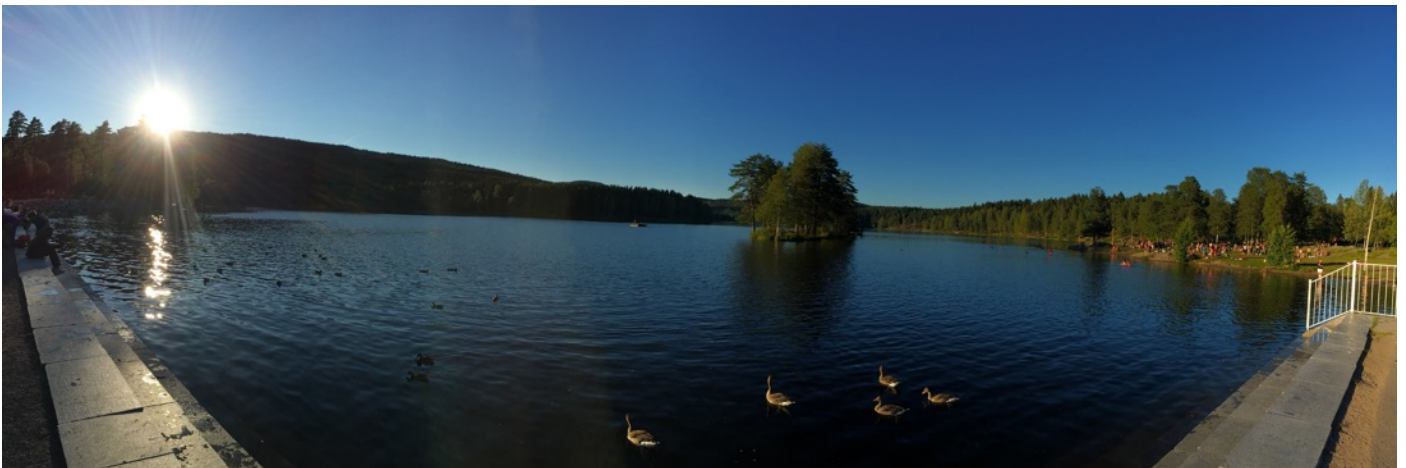

BI Norwegian Business School

Fall 2016 Exchange Report



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Marketing and Management

Monthly Log

August

I arrived on 14/8 which was quite late comparing to other exchange students since I had just completed my internship. Upon arrival, I went straight to Oslo S Station in the city centre by Flytoget (an airport express; NOK90 per ride for students; you could also take NSB trains to get there) to get our dorm keys from two BI representatives - it was an arrival service for students arriving out of the office hours of the housing office (in our case SiO as all of the exchange students from UST lived in its student village located in Kringsjå), where representatives from BI would help to get the keys from the office and wait for those students at Oslo S.

Orientation started on the next day, which was followed by a week packed with seminars, get-togethers, music festivals and city-tours. It was also the week for settling down and familiarising ourselves with the city, locating grocery stores and going back and forth between our dorm and IKEA to get utensils. We also took the time to explore around the city and visited quite a lot of interesting places including the Oslo Opera House, the Blå Sunday Market, the Nobel Peace Museum and Sognsvann (a lake with an amazing view located just near our dorm - a popular chill-out place for Norwegians).



Sognsvann Lake near our dorm



Ullevål Stadion Station

September

Bergen | Stavanger | Iceland

Since it was still the beginning of the semester and the work was still relatively easy to handle, I went on three trips to Bergen, Stavanger and Iceland during weekends. The most memorable one was definitely the trip to Bergen. We decided to take on Trolltunga - one of the most spectacular scenic cliffs - not to mention one of the most challenging hike - in Norway. It was really a huge challenge to me as I rarely work out, and that the hike did hurt my knees a little bit, but it was really worthwhile as the hike was just amazing. Stavanger was another hiking trip to two other famous cliffs - the Preikestolen (Pulpit Rock) and the Kjerag. I also did some sightseeing and hiking and visited museums in Oslo in this month.



Trolltunga, Bergen, Norway

October

Copenhagen | Stockholm | Flåm | Liverpool | Manchester | Edinburgh | Amsterdam | Rotterdam | The Hague

The workload was still manageable in October, therefore I took the chance to travel to a number of cities during weekends. I first headed to Copenhagen and Stockholm for the open-top sandwiches and the famous meatballs, before visiting Flåm, a small city in Norway, to be awed by the beauty of Norwegian fjords. Shortly after coming back from Flåm, I visited Edinburgh, Liverpool and Manchester altogether on a road trip and enjoyed the scenery accompanied by the famous windmills and the tranquil

atmosphere in Rotterdam, Amsterdam and the Hague in the Netherlands in a following trip. There were quite a few assignments in this month but I managed to finish them either when I was in Oslo or while I was travelling.



