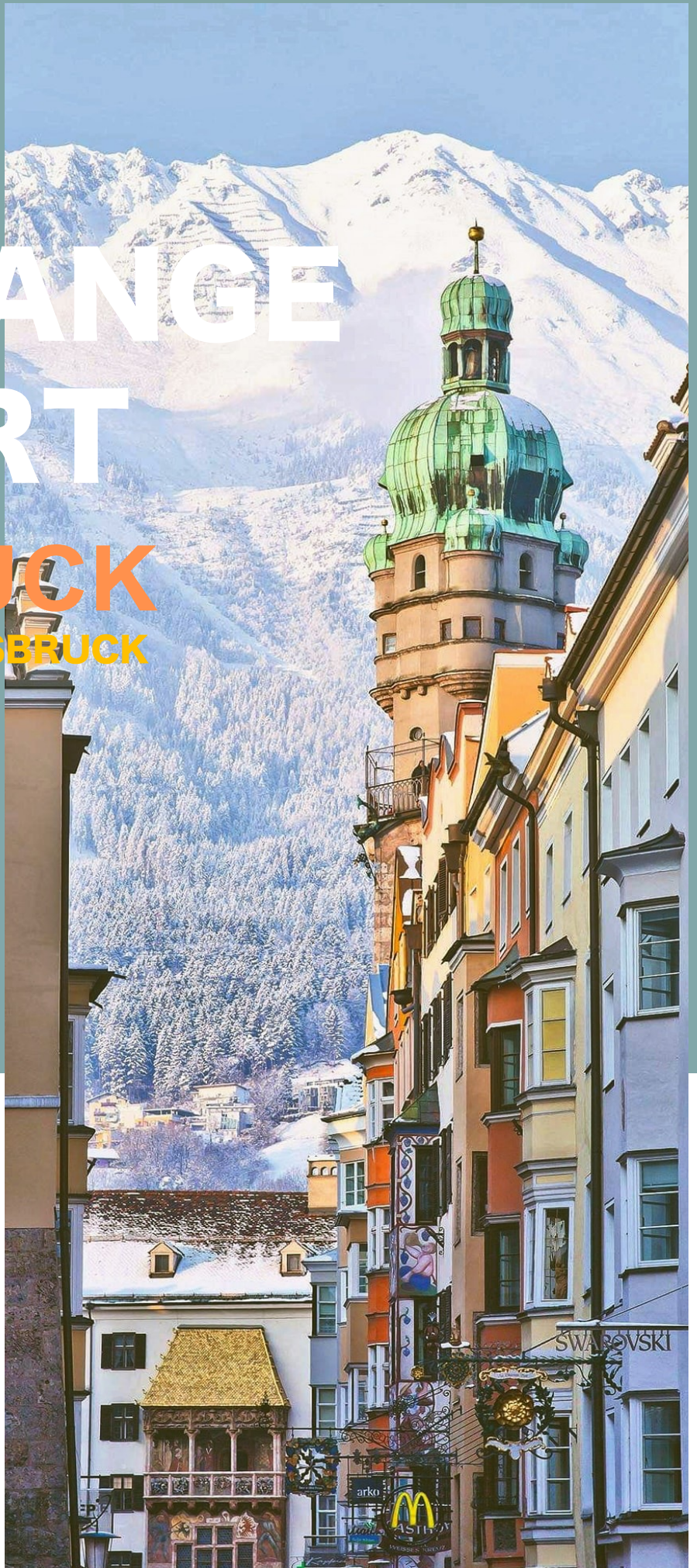


EXCHANGE REPORT

INNSBRUCK
UNIVERSITY OF INNSBRUCK

Fall Semester 2018-2019

School of Business and Management
Marketing Year 4
Siu Hiu Ying Eugenia





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SEPTEMBER
OCTOBER

MONTHLY REPORT



SEPTEMBER

Sometimes the greatest adventure is simply a conversation

I had had all the plans for this first week of arrival: making new friends, touring the capital of the Apls, actively participating in all orientation activities, making Ikea purchase and settling in my new home but little did I know that I would fall sick and had to stay in bed for nearly a week before I could readily prepare myself for the new semester, and a new adventure. Guys, never underestimate the power of the flu season.

