



EXCHANGE REPORT

2017 FALL (2017-2018)

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Year 3

BBA (OM & MARK)

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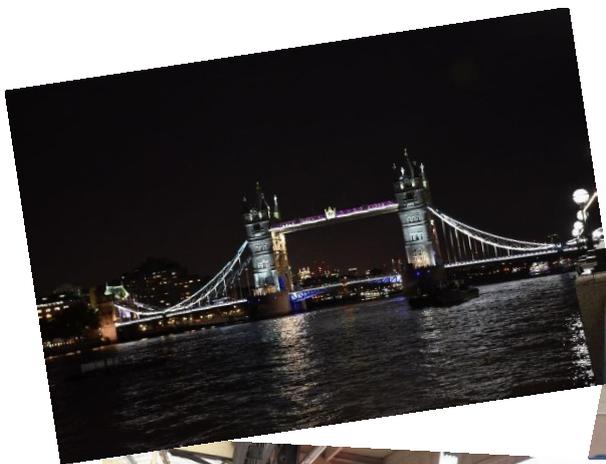
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PART 1 MONTHLY ACTIVITY LOG

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SEPTEMBER 2017

The official term started on 6th October 2017. This month usually have a lot of email from Lancaster to inform us the term information and the welcome week. I started to receive information in the early August and September, including the course information and the confirmation of accommodation, the online student account. Since my official arrival day was on 1st October, my exchange buddy and I decided to travel London for a week before we went to Lancaster. Therefore, we all had our return flight in London Heathrow Airport. We arrived in London on 25th September and arrived Lancaster on 30th September. I arrived Lancaster a day earlier so that I could do shopping on some necessities before moving into the accommodation.



PART 1 MONTHLY ACTIVITY LOG

OCTOBER 2017

My official arrival day was on 1st October and the welcome week started from the arrival day to the 5th October. Therefore, my exchange buddy and I took a taxi from the apartment to the university in the morning, which cost us around GBP 8.5. After settling down, I started to participate in the orientation events. There was a mandatory welcome talk held by my college in the evening and there were fresher representatives from the college to guide us walking around the campus before the talk started. During the welcome week, there were a series of orientation events held by the university, Study Aboard Team and the college and some of them are compulsory events. I joined some tea sections and attended some talks, like the transportation talk, in order to let me be more familiar with the university and know more friends. There was a module enrolment on 3rd October in the Great Hall so I woke up early on that day. Since the welcome week was not the official school day, my exchange buddies and I went to Manchester at the end of the first week of October.

The term started on the 6th October and there were two weeks of the add-drop period. Since I have already decided which courses I wanted to take, I don't have to worry about this and started to prepare for the coming course works. I got very light workload for this month. Only one short essay needed to be handed in in the week 3 which I have already finished so I went to Lake District, Glasgow and Highland in October.



PART 1 MONTHLY ACTIVITY LOG

NOVEMBER 2017

I was a little busier in this month as I got a presentation in week 5, a long essay in week 7 and some readings for each week. However, I managed to finish all these as early as possible. Therefore, I still got some time to travel within the UK. I went to Edinburg, Blackpool, Leeds, York and Liverpool. Since November is very close to the Christmas time, there were a lot of Christmas markets open in the mid and late November around Europe and UK. I went to the Christmas Market when traveling around. There was no Christmas market in the Lancaster but the university still held some Christmas Market on the campus.

Moreover, I started to plan my Europe trip which was after the end of the semester. It would be better to do it as early as possible since you will be very busy in December and you will find that there is not much time left in December.

On 24th November, it was Black Friday and many shops did a lot of promotions and discounts on that day. I also did some online shopping on that day. Not many shops in Lancaster did the discount but it was very popular for the online shop. It is worth taking some time to have a look and experience the atmosphere of the Black Friday as it was a crazy day for the UK people. My friends got a lot of great deals on that day and it was common to see that there were plenty of parcels in the post office of the college after the Black Friday.

