

# Erasmus – Exchange Report

**Name:** Daniel Braad Pedersen

**E-mail:** [Dani987j@stud.kea.dk](mailto:Dani987j@stud.kea.dk)

**Host Institution:** HoGent - Hogeschool Gent (University College Gent)

**Contact Person:** Fien Moerman

**Exchange Period:** 4 Months (September 2020 – January 2021)

## Overview

Program at KEA: Business Economics & IT

Exchange Period: Fifth semester during electives

Host Location: Gent, Belgium

Host School: HoGent

Exchange program: Mixture of economics, marketing, and IT subjects

I had a total of nine subjects, which correlates to 31 ETCS points:

- Digital Marketing: Digital marketing
- E-Marketing: Online marketing
- E-Business: A company case, a combination of e-Commerce and Business Software
- E-Commerce: Creating a website using Drupal
- Business Software: SAP assignments
- Website Management: Creating a website using HTML & CSS
- Graphic Design: InDesign
- Entrepreneurship: Creating and planning of an idea
- Financial Statement Analysis: Analysis of an entity and its financial statements

My exchange was during Covid and lockdown, therefore I disclaim some of my experience might not be accurate and therefore relevant for you.

## Academic Experience

The receiving school was very helpful in regard to settling me in and quick to respond to problems, e.g. overlapping courses. They were always there, however, some e-mails from HoGent weren't translated into English – so it's a good thing Google Translate exists.

The courses were interesting, and I had a good experience with the teachers and their teaching methods. Even though the classes were taught in English nearly all of the local students asked questions in Dutch, which was a negative experience. The teaching method and exams are similar to KEA's in regard to group work and practical assignments.

There were a lot of different classes to choose from, therefore I recommend looking through the course catalog from HoGent, where most of them are described. KEA is quite open in regard to which subjects you are allowed to take, as long as they somewhat align with your program at KEA.

## Cultural Experience

I luckily partially got to experience the intro days; however, the festivities were a fraction of what it normally was. The residents at the dorm were very welcoming, and the atmosphere there was good.

I can image that there are a lot more student activities, along with the party street (Overpoortstraat) being fully booked three days a week, however, for me it was limited, also since the dorm had immensely strict rules.

Gent beat my expectations and surprised me as a city, since it has a lot to offer. There are a lot of students, and all the things you are looking for when on exchange. The culture is somewhat similar to the Danish, or at least what I got to experience.

## Practical Experience

I lived at Mercator D, which is a student dorm for both national and international students. It is a 10min bike ride from the school, a 15min walk to the city, and close to shopping, fitness, and parks. The rent was low, and fair for the things included.

Pricing is similar to Copenhagen, however, cheaper in several aspects.

## Conclusion

I don't regret going on exchange during the autumn/winter of 2020, since I knew I would be limited in regard to regulations. However, Gent is a nice city for students that offers a lot, along with a modern school. I'll defiantly be back visiting the city to experience it in it's fullest.