OCTOBER

There are all these moments when you think you will not survive, and then you survive.

As I was pacing my steps and catching my breathe, I turned around and could not help, but to be overwhelmed by the majestic mountain panorama of the Schlegeis Reservoir. In this month of fall, I might had spent an intense day at the Oktoberfest, took on an exhilarating trip to the absolute icing queen, the Eisriesenwelt , or immersed myself in the Sound of Music vibe in Salzburg, the hike to the Olpererhütte is still one of the many experiences that I would look back and consider to be a deadly, but worthy decision. (yes, I thought it was worthwhile until the muscle fatigue and exhaustion persisted for another week. This was probably the result of walking, or to be more accurate, hiking, for 30 kilometers in a pair of StanSmith)

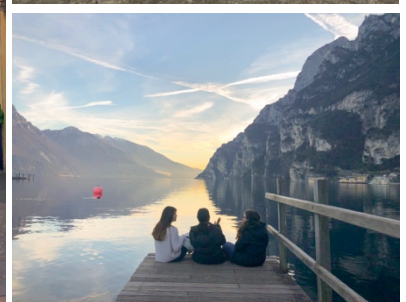
NOVEMBER
DECEMBER

MONTHLY REPORT

NOVEMBER

Nature gives to every time and season some beauty of its own

Despite being chased by deadlines and projects, I managed to give myself a break and had a short getaway to Vienna and its neighbouring towns and cities. It was also the time that I came into realization that I am not made for solo travelling; I could not be more thankful and completed (no jokes!) for having my friends joining me after two days of solo travelling. It was also when everyone's favourite, Christmas markets (Christkindlesmarkt) were opened. So be ready for the lightly cinnamon-scented air and the steaming hot Glühwein!



DECEMBER

Christmas is in the air, Christkindlesmarkt everywhere.

Being the most festive time of the year, December was literally a month spending quality time with friends in the festive Christkindesmarkts with a cup of Glühwein in hand. I did not plan for something big for Christmas apart from taking part in the dormitory's Christmas cookie competition, throwing several Christmas parties and a trip to a friend of ours in her lovely Italian hometown. Nothing very impressive, but it was cosy and light-hearted enough to make it one of the best Christmas I have ever had.

JANUARY
FEBRUARY

MONTHLY REPORT



JANUARY

Those who cannot remember the past are condemned to repeat it.

It was a month before going home, and also the month I did the most travelling. Flourishing by its Gothic and renaissance eras, every corner of Prague is a hidden gem; and trust me, no restaurant can top the pork knuckle from this golden city. In Krakow and Auschwitz, I marked the end of my European tour. The concentration camps were heart-breaking but educational, and there could not be a more meaningful way to end the month.

FEBRUARY

I will never be completely at home again, because a part of my heart will always be elsewhere - the price I pay for knowing and loving you.

I went on the last date with Innsbruck: strolling along the river Inn, taking the last snapshots of my favorite bridge with the sunset, sitting by the Annasaule and glancing over the Apls. I gave myself this one last chance of appreciating this beautiful city – my home. It deserves a proper farewell. All those tiny little things that were intertwined into the fabric of my everyday life will (or has) now become history. From going out for an ordinary grocery shopping day with a friend and having the typical cook together night in Rössl to drowning myself in the thrilling and addictive skiing and sledding fun and checking every box in the Innsbruck tourist list, I tried my very best to make the most out of every day. It was hard saying goodbye, not only to the beloved first floor family I love with all my heart and the indelible memories we have created together, but also to this city where I have found myself a home.

So, thank you, Innsbruck. Take care and I will see you very soon. **Auf wiedersehen.**



VISA PROCEDURES

Any EEA citizens and people from Switzerland do not require a visa and have a right of residence in the Austrian federal territory for a period of three months. EEA citizens and people from Switzerland may reside in Austria for more than three months according to Union law if the primary purpose of their stay is to complete their studies including vocational training at an Austrian public school or a legally recognized private school or an education facility and have sufficient means of life and sufficient health insurance coverage for themselves and their family members.