The Little Mermaid, Copenhagen, Denmark



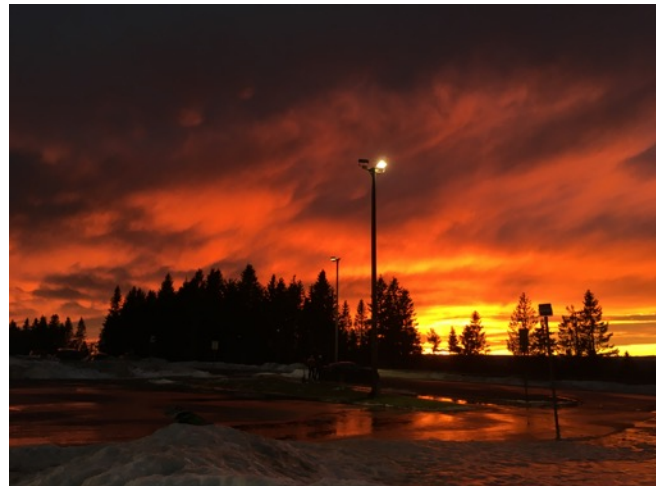
Kinderdijk Windmills, Rotterdam, Holland

November

To catch up with the school work, I stayed in Oslo for the whole November. It was a month of presentations and intense paper-writing as I would like to get everything done in this month and dedicate the whole December for travelling. Apart from schoolwork I also managed to squeeze some time for exploring different places in Oslo.



Frozen Sognsvan Lake



Sunset at Tryvann Ski Resort

December

Tromsø | London | Dublin | Belfast | Tallinn & Parnü | Riga | Vilnius | Geneva | Budapest | Vienna | Český Krumlov | Prague

December was a month for travelling since all of my courses require only a final project paper hand-in which can be done outside Oslo (though I did finish them all in November ahead of the deadlines to spare time for my post-semester travelling). I first went to Tromsø, one of the most beautiful cities in Norway famous for northern lights before heading to London for the HKSAR government recruitment exam. After that I headed to Dublin and Belfast in a trip, then Estonia, Latvia and Lithuania in another one, before travelling to Geneva in Switzerland, Budapest in Hungary, Vienna in Austria and Prague in the Czech Republic for the Christmas markets.



Cliffs of Moher, Clare, Ireland



Vltava River, Český Krumlov, The Czech Republic

January

Krakow | Dortmund | Heidelberg | Frankfurt | Helsinki | Rovaniemi

After travelling to Krakow in Poland for the visit to the concentration camps and some cities in Germany for a taste of authentic German beer and food, I visited Finland before heading back to Hong Kong.



Heidelberg Castle, Heidelberg, Germany



Reindeer Ride, Rovaniemi, Finland

General Exchange Information

Visa Procedures

A EU Residence Permit is all you'll need to stay in Oslo. For application, first enquire for a list of required documents from the Norwegian Consulate through an email or a phone call. You could then make an appointment with the Consulate once you have received the acceptance letter from BI. The Permit itself costs around HKD 3,000 and takes around one month to process. During the orientation week, BI will arrange a meeting with the police where you could book an appointment with them to get your Residence Permit Card.

Orientation Activities

Before the official orientation starts, as mentioned in the monthly log, BI arranges pick up services on specific days where BI students would wait for exchange students at Oslo S train station. They would then hand out a welcoming pack with maps, transportation information and facts about the school.

During the orientation week, seminars would be held first to address important issues including information about courses, exam arrangements, student card application, as well as some advices on how to excel at school. Afterwards, students would be assigned to different exchange buddy groups where the buddies would show you around campus and introduce you to Oslo. The buddies would also hold activities for exchange students, and even though the "activities" are mostly parties, it would be fun to join to experience the Norwegian partying and drinking culture as well as to bond with the buddies.

More orientation activities would be arranged by both the university and InSA (International Student Association) later in the week. Do join those activities to meet other exchange students!

International Services & Activities

InSA (International Student Association) organises different events and activities for international students, including city tours, museum visits, coffee hours etc. For information about these events, follow their Facebook page "InSA BI" and sign up accordingly.

The school's international office also holds a number of activities for international students (and for local students as well) regularly. For instance, a monthly dinner aiming to foster a closer bonding between students named "BInner" is organised with varying

cultural themes. You could also volunteer to be a helper and prepare the food for your fellow classmates!