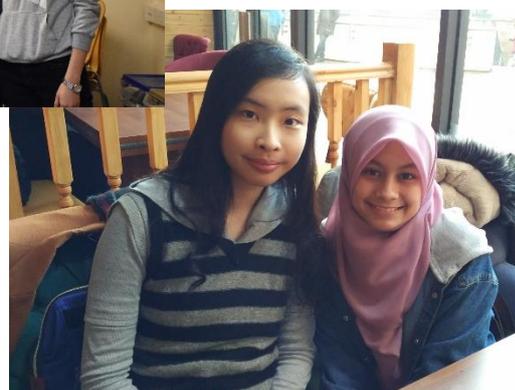


PART 1 MONTHLY ACTIVITY LOG

DECEMBER 2017

There were only two weeks left before the end of the semester. The term ended on the 15th December. In this month, I was very busy as I had three take-home exams and one long essay. One exam was in week 9 and the other two exams and the essay were in week 10. Despite the exams and essays, I had to prepare for my leaving of Lancaster. Thus, I did not travel to other places in these two weeks. I only went to Manchester again to walk around the Christmas Market. Before we left Lancaster, some friends we know in Lancaster held a farewell party for us. It was an extraordinary experience for my stay in Lancaster and have many new attempts. However, the time was too short and I had to leave.

I left Lancaster on 16th December and started my Europe journey. I went to Amsterdam, Berlin, Munich, Vienna, Milind, Venice and Rome in December. I chose to stay in Vienna for Christmas as unlike some Europe countries, there were still a lot of museums and some Christmas Markets open during the Christmas. You won't be bored during Christmas. Moreover, I stay in Rome for the New Year.

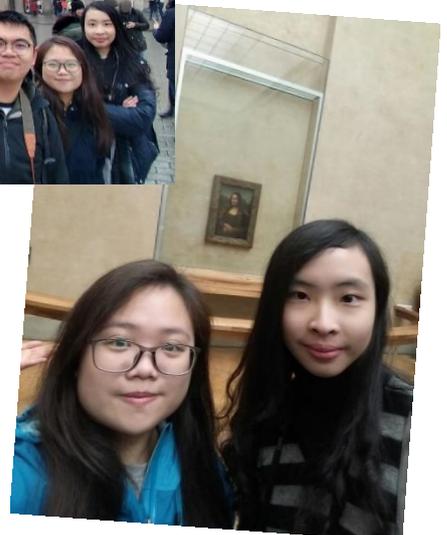


PART 1 MONTHLY ACTIVITY LOG

JANUARY 2018

I continued my Europe traveling in this month. After Rome, I went to Paris, Brussels, and Helsinki and finally came back to London. Since I had my return flight to Hong Kong on 13th January, I went back to London on 11th January to do some shopping and prepare for the leaving of UK. I did not store any of my luggage in Lancaster but shipped them to Hong Kong before I started my trip. Thus, I did not need to go to Lancaster again.

It was just a very short time in Europe since I did not travel to Europe during the semester but only within the UK. It was a very memorable experience as you have to deal with all the transportation, accommodation and language barrier by yourself. I suggest you to have better preparation for the transportation for each destination as each country has various practices. For the language, you no need to worry about a lot as most of the people in the tourist spot know English (or simple English) and there is usually English menu in the restaurants. However, there are no translation for the transportation including metro and bus and usually, there is no translation of the place' s name and the sign.



PART 2 GENERAL EXCHANGE INFORMATION

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VISA PROCEDURE

For those who are HKSAR passport holder and will not stay in the UK for more than six months, you will no need to apply for any VISA in advance. Since there are usually 3-4 months for the Michaelmas Term in Lancaster University, you do not need to apply for the VISA. The university usually sends you the acceptance letter for immigration in August, please do print it and bring it when you arrive the UK immigration. You will need to show this to the officer with your HKSAR passport and they will have a chop of six-month short-term student VISA on your passport. Also, you do not need to report to the police after you arrive Lancaster as you stay there for no longer than six months.

Apart from the VISA, you are better to ensure that your passport is valid for 3 more months before you end your trip in Europe and UK. Since if your passport is not valid for 3 more months before you enter and leave any Europe countries, the immigration of that country has the right to stop you from entering their country. As a result, do check the validation period of your passport before starting your trip to Europe.

TRANSPORTATION

From Manchester Airport to the university

The nearest airport to the Lancaster University is the Manchester Airport and the university have the pick –up service from the Manchester Airport, which cost GBP 25. You can book this in advance. I will suggest you to do so as it is quite a long trip from the airport to the university when you have a lot of luggage with you.

If you do not take the pick-up service, you can still choose to take a train from the airport to the Lancaster. It is usually an hour long. After arriving Lancaster, you can take

PART 2 GENERAL EXCHANGE INFORMATION

the bus 3A from the train station to the university. If you arrive on the official arrival day, there is regular shuttle bus taking you from the train station to the university and there are student helpers of the university to help you.