Students from other countries staying for a maximum of 6 months will either need:

- a travel visa C ("Schengenvisa"): entitles you to stay in Austria and in all other Schengen countries for a maximum of 90 days; or
- a residence visa D (Aufenthaltsvisum D): for stays of at least 91 days up to a maximum of 6 months; not necessary if you are a Japanese national

Students will have to apply for this visa in person at the competent Austrian representative authority (embassy, consulate-general) before travelling to Austria and the visa will be issued by this authority.

Attention: A visa cannot be renewed in Austria.

Within 3 days after arrival, all students, regardless of holding passports, are required to register for the 1st residence permit [Meldezettel]. Any EEA citizens and people from Switzerland are further required to register for the 2nd residence permit [Anmeldebescheinigung] as documentation of their right of residence. Such an application must be made within a four-month period starting from the applicant's arrival in Austria.

More detailed information is available on the following website:

<https://www.help.gv.at/Portal.Node/hlpd/public/content/12/Seite.120225.html>

ORIENTATION ACTIVITIES

The orientation week will be kicked off with an admission session at the university. The 1 hour admission hour will be followed by a city and campus guidance tour and a 4 hour introduction session. In the following days, course module introduction and module registration will be conducted. A joint study welcome ceremony will mark the end of the orientation week and the start of one's exchange journey. Pay attention to the remarks made in the Personal Guide (will be issued by Christoph, the Exchange Coordinator, after the completion of application process) and bring all the required documents to admission and information sessions.

INTERNATIONAL SERVICES & ACTIVITIES

International services and activities are mostly organised by Erasmus Student Network (ESN). Being a non-profit international student organisation, ESN provides a network that promotes the social and personal integration of exchange students from all over the world. The ESN-TEAM is a group of Austrian students coordinating various activities and organising trips, excursions and much more. They also offer help and provide information on study relevant issues.

e-mail: esn-team@oeh.cc

Website: <http://innsbruck.esnaustria.org/>

Address: Josef-Hirn-Strasse 7, 6020 Innsbruck

Office hours: Thursday 10.00 – 12.00

ESN (Innsbruck) Facebook:

<https://www.facebook.com/ESNibk/>



ACCOMODATION

The Austrian Academic Exchange Service (ÖAD) will be responsible for organizing a room for students although only a limited number of rooms (especially single rooms) are available. Although official exchange program students have priority over regular students in room selection, it is still recommended to apply for accommodation as soon as possible as the rooms are allocated based on “first come first served”. The payment of a reservation deposit is compulsory and would be return upon the room check out at the end of the semester.

Rössl in der Au, Höttinger Au 34, was my temporary home during my 5 months stay in Innsbruck. Located 10 minutes (on foot) away from Maria Theresian Straße, the city center (aka. The old town), Rössl has the advantage of locating in a vibrant neighbour, with grocery stores, restaurants, pharmacies and bus stations in reachable distances. (all are in 1 to 3-minute walk away from the dormitory).

Despite the poor WIFI connection in times and an inevitable messy kitchen, the social network this place provides and the sweet, indelible memories that one will make in this dormitory will make up all of its downsides. Rössl offers double and single rooms, both with their own bathrooms and are well-equipped with under floor heating. A common kitchen is shared by the floor. Rooms are allocated after arrival of both application and reservation deposit. Rooms are let by complete semesters only and cannot be quit during the semester. Regardless of the actual staying duration, students will have to pay for the whole rental period (September to February). For organizational reasons the rental period of the winter semester includes the month of February. After reserving a room please observe the opening times and information sent by the student dormitory, and if possible, and inform the student dormitory Home director Charlotte Harber your arrival date by telephone at +43 (0) 50 447 611 or e-mail at c.harber@home4students.at.



COURSE REGISTRATION

The business faculty (SoWi) has an online module registration system where students can choose only business or economics modules or other modules offered by the business faculty, i.e. language courses has to be registered at the International Language Centre. Students can choose up to 4 business modules (excluding language courses) in total, with 7,5 ECTS each = 30 ECTS per semester. The details of the module registration will be further discussed in the orientation week (Don't panic!) . Students can do a brief research on the desired modules but the finalised module list will only be available weeks before the semester commencement.

