

EXCHANGE 2020

1. Where and when did you study abroad?

I went to Amsterdam (2020) to study at Amsterdam Fashion Institute. Unfortunately I only got to stay for 2 months, due to the Corona outbreak. But I was very lucky to be able to finish my glasses online.

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

I study Jewellery Technology & Business at KEA, which I absolutely love.

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

My course called Fashion Management was a combination of the classes underneath.

Company Analysis

We made an internal and external analysis to get a better understanding of the company we were to analyse and what relevant factors to consider

From Trend to Forecast

This class was one of my favorites! you learn about trends and the different levels in trends, their impact on our everyday life and how it is essential for companies to have an understanding of trends in order to react and sometimes adapt to changes.

Future Business Model

After research from the company analysis, we got to develop a new strategy based on a future scenario, to make it as realistic and in depth as possible, we took information from Trend to forecast classes and

PDP Assessment (replacement)

Due to the fact that I was an exchange student AMFI had created a replacement for the PDP, in order for exchange students not to miss out this assessment. I personally really liked this kind of Personal Development Plan (PDP) assessment. The goal is to make you think about what direction you want to go and how to get there. In my opinion KEA would benefit from having PDP as a part of their programs.

Process Book

The process book is focused on personal and professional process, you are giving tools in order to find your strong skills and how to further develop them. The process book is individual and surprisingly hard to make, since you have to be critical and “grade” yourself in different ways.

Semester Exam

At the exam we got to defend our future scenario and strategy implementation. In my case the exam was a bit different from what AMFI normally do, since it was on skype

TBB Fashion Strategies

TBB is an amazing class where you get to know the theoretical backbone of strategy and the fashion industry. It provided me with a lot of knowledge I most certainly can use in my studies at KEA and future job related situations. This class is a joined lecture for both design and management students, which is nice since the knowledge is important for everyone working in the fashion industry.

Training on the Job

Training on the Job gives you the opportunity to work with infographics and deliver information in a visual way. I personally haven't worked that much with infographics before, so this class was fun but challenging. And very useful for future projects, where you have to deliver a lot of information in an interesting and eye catching way was.

Academic Experience

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

Since I arrived 3 days after the official orientation I really had to seek information by myself. When I arrived at the school I was met with a disapproval of the fact that I missed the orientation, but luckily one teacher sat down with me for half an hour to explain the campus map and so on to me. This really helped me a lot. I didn't get to choose my own classes since this was already determined before my arrival.

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

To be honest, all of my classes at AMFI have been rewarding, since all of them were so different compared to my classes at KEA, I got so much valuable information, I am now able to combine it with the knowledge I already have. Picking one is hard, but I think the Future Business Model, was interesting in a way it really allowed you to use all the information from the different classes and make it into a "real" scenario for your case company.

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

If I had to choose one, which I found less relevant than the others, it would be the training on the job assignment. Not because its not good or anything, but simply because its only 1 ECTS point, so it's not as in depth as the other classes.

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

As mentioned, I didn't get to choose my own classes. But liked all of them so over all I would recommend the Fashion Management course.

Cultural/Personal Experience

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

At times it was very hard, since the students at amfi had a whole other way of working compared to what i am used to. What made it even harder is the fact that the majority of the group work had to be done online, at this time I didn't really know the people I was in a group with. So i would for sure say this semester has been a challenge in terms of setting expectations in how to work together and respecting people's time.

a. How helpful was the receiving school in this process?

In regards of helping us exchange students to "mingle" with the dutch students, she school werent that helpful. I remember one thing which I really appreciated, which was a class were the mentor made everyone introduce themself very briefly. even though it sounds super simple, it helped the ducth students to open up a bit more for us exchange students. But thats a about it when it comes to help from the receiving school.

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

I didn't get to experience that much due to corona and lockdowns, so i'm not quite sure what to answer. I think in general just exploring the city and meeting people with an open mind was the best experience I had during my time in Amsterdam.

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

1, I quickly realized that socialising is important to have a complete semester experience. Getting to know Dutch students can be challenging, but no reason not to give it a go. Once you get to know them a bit, the AMFI students are more than willing to help with any kind of question in regards to the semester or good places to visit in Amsterdam. It has been one of the most valuable things for me to be able to talk with my fellow students especially since the semester went online, which can be challenging for an exchange student.

2, The better you structure your time the more you get to enjoy your stay. Sometimes working in a group as you do a lot in this semester can be challenging. Everybody's schedule has to match and be respected. So, communication and a good structure of time is key!

3. If you like to study something a bit different at home, a quality I have found very important is asking if you're in doubt, because trust me, I have been in doubt a few times. Everybody at AMFI is very helpful and will try to help you in the best was possible.

Practical Experience

1. How was the application process?

The application process was quite okay, in the beginning of course you find everything a bit overwhelming with the documents you have to upload, but then you realise it's fastly done.

a. What did KEA help you with?

KEA helped me if i was unsure about something it was easy and fast to get in touch with them. Which I am so grateful for!

It could be anything from reminding me of missing documents or helping me upload stuff to contacting the receiving school with questions of mine.

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

It was harder to get in touch with the receiving school, often I had to wait for a while before getting an answer back. I don't think I would say that I got that much help.

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

No, everything went quite smoothly.

a. How helpful was the receiving school in this process?

I didn't really receive help from the receiving school in regards to settling down. Since I arrived 3 days after the orientation, I had to figure out a lot of stuff by myself, which was something I knew before going abroad.

3. Where did you live?

I stayed in a studio flat in Zuiderzeeweg, which was quite nice. I chose to stay by myself in order to recharge when being home. It is a bit further out than some of the other options, but it was okay. I liked it.

a. Was it difficult to find accommodation?

I definitely was! I tried finding something by myself in the beginning, but ended up paying a fee to the school and booked through their student accommodation portal. I would recommend a future exchange student to do the same, unless you know people in Amsterdam already.

b. Was it expensive?

I didn't find it expensive at all compared to what I pay for my room in Copenhagen. I think it was a fair price for an entire studio, but I guess it depends on what you are used to pay. Something I did find expensive was the public transport, I would recommend renting or buying a bike :)

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

I didn't have any extraordinary expenses so I would say rent, gym, public transport, food...

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

My biggest expense was getting home, since it had to happen quite fast and I had a lot of luggage, this was a challenge in terms of the budget I had made before leaving. So in the end I spent a lot more than expected.