

Exchange Report
NEOMA Business School -
Rouen Campus
Spring 2017



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Information System, Marketing
Year 3

Monthly Activity Log

January

Arriving at Paris CDG Airport in the early morning on 3rd January, we took a taxi to Neoma Business School and settled in Ango residence. In the first week of this month, we took a six-hour French intensive course. A series of orientation activities were held, which helped us to adapt to the campus life more easily, for example orientation talk and city-hunting. I also spent a few days to have a short trip in Paris and Etretat, where we could visit a lot of famous tourist attractions and watch a beautiful sunset.



February

As my class schedule was not very tight, I managed to travel to Brussels and Bruges in Belgium in a weekend. The chocolate and waffle there are really tasty and worth trying. In mid-February, there was a 2-week holiday, so I went to York and London. York is a peaceful city and I had a relaxing trip there. I went to visit the Selby Abbey where Jay Chou's wedding was held. In London, I also got to the chance to watch the musical of Lion King and I really recommend my friends to watch it.



March

Workload started to become heavier in this month as I had to prepare for the presentation for some of my courses. I went to Oxford, Bath and Cambridge in UK, where I could visit the prestigious universities in the world. I also traveled to Sweden and enjoyed skiing very much. At the end of the month, I visited the famous Mont Saint-Michel and Caen with my exchange friends.



April

Semester ended in the first week of April. After finishing the French final examination, I went to visit the Netherlands, Germany and Denmark. The tulip garden in Amsterdam was really pretty and worth going. I only went to Hamburg in Germany but I already got the chance to try the delicious pork knuckle and beer. In Copenhagen, I was so excited to see the Nyhavn which was as pretty as the postcard. After going back to have two presentations, I went to Budapest in Hungary and Birmingham in UK.



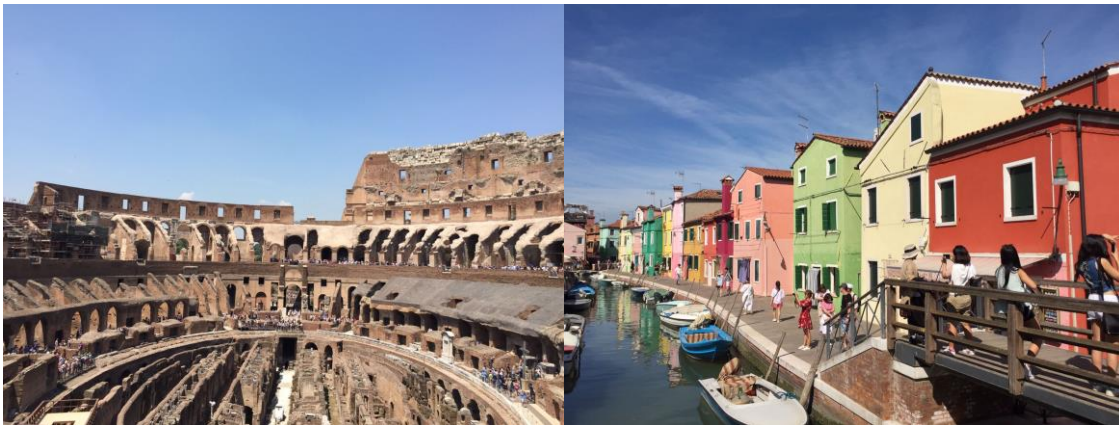
May

Final examination was held in the first two weeks in this month. The timetable was released in late April so it is necessary to check online frequently. Unlike the examination in UST, I was less stressful when studying for the final examination in NEOMA. It is not difficult to pass the examination if you study all the notes of the course. After finishing the final examination, I went to Norway and Exeter in UK. The natural beauty in Norway is splendid.



June

I traveled around in Europe in this month. I went to Czech Republic and Vienna in Austria in early June, where I could try the cheap food and watched the famous opera in the National Opera House. In mid June, I had a trip to Italy and finally got the chance to visit the famous Colosseum and the Leaning Tower of Pisa. In late June, I had my last trip to Spain and Portugal. It was so memorable that I tried skydiving and surfing. On 30th June, I took my flight back to Hong Kong.