Within Lancaster

There are some buses, 2/ 2A/ 3/ 3A, operate between the university and the town. One way ticket is around GBP 1.9 and return ticket is GBP 2.3. There are some buses also go to each college, e.g. bus 3, which is more convenient if you just finish shopping in town and live far away from the main campus. For more information, you can find it on the transportation talk in the welcome week and the Lancaster University apps.

Besides the bus, there are free shuttle buses of Sainsbury every Wednesday between the Sainsbury supermarket and the university. It usually departs every hour. Therefore, it will be cheaper if you take this bus and go shopping for the food. For more information, you can find it on the Lancaster University apps.

Within the UK

The main transport within the UK is train and bus. For the bus, like the Megabus and National Express, they are usually the cheapest way to travel to UK but take the longest time. The fastest way to travel between the UK cities is train, for instance, it is only 3 hours train from Lancaster to London but 7 hours for the bus. You can get the 16-25 railcard when you travel by train since you can get 1/3 off for every ticket which helps you save a lot.

COMMUNICATION

I ordered a Giffgaff sim card online a week before I leave HK and activated and topped up it in the airport. Therefore, I could use data when I arrived the UK. It is a relatively cheaper choice if you just stay in the UK for the coming few months. If you will travel

PART 2 GENERAL EXCHANGE INFORMATION

around Europe during the semester, 3 company is another choice. It can also be used in Europe. I changed from Giffgaff to 3 when I went to Europe. Besides, there is WIFI assess 'eduroam' around the campus.

ACCOMODATION

There is a guaranteed on-campus accommodation for the exchange student. There are eight colleges in Lancaster for undergraduate students. Fylde and Furness College are the closest college to the main campus, like the library and bus station, which only around 5 minutes walk. The County, Grizedale and Pendle College need around 10 minutes walk. The furthest colleges are the Cartmel, Lonsdale, Bowland, which need at least 15 minutes walk. I was assigned to the Cartmel College, therefore, I need to walk for at least 15 minutes every day to the classroom

There are usually 3 types of room on the campus. I live d in a superior en-suite room, which is the most expensive one but with an own bathroom and shared kitchen. The en-suite room is the same as the superior en-suite room but in an older condition. There are shared bathroom and kitchen in a standard room which is the cheapest.



Usually, you will receive application email of accommodation from Lancaster in June or July. You can have two choices for the college and room types but these choices are not guaranteed. Just like me, I applied for Furness and Flyde College but I was finally as signed to Cartmel College. Then, you have to accept the offer and pay for GBP 200 deposit in August. Please accept it on time even the offer is not your first priority as the university will not give a second chance and it is hard to find a house in town. You also have to pay the college fee after you arrive Lancaster.

PART 2 GENERAL EXCHANGE INFORMATION

BANK ACCOUNT & FINANCE

There are two bank branches on the campus, Santander and Barclays. I opened a Santander basic account. You cannot apply for the student account there as you are 3 years student there, which means that you are allowed to apply for the basic account. It is very convenient to have a UK bank account as there is a VISA Debit card when you apply the account which is very convenient and useful when buying things and doing the online payment. You will need your passport, VISA and an address proof, which you can only get it after you arrive Lancaster. Remember to get a sort code when you get the card so that you can transfer money by online banking.

I brought sufficient pound and some euro to the UK. I deposited some of the pounds in to the bank account so that I can do the shopping easily. Before leaving the UK and traveling to Europe, you better bring enough euro with you and a credit card as it is not common to have an ATM with 銀聯 logo if your card is 銀聯. Remember to activate the oversee withdrawal function before leaving HK in case you are short of money.

COURSE REGISTRATION

You will start receiving course information in late August and early September. All exchange student will have course registration in Great Hall during the welcome week. For me, it was on the morning of 3rd October, the second day of the welcome week. You better ensure that you have filled in the course registration form which you will get on the day you arrive. Go to the Great Hall earlier in order to ensure a place as the places are first come first served. When you arrive Great Hall, you have to find the representative of the course department and get their signature. They usually ask you a few questions on the qualifications that the courses you are going to register.

You will also have a yellow form which is useful when you want to add and drop the courses during the add-drop period. Similar to the course registration, you have to get

PART 2 GENERAL EXCHANGE INFORMATION

the signature and approval from the course representative for both added and dropped course.

TEACHING & ASSESSMENT METHOD

Since there is no exam of the Michaelmas Term in Lancaster and it usually has all the exams in Summer Term, exchange student has to ask for a special arrangement of each course. When you have the first lecture, remember to inform your professor and ask for a special arrangement of the exam. The professor will give you the information of the exam in the middle of the term.