International Human Resources Management [3 credits]

Difficulty: 4/5 Workload: 4/5

The main objective of the course is to understand the relevance of Human Resource Management in a multinational context. Students are evaluated through their participation in in class discussions, a term project (which consist of a presentation and a group paper) and a final exam. Lectures are held every week from early October to late November (4 hours per class); attendance are not taken but is recommended as they cover the content for the final exam. Attendance required proseminars are scheduled weekly from mid-November to late December. The four hours proseminars are basically the term project presentation sessions. There are another two days (from 9am to 5pm) compulsory proseminars in January, lectured by a management manager from a Tyrolean Company. One thing to be noted is that the final exam will be held in mid- February, meaning that students will have to start the spring semester late in Hong Kong.

Intercultural Communication [4 Credits]

Difficulty: 3/5 Workload: 4/5

This is an introductory course in culture, cultural awareness and cultural theory. This course is an online course organized on OLAT (a similar online learning platform to that of Canvas) with only two compulsory 3 hours night lecture.

The assessment methods include 4 written assignments that are to be handed in in October weekly, and a 16 pages culture report (or a refugee project) that is submitted at the end of the semester. This course offers a high degree of flexibility, but the downside is the heavy workload during the assignment submission month (October and December).

Retail Marketing (Basic) [4 Credits]

Difficulty: 2/5 Workload: 2/5

The focus of the basic module is retail markets and their value-creation processes. This marketing course only consists of 8 compulsory student sessions, (arranged in 4 days, from 9am to 5pm) and some other project discussion sessions with the professor. The student sessions require some prior reading and preparation as students are expected to prepare for 4 presentations (one presentation per day) covering the several marketing topics covered in the course syllabus. Personal learning journals are to be handed after each student session for reflationary purpose. There are two semester projects (two student groups are combined and to be responsible for the two projects); yet the working language for the project will be in German. Given that this course is a local marketing course, local Austrian students is the majority (I was the only Erasmus student). Regardless, the professors and the local students were very accommodating and



TEACHING & ASSESSMENT METHODS

The teaching system is defined by various types of courses: lectures (VO), practical exercises (UE), a combination of lecture and practical exercise (VU), proseminars (PS) and seminars (SE) which last one semester.

Many lectures are held in units of two hours a week (1 hour = 45 minutes). Attendance may not be mandatory but advisable. Practical exercises vary depending on the subject, the emphasis is on active participation. Seminars are mainly group discussions on an advanced level. Students write and present papers which serve as a basis for discussion. In proseminars students acquire basic knowledge of work on academic or scientific papers by active participation.



SPORTS & RECREATION FACILITIES

The University Sports Centre, USI, Fürstenweg 185, offers various sports facilities for students in over 60 sports.

On the website <http://www.uibk.ac.at/usi/en-index.html>, all the information about the courses and how to apply – either online with a student ID number or personally with an appointment ticket, are provided. For winter sports lover, a Freizeitticket would be an essential as it provides free entrance to all ice skating rinks, skiing areas and sledding routes.

<http://www.freizeitticket.at/>



FINANCE & BANKING

Monthly Expenditures

Accommodation (Single Room)	E 400
Food	E 350
Travels and entertainment	E 500
	E 1250

It is best to ask at the home bank before leaving about the cheapest way to transfer money to Austria. It can cost up to 500 HKD for one transaction, with the local (Hong Kong) bank and the Austrian bank both charging 250 HKD each for the service fee. In Innsbruck banks are usually open approx. Monday – Friday 08.00 – 12.30 and 14.15 – 16.00 and are closed at weekends. Cash points can be found near the entrance of most banks. Before opening a bank account ask about the conditions. Most banks, including Sparkasse and Bank für Tirol und Vorarlberg (BTV), offer free services for students.

SOCIAL CLUBS & NETWORKING OPPORTUNITIES

Please see “International Services & Activities”.