Accommodation

There are three student housing providers exchange students could choose from, i.e. BSN, SiO and Diakonhjemmet (see "Useful Links and Contacts" for more information). All exchange students from HKUST decided to live in the Kringjå Student Village operated and managed by SiO. It was the cheapest option with all the basics included but the buildings (and the facilities) were (in my opinion) the oldest. The best thing living in Kringjå is its proximity to the Sognsvaan lake where you could get some fresh air and enjoy the nature.

Diakonhjemmet could be an option worth exploring because it is a relatively new housing provider introduced to exchange students (HKUST students who went on exchange at BI in the Spring 2016 semester lived there - refer to their reports for reference!). Apartments offered by BSN was not as attractive as those two even though the rooms were larger and newer since the charge for electricity and hot water were not included in the rent.

Course Registration

Exchange students would receive an email regarding course registration around a month before school starts. It is a rather simple process as you only need to go to a link provided in the email and enter the courses you would like to take. A difference between the course registration between HKUST and BI is that BI would not allow any change in courses (i.e. add/ drop/ swap), so make sure to choose the courses carefully.

Teaching and Assessment Methods

Course	Equivalent course in HKUST	Grading Method	Comments
Persuasion and Dialogue for Leaders	MGMT 4000-level	25% Manuscript 25% Oral Exam - A 10-min Speech 25% Q&A after the speech 15% Critique of others' speeches 10% Written Reflection	The course is quite interesting and the workload is quite light. You'll get to learn a number of skills for professional dialogues that would be useful in workplaces, in which you would have to first apply in the only final assessment - a 10-min speech that students get the whole semester to prepare (which you would write and hand in a manuscript and memorise it for the oral exam).

Strategy	MGMT 4210: Corporate Strategy	50% Presentation; 50% Project Paper	This course is all about developing strategies to help organisations achieve their goals. Therefore you would get to read a number of articles and cases for in-class discussions. The workload is quite light since you only need to complete one project throughout the semester with 5 other group mates and the professor is always there to help and talk to you.
Tactical Marketing	MARK 4000-level	100% Project Paper	The main goal of this course is to allow students to better understand marketing principles through an online simulation game in groups. The simulation was quite fun but the lectures were not that helpful when students encounter some difficulties, thus making us feel that this is a "game" rather than a "course".
Reputation and Corporate Communications	MARK 4000-level	100% Project Paper	The course itself is not very well-structured and developed. The instructions given on the final paper were not consistent (that's why there're different students asking for clarification on the same question) and therefore many students were left puzzled and in the end decided to complete the paper in their own ways. The course content, on the other hand, was quite easy to understand (and frankly not very interesting even though CorpComm has been an exciting subject to me).

Sports & Recreation Facilities

There is a gym located on campus but unfortunately subscription fee is required. My thought is, unless exercising with certain equipment is necessary for you, take advantage of Oslo's nature to work out at the parks, mountains, lakes, or even on the tranquil streets (it's free and you'll definitely be more relaxed working out with a surrounding of nature :>).

Finance & Banking

I spent around HKD 110,000 during this half year with most of the expenditure spent on travelling. However, since everyone has a different spending pattern and different budget

for their travel plans, showing every breakdown of the expenses may not be of practical use for you so I am only going to include the general expenses here.

Flight ticket	HKD 10,408 (with an additional fee for postponement of return flight)
Accommodation	HKD 19,709 (for five full months excluding deposit)
Residence Permit	HKD 2,924

To make sure I wouldn't be charged while using overseas transaction services or withdrawing cash overseas, I opened an account with Citibank with a PLUS function - which allowed me to withdraw cash overseas at ATMs with the sign "PLUS" without being charged. This has made my life so much easier while travelling since I did not have to bring any cash to the destination and exchange for local currencies. In Oslo, however, I mainly made use of my debit or credit card to pay since electronic payment methods are much more popular than cash payment in Norway.

Health & Safety

Oslo, and in Norway in general, is a very safe place to live in with a relatively low crime rate. That being said, you should still always stay alert and cautious as you would be in any other places in the world - e.g. keep an eye on your belongings, be extra alert in crowded places etc. When you are travelling to certain cities in Europe (e.g. Milan in Italy, Paris in France), however, you may want to be extra alert over your surroundings and personal safety as there are occasional reports on pickpockets or harassments from not only my friends studying abroad but also from the news. In view of this, I have purchased an extra travelling insurance for additional protection (fortunately I did not lose anything during my exchange journey!).

