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14th of September 2016
31st of January 2017



BARCELONA

Introduction

This report is a look into my exchange experience in Barcelona 2016/17. I study Business Economics & Information Technology at KEA and for my 5th semester I decided to study abroad. I chose to study abroad because I have always liked to travel and meet new people. I therefore saw it as a major opportunity to study abroad. Before leaving Denmark I had huge expectations about how this semester was going to be, because I have a lot of friends and family who has also studied abroad. Some of my expectations were fulfilled and some were not. I hope you will continue reading and hopefully get more knowledge of whether or not exchange is something you would like to do.

Experiences at the host university

Sports Business

In this class we were taught where money comes from within different sports. I found this subject very interesting because I personally like sports. We did a field trip to Euro league Basketball Headquarters and we had a guest speaker who had worked for UEFA. The teaching methods in this class were usually Power Points but we also had more interactive teaching, but not that much group work. The teacher in this class Dawn was personally my favorite teacher because she is very helpful and wants her students to succeed. Overall a very nice course.

International Business

In this class we were taught how different businesses can have success in different markets. We also learned how business could obtain new markets or stay as market leaders in the already penetrated markets. This course for me was a little bit boring, but it was mostly because our teacher Hugo is the kind of teacher who only does Power Points and talks. Usually in every class we would get a case study we had to work on with a small group for ten minutes but it wasn't that interactive. I also felt that I knew a lot about these things before so maybe that was why I didn't find it that interesting.

Corporate and International Finance

In this class we were taught how to calculate stock and cash flows and a lot of other things. It's kind of hard for me to tell you a lot about this subject, because to be honest I didn't understand that much of it. The class is all about calculating and when you haven't had any statistical course at KEA it can be hard to follow. So if you really like finance my suggestion would be to begin with the class Principles of Finance first. Also the teacher in Corporate and International Finance doesn't really care if you can't follow, he will just tell you that it is your own problem. As you can tell not my favorite course.

Applied Research in Technology Management

In this class we were taught all about methods and how to do different research. We did a major project with Euro league Basketball on how fans work on social media platforms. We

therefore also had a fieldtrip to so a basketball game. This class was the only one that felt like a class at KEA. We worked in groups and integrated what we learned in the course about research. This class also had the most interesting teachers Dawn and Chris who were really helpful during the whole project. One of my favorite courses.

Cross Cultural Management

In this class we were taught the different cross cultural dimensions, leadership, power, motivation and communication. And how these thing work together. I think this course was one of the most interesting I have ever had because there are also so many different cultures in the class so you really get a lot of opinions of how things are in different countries. The teacher in this class Adil is also one of the best I have ever had, because he understood how to be on the same level as the students without loosing his authority. We also did some group work and made some videos so his way of teaching was definitely more interesting than a lot of other teachers.

Managing Technology Intense Organization

In this class we were taught mainly about why some business have success and why other businesses fail on different markets and with the use of technology and innovation. I think this course was a little too similar to a lot of the IT I had already had at KEA but overall I think it was an ok course. The teacher was really nice, but he wasn't that excited about the subject.

Overall

The way they do the courses are very different from what I was used to at KEA. Every subjects has a lot of small assignments/exercises or presentations every week and I thought that was kind of hard to deal with because I was not used to it. But I also think it made me understand more during classes, because there is not that much homework besides that. You don't get any books and it is not that often you get anything to prepare for the class. They also have midterms but a lot of them are just small tests that are not that difficult.

Social and cultural experiences

In my opinion it is not that hard to find friends when school starts. If you are an open minded and you want to make friends you will find them. There are a lot of other exchange students at the school so I didn't really get any Spanish friends because they didn't look for friends but the other exchange students did. Me and my friends did go out a lot for dinner or drinks and we would always meet a lot of people because Barcelona is the home of a lot of foreigners who are there for work or school so its easy to network and meet new people if you just go out. There are also a lot of activities in Barcelona as; the beach, biking, Sagrada Familia (and other famous places), shopping, soccer at Camp Nou.

Practical experiences

It's very easy to travel to Barcelona, it is a 3 hour flight so I went home for a weekend and I also went home for Christmas because it is so close. When I was going to Barcelona I only booked a flight ticket one-way because I didn't know the exact days of my exams. The flight was around 600 dkk. I lived in a very nice apartment in El Barrio Gotic area (central). The apartment was 150 m² and my room was about 15m². I paid 530€/month (3.900dkk). You can find rooms cheaper but then it probably won't be in the Gotic area. My apartment was around 35 minutes from my school so I had to commute a lot, but here in Barcelona they have a lot of subways, trains, busses and trams so it is very easy to travel around if you have Google maps.

Some of the things I had to figure out when I arrived here was metro card and sim card. The best metro card to get is the one called T-Jove and that is a youth card that will let you travel as much as you want everyday for three months in Zone 1 (Barcelona area) and it costs around 700dkk for all three months. I found that Lebara has the best pre paid sim cards if you want data as a main thing, so I got a Lebara 5GB for 19€/month.

There are a lot of supermarkets everywhere and the prices for food is a lot cheaper than in Denmark, but I also ate out a lot because that was the way I socialized with my friends.
Supermarkets: Superservis, Dia etc.

Good restaurants:

- Rosa Negra (Mexican)
- Mosquito (Chinese)
- Wok to Walk
- Sensi tapas

Conclusion

My expectations for my exchange were very high so of course some things led me down. I thought that because I was an exchange student school wouldn't be that hard but I quickly found out that it didn't make any difference if you only were there for one semester. Culturally I didn't like the Catalan people as much as I had hoped for. For me they are all just a little bit too lazy and I'm not really that kind of person, I like being in a more strict and powerful environment like for example New York. Even with all of this I still had one of the best trips in my life and I met some people who taught me a lot about my self and I will never forget that. So I don't think the country of your exchange really makes that big of a difference.