General Exchange Information

1) Visa Procedure

To apply for the visa, you need to book the academic interview with the officer of Campus France by email. Then, you need to make the appointment through the website, <https://hongkong.consulfrance.org/Visa-Application>. Remember to bring the passport and the required documents on the appointment.

2) Orientation Activities

Welcoming session was held which you could get to know more about the campus life. There is also counters for opening bank accounts and receiving your student card. There is also a city-hunting activity held in the city center which provides you an opportunity to explore Rouen.

3) International Services and Activities

Culture Co organizes different activities for international students, for example running dinner, visit to Disneyland and Mont Saint-Michel.

4) Accommodation

I choose to live in Ango 9m² and it includes private room and kitchen with a shared toilet and bathroom. It takes 10 minutes for you to walk from Ango to the campus.

5) Course Registration

You will receive an email from NEOMA before the semester starts which reminds you to choose the courses you wish to study. There are only three sessions for each day, morning, afternoon, and evening. Remember to check the email account of NEOMA as the google form link will be sent to that email.

6) Teaching and Assessment Method

French for Communication A1-1

This is the french course for real beginners. You need to make effort for this course as you have to learn a lot of new vocabulary and grammar. There is one midterm examination, one final examination and a presentation in French. The presentation is about planning a trip in France.

International Brand and Product Management

This course mainly explains how to manage the product of the brand through brand image and brand association. It includes a group project, presentation and a final examination.

Multichannel Retailing

This course mainly covers how retail companies operate to attract consumers and differentiate themselves from competitors. It helps us to understand the management of a multichannel company. It includes a group project, presentation and a final examination.

Web Marketing

This course mainly teaches how to utilize social media and different online tools to expand the awareness of a brand or product. It includes a group project, presentation and a final examination.

Marketing Communication

This course mainly covers basic concepts of marketing. The professor allows a lot of discussion in class. It includes a group project, presentation and a final examination.

7) Sports and Recreation Activities

You have to pay if you want to use the gym rooms near the residence.

8) Finance and Banking

You can open an account on the orientation day and there is a branch next to the campus. Don't worry as you can communicate with the staff with basic English.

Expense	HKD
Flight Ticket	6,500
Accommodation	12,000
Daily expenses	9,000
Travel expenses	80,000
Insurance	3,000
Total	110,500

9) Social Clubs and Networking Activities

There are different sports clubs which you can join to make friends with locals.

Personally, I really love the activity called running dinner. In this activity, we got to visit different homes of the local students. We had to bring the drinks and they would prepare the starter, main dish and desserts. In each house, we had an hour to chat and get to know each other. It is a precious chance for us to blend into local culture.

10) Health and Safety

There is a free-of-charge clinic in the University of Rouen. The area around the campus, and even the city center is very safe. Be aware of your surroundings once you go to Paris or visit other European countries, like Italy and Spain.

11) Food

The cheapest way is always to cook yourselves. You can buy food from Carrefour by taking the F1 bus. Another supermarket which is slightly more expensive is called SuperU. You can just walk there in 20 minutes. If you are lazy and do not want to cook, you can have the meals in the school canteens. I recommend the one next to Angelo, where you can enjoy a delicious meal with only 3.5€.

12) Transportation

When you go to downtown, you can take bus 8, T1 or F2. You can take N2 bus at late night. You can download the app "Reseau Astuce" so you can know the bus route, waiting time and where the bus station is. If you would like to go to Paris and CDG airport, you can take Flixbus and Ouibus. It is always more convenient to buy the ticket online.

13) Climate

In the first few months, the weather is really cold and it always rain in Rouen. The weather starts to become warmer in May.

14) Communication

I joined the FREE mobile plan which costs 19.99€ per month including 50GB in France and 3GB in other European countries.

15) Cautionary measures

Always keep an eye on your belongings and stay with your friends when you are traveling.

16) Other notes

With the visa, you can visit most of the tourist spots in Paris for free. So, remember to bring your passport when traveling. Besides, with the international student cards, you can enjoy different discounts, remember to check the details online.

Items to bring

- Passport, HKID
- Clothes, jacket
- Computer
- Adapter
- Credit card
- Umbrella
- Hair dryer
- Hand-carry suitcase
- Medicine
- Stationary

Useful Links and Contacts

SNCF (French train)

<https://www.voyages-sncf.com/>

Flixbus

<https://www.flixbus.com/>