In terms of health issues, I did catch a cold during the semester a few times but I did not visit the doctor since I have got some medications prescribed by my family doctor. Nonetheless, if you ever need to visit a doctor, there is a clinic (otherwise called the Student Health Service Centre) on campus operated by SiO.

Food

Eating out is normally an expensive option in Oslo, yet the food offered by many restaurants are usually in large portions and good quality. Here are some suggestions if you would like to take a break from the cooking (and dish-washing)!

For great lunch deals:

- Jensen Bofhus
- TGI Fridays

For if you would like to pamper yourself from time to time:

- Big Horn Steakhouse

In case you're craving Asian food...

- Tuk Tuk Thai
- Thai Rice Bowl
- Yummy House
- Nydalen Sushi & Wok (only a 3-minute walk from BI)

Cooking, of course, is a more cost-efficient option. Grocery prices in Oslo are similar to that of Hong Kong's and sometimes you may find some good deals at various supermarkets with the app "**Mattilbud**".

There is a supermarket named KIWI located just at the entrance of Krinjså Student Village and there is another one named "MENY" just a few minutes away. A market located at the Grønland metro station offers groceries at lower prices and you may find some Asian seasonings there. For a wider selection for Asian food/ seasonings visit the Asian supermarkets located in areas between Oslo S and Grønland.

Transportation

The main modes of public transportation include metro (T-bane), buses and trams. The company Ruter manages all means of public transport so it is recommended for exchange students to get a Ruter travel card for their need of transportation. A monthly student travel card costs NOK 414 and one would need to top it up monthly either via Ruter's online platform, at convenience stores or at Ruter's offices at certain metro stations (e.g. Majorstuen and Oslo S).

The public transport network in Oslo is rather extensive, yet one should note certain differences between Oslo's and Hong Kong's transport systems that may cause inconvenience in your daily life in Oslo. For instance, the metro service is not as frequent as that in Hong Kong - normally it takes 15 minutes before another train arrives if you miss one - make use of the app "**RuterReise**" (GoogleMap would work too) to check the train schedule (for buses and trams as well) to better plan your time!

Climate

During August to September the temperature in Oslo was mostly around 19-20 degree celsius, which was the most comfortable weather accompanied by the strong and long sunlight. It started to be cooler in October and even colder in November (when the first snow arrived!), and in December and January the average temperature varied from -5/6 to 1 degree celsius (which should be colder normally). Be sure to invest in a good-quality jacket to keep warm!

Communication

There are a number of telecom service providers in Oslo, such as Telenor and Telia that you can get your data plan from. Having that said, BI distributes a free sim card by MyCall during the orientation week where you could top up the card through an online portal or at convenience stores. It is an amazing service for international/ exchange students as it saves much time researching on telecom service providers.

Items to bring

Letter of approval of the residence permit School acceptance letter Passport & HKID Card	LAN Cable Router European adapters Laptop Chargers for all of your electronic devices
Debit and credit cards with free overseas transaction/ cash withdrawal services A bit of cash	Business suits Summer and winter clothing Winter boots Sunglasses
Lockpads Waist bag (for your valuables)	Medications

Don't worry if you forget anything (except your **identification documents** and **bank cards**) - you could get everything you need easily (:

Useful Links and Contacts

Pre-departure

1. Norwegian Consulate:

<http://www.norway.cn/embassy/hong-kong/welcome/#.WloyPrZ968o>

2. Email to Norwegian Consulate: norwayhk@ncchk.org.hk

3. BI Incoming Student Exchange Programme (with info for exchange students e.g. tentative course catalogues, housing, survival guide etc.):

<https://www.bi.edu/study-at-bi/international-students/incoming-exchange-programme/>

4. Information and Comparison between the three housing options:

<https://www.bi.edu/study-at-bi/student-life/housing/housing-options/>

Upon Arrival

I. Daily Life in Oslo (mobile applications)

1. Mattilbud: shows discounted stuff at various supermarkets everyday

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2. RuterReise: shows public transportation schedules with a trip planning function
 3. [maps.me](https://www.maps.me/): provides free use of offline maps
 4. Oslo Airport: shows flight-related information (e.g. gates, flight status, departure time etc.)

II. Travelling (all consists of applications and websites)

5. Skyscanner
6. TripAdvisor
7. [booking.com](https://www.booking.com/)/ [hotels.com](https://www.hotels.com/)/ Airbnb

If you need more information about the school and Oslo, feel free to get my contact from SBM Exchange Team by emailing at bmugexch@ust.hk. All the best on your exchange journey!