I took three marketing courses from the Marketing Department. In the UK, study usually focuses on readings and essays. You will usually have 2 to 5 readings every week for each marketing course and the exams and coursework are mostly essays. There is usually a one hour workshop and a two hours lecture for each course every week. For the exam of all the marketing courses are the take-home exam, which lasts for 24 hours. They are all essays type questions with no word limit. There is one question in part A and you can choose one question in part B to answer. You have to use references and citation from the lecture notes, readings and examples to consolidate your answers.



PART 2 GENERAL EXCHANGE INFORMATION

LANCASTER	HKUST	CREDITS	ASSESSMENTS
MKTG 225 Consumer Behavior	MARK 3420 Consumer Behavior	4	Examination: 60% - two essay questions Coursework: 40% - 1200 words essay
MKTG 317 Brand Strategy	MARK 4450 Brand Management	4	Examination: 60% - two essay questions Coursework: 40% - 1500 words essay
MKTG 322 Marketing of Services	MARK 3470 Services Marketing	4	Examination: 60% - two essay questions Coursework: 40% - Service incident essay (500 words) - Presentation (30%) - Twitter Engagement (10%)

ORIENTATION WEEK & SOCIETY AND CLUB

There was an orientation week starting from 1st October to the 5th October. There were a lot of talks, sports activities, clubs showcasing held in the week. Remember to aware and attend the course registration day as it is during the orientation week. Some orientation talks held by the college and the Study Aboard Team are compulsory. You are advised to attend these talks as it is an opportunity for you to meet new friends. You are also advised to join some talks, like the transportation talk and the library talks, which is useful to help you familiar with the campus.

There are plenty of societies and clubs in the university, like the Dancing clubs, Politics Society and the Harry Potter Society. In the orientation week, just like UST, all the clubs and societies will have counters on the campus in designated days of orientation week.

PART 2 GENERAL EXCHANGE INFORMATION

You can choose to join any clubs and societies that you are interested in. If you are sports lover, you can have different sports trials which organized by various sports societies in the orientation week in order to give you an attempt at that sport.

FOOD

There are two supermarkets on the campus, Spars and Central. Spars is near to the center of campus so it is very convenient to those who live in Flyde and Furness College. Central is on the south campus which is near to the Grizedale and Pendle College. The food sell in these two stores is slightly expensive than the supermarkets in town.

There are more supermarkets in town. Tesco and Sainsbury are the biggest and relatively cheaper supermarkets in town. As mentioned before, there is free shuttle bus of Sainsbury every Wednesday. It is convenient and free of cost. Iceland is also a low-cost supermarket but with limited choice of food. There is also a Chinese supermarket in town so you can cook any Chinese cuisines you like.

CLIMATE

When I arrived London in September, it was around 15 degree. In Lancaster in September, it was not very cold, which was around 10-15 degree. It was colder in October and November, which was around 0-10 degree. Sometimes it was under 0 degree and snowed in the late November and December. The winter is not that cold in UK as there are heater inside the room and buildings. It was very windy in Lancaster and light rain. You are hard to open an umbrella in Lancaster because of the strong wind. Therefore, a waterproof jacket and a hat are the better clothing.

PART 2 GENERAL EXCHANGE INFORMATION

COST & EXPENSES

EXPENSES	
Return Flights Tickets	HKD 7600
Accommodation Fee (10 weeks @ GBP 140)	HKD 15000
Living Expenses	HKD 16000
Travelling Cost	HKD 30000
Total Cost	HKD 68600
Refundable Accommodation Deposit (GBP 200)	HKD 2100

- The exchange rate is calculated at around 10.5 HKD to 1 GBP.

HEALTH & SAFETY

There is a clinic on campus but you need to afford the expenses by yourself. Lancaster is quite safe as well as the UK. Even though the UK and Lancaster are safe, you still need to be alert and keep safe with your personal belongings when traveling.

INTERNATIONAL SERVICES & ACTIVITIES

The Study Abroad Team help you to deal with any enquires and problems from the exchange students. Email them when you encounter any problems. You can participate in the Study Abroad Society which can help you connect with other exchange students. Moreover, the Graduate College and the Study Abroad Society will hold some short traveling trips within the UK occasionally for the exchange students to join.

SPORTS & RECREATION FACILITIES

There is a Sports Center on the campus, which located near the Bowland College. You can access any sports facilities only if you pay for the membership fee which is quite expensive.

- THE END -