leading Yourself:** I enjoyed this course very much. It was very interactive and the teacher is just great, is motivating you and making you believe in yourself. The course enabled me to develop self-leadership skills through: enhanced self-awareness of their personality, mental models, emotions and personal effectiveness, the development of strategies to manage

these various aspects of themselves, a self-leadership toolkit to set, implement and achieve goals. I recommend!

The course is divided into 3 parts:

- Part I: Self-leadership awareness
- Part II: Self-leadership and personal effectiveness
- Part III: Self-leadership in action

**5. E-business and Social Media:** E-Business is an interdisciplinary topic encompassing both business and technology. A number of specific applications were reviewed through case studies. This course is highly practical with hands-on exercises. I learnt the main concepts of setting up a successful business online from scratch as well as adding an online presence to an already existing brick-and-mortar business. Also, how to exploit social media to interact and engage with real and potential stakeholders and to improve online campaign performance. I recommend it!

**6. Consumer Behavior and Market Research:** At this course I have learnt the following: the market and marketing research process, the consumer decision-making process, major consumer behavioural patterns: perceptions, cognitive biases, personality – lifestyles and values, identify and understand when primary and secondary data are necessary; Design interviews and questionnaires; Collect and analyse qualitative and quantitative data; and present research results.

**7. International Channel and e-Channel Management:** This course aims at giving the foundational knowledge to understand, design, manage and

evaluate effective sales and marketing channel strategy, in particular for businesses operating in international set up. It reviews in greater details

the variety of distribution channels, their respective advantages and disadvantages as well as provide a framework to design, implement and evaluate effective distribution channel strategy. Additionally, it takes in consideration the latest marketing and distribution trends with a special focus on e-commerce and omni-channel marketing. It was very interesting and catchy.

- 8. Crowdfunding, ICOs and The New Crypto World:** Crowdfunding, ICO, STO and Cryptos offer, all with their own specificities, a new way for all to invest in private companies and participate in their growth from an early stage. And for entrepreneurs a whole new innovative way to access capital, raise funds, awareness and broaden their stakeholders. I recommend this course only if you really have interest in this topic, otherwise it will be very confusing.
  
- 9. English Communication:** This course is concerned with developing the student's understanding of communication and its fundamental role in the recruiting and job-hunting processes. This involve the student in the development of personal skills and in the selection and application of appropriate communication techniques. The course also provides a focused BEC Higher preparation to help students achieve their ambitions in international business, gain language skills for real life business situations and improve their employment and career prospects.

**10. French for Non-Native speakers:** We were provided with support materials for the course such as books. We did many exercises in the class and presentations. The final exam included a job interview in French for the oral part and also Grammar, Reading and Listening parts.



## **Academic Experience**

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

The school from Geneva was very nice and I felt very welcomed. We were introduced in the University, they provided all the necessary information at the welcome day and also some gifts and lunch at the restaurant with all Erasmus students. Very good organization.

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

I really liked the Leading Yourself, E-business and Social Media, E-Commerce and Channel Management, English Communication and International Trade. I found the course very well organized and the teachers really good prepared and experts in what they are teaching.

### ***3. What classes/study experiences did you find least relevant or least valuable to you? Why?***

The least relevant for me was the class of Crowdfunding, ICOs, and The New Crypto World, because I did not choose this subject initially and I had no choice. It was something totally new for me and the information that this subject included was not in my area of interest.

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

Chose Leading Yourself, E-business and SoMe and English Communication and do not go for the Consumer Behavior and Market Research. I ended up realizing that it was a bit of waste of my time by going to this course.



## Personal Experience

### **1. What challenges did you experience culturally while being abroad?**

I did not find it very challenging as Geneva is a very organized city and is really easy and simple to move around and live there in general. Sometimes you need to speak French if you want people to understand you: pharmacy, shops, supermarkets. But no worries, usually everyone is very nice and open to help you.

### **2. What was the best cultural/personal experience during your studies abroad?**

During this experience I enjoyed the most spending the time with my fellow Erasmus students. We spent a lot of time together, knowing each other and exploring Geneva and other cities.

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

Geneva is just amazing and you have a lot of places nearby to visit, use every weekend to explore the cities from the neighborhood. Get more connected with the local students, they are very nice and friendly.













## **Practical Experience**

### **1. How was the application process?**

#### **a. What did KEA help you with?**

KEA helped me to choose the right institution and country to study in and offered me all the support needed while completing the forms online.

#### **b. What help did you receive from your school abroad?**

The school abroad was receptive everytime I needed some information regarding the courses. I had to change the French course from A1 level to French B1, and there was no issues with that.

### **2. Did you have any practical difficulties settling down in at your destination?**

No, everything went without any issues or obstacles.

### **3. Where did you live? Was it difficult to find accommodation? Was it expensive?**

I found accommodation through Facebook. I posted on the group called geneva Expats that I need a room for one semester and my landlord contacted me. I was lucky, but in general, the accommodation is very difficult to find. I lived 15-20 minutes by foot from the University, in a family house. The rent was 600 CHF monthly payments with all the expenses included.

### **4. What kind of expenses did you have in general?**

In total per month I used to spend around 1100 CHF:

- Food and other things needed: 250 CHF
- Transport: 40 CHF
- Going out: 150 CHF
- Traveling: 50 CHF

#### **a. Did you spend more or less money than you budgeted with?**

Even though I did not planned a fixed budget before moving to Geneva, but at the end I did not felt that I spent too much.