HEALTH & SAFETY

Both contractual doctor (Dr. Reinhard Fuchs) or hospital (Universitätsklinik, Anichstraße 35) are available in Innsbruck. During the night / Sundays / holidays please contact the medical emergency service (Tel: 141) and in emergency cases the ambulance service (Tel: 144).

Dr. Reinhard Fuchs

Address: Dreiheiligenstraße 3 6020 Innsbruck (5 minutes from the SoWi faculty) Phone: +43 512 56356

FOOD

In Innsbruck there are over 130 restaurants - from typical Tyrolean/Austrian cooking to Indian, Thai, Chinese, Japanese, Mexican, Greek, Turkish and Italian. A restaurant-guide is available at the Tourist Information Office, Burggraben. Out of all the options Innsbruck has to offer, my top places are without doubts, the kebab heaven, D-Werk, and the local Pizzeria, Don Peppe.

D-Werk

Address: Innrain 30a, 6020 Innsbruck, Austria <https://www.d-werk.at/>

Don Peppe

Address: Höttinger Au 24, 6020 Innsbruck, Austria



TRANSPORTATION

VVT Bus

The Innsbruck-Ticket Student offers students the opportunity to travel for the whole semester, including the Hungerburgbahn to the mountains (Nordkette) and also the “Nightliner”. This ticket costs € 124,90 for 6 months and are open for application at the start of each semester. The application form can be found here at www.ivb.at. A confirmation of registration as a student will also be required and is available from LFU:online (online student account).

The single ticket costs E 1,80, the block of 4 tickets E 6,00. An 8 times ticket for E 11.2 or a weekly ticket for E 13,90 would comparatively be a better deal. An 8 times ticket is considered to be the best option as most locations are in walkable distance, e.g. the SoWi faculty (the business school where classes take place) can be reached on foot in 15 minutes (5 mins by bus). Phone applications, e.g. Smart Ride, would be particularly helpful in keeping track of the bus arrival time and timetable.

ÖBB Train (recommended!)

With the Vorteils card from ÖBB (discount pass), all train tickets under ÖBB are at half price. This card costs E 19.90 for students under 26 and is valid for 12 months. It is available at the main station with confirmation of registration (available from LFU:online), a photo and a valid passport. For further information on timetables, prices etc: <http://www.oebb.at> and the ÖBB official app.

COMMUNICATION

Most Austrians in Innsbruck could speak fluent, if not, adequate English.

CLIMATE

Innsbruck has a humid continental climate as it has larger annual temperature differences than most of Central Europe and its position around mountainous terrains. Winters starts in mid- November, and are often very cold and snowy, with an average of -32°C(29 °F).

The Foehn wind sometimes brings pronounced thaws. An insulated winter jacket and a pair of water resistant winter boots are adequate and necessary for the winter in the Apls. Spring is brief; days start to get warm in early February, often over 15 °C (59 °F), but nights remain cool or even freezing. The average annual temperature is 9 °C (48 °F).

CAUTIONARY MEASURES

There are approx. 30 pharmacies in Innsbruck. Opening hours are usually: Mon-Fri. 8.00–12.30 and 14.30–18.00, Saturdays 8.00–12.00. The pharmacies in the city centre are open all day. Each pharmacy has a notice outside with the name of the next pharmacy open in urgent cases.

For emergencies,
Feuerwehr (fire brigade)
122 Polizei (Police) 133
Rettung (Ambulance) 144



PRE-DEPARTURE CHECKLIST

The followings are only recommendations and are subject to change:

1. HKID card
2. Passport
3. Student Card
4. Acceptance letter
5. Housing agreement
6. Headphone
7. Cloths
8. Chargers
9. Camera
10. Cash
11. Credit card
12. Lock
13. Medicine
14. Notebook
15. Adaptor
16. Winter Jacket
17. Winter Boots



<http://www.oebb.at>

<http://www.freizeitticket.at/>

<http://www.hostelworld.com/>

<https://lfuonline.uibk.ac.at/>

https://webmail.uibk.ac.at/imp/login.php?new_lang=en_GB

<http://innsbruck.esnaustria.org/>

USEFUL LINKS

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