



Exchange Report

@NEOMA Business School

Fall 2018

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Year 4 (Marketing and Management)

Part 1: MONTHLY ACTIVITY LOG

September 2018 To allow myself some time to settle down and explore the city, I arrived at Rouen on 4th September, just two days before the International Welcome Day. During the first week after arrival, I attended a 6-hour intensive French course organized by the school to equip myself with some basic expressions and vocabularies. Despite studying at school, I also spent the weekend to explore other cities in France, like Dieppe and Saint-Martin. It was amazing to experience the first “Kate Festival” in my life and appreciate the natural scenery of France.



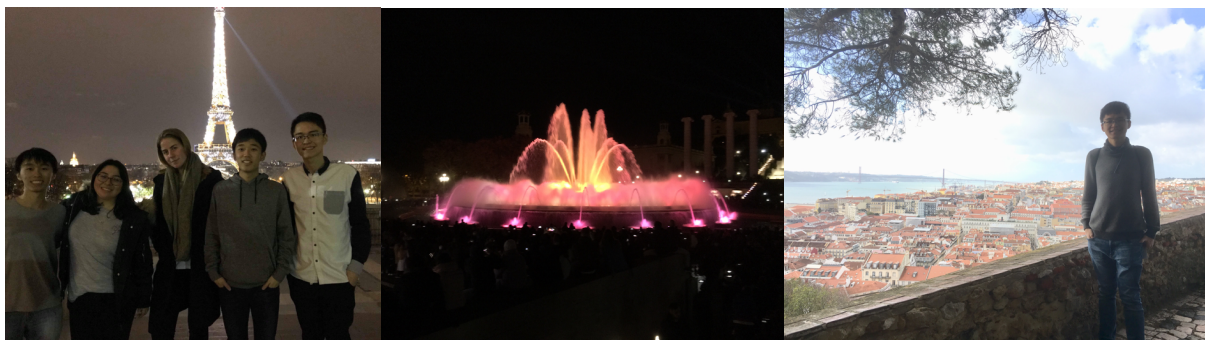
October 2018 Despite the attendance, the study and workload at NEOMA BS are definitely less intense than HKUST, which allow me to have more spare time to travel. I went to Belgium with my exchange buddies on the first week of October. We tried the world-renowned Belgium fries and waffle (though it is overrated in my opinion...) and enjoyed the relaxing atmosphere at the Grand-Place, where most people just sat on the floor and enjoy their beer. At the end of October, I also went to UK to visit the world-famous tourist attractions, like London Bridge, Tower of London, The Shard etc.



November 2018 There are a midterm break and midterm period across the end of October and beginning of November. Fortunately, I did not have any midterms to attend and it enabled me to have a 10-day break to travel around central Europe. We went to Switzerland, Austria, Italy and Slovenia to enjoy the midterm break, where we appreciated an opera and I found the best ice-cream I have ever had in my life. We also seized the opportunity to finish a challenge in our bucket list – skydiving. It's an experience of lifetime, which you would experience a 60-second freefalling and be astonished by breathtaking scenery.



December 2018 The last month of the semester is the time everything gets crazy. I had to deal with project presentations, assignments and final exams. I spent the first half of the month to catch up with everything and prepared for the final exams. Luckily, my exams ended earlier compared to the others and I spent the last week of December to travel to Spain and Portugal. I was shocked by the incredibly cheap flight tickets offered by the budgeted airline in Europe, which costed me an average of 25-40 euros per journey. After that, I came back to Rouen and finished all the necessary procedures before departure.



Part 2: GENERAL EXCHANGE INFORMATION

1. Visa procedures

It is mandatory to apply for a student visa once you are staying for more than 90 days. To apply for the student visa, you need to:

- 1) Send a request for an academic interview with Campus France (Email: study@consulfancehongkong.org). You will be given a timeslot for the interview, however, you cannot change the date or time.
- 2) Book an appointment for visa application submission. For detailed procedures and document required, please visit https://france-visas.gouv.fr/en_US/web/france-visas

It is suggested that you should start the visa application procedure at least two months before your departure to avoid any unexpected cases.

2. Orientation activities

A Welcome Day for international students will be organized before the actual start of the semester. Details about the school's system and different activities will be introduced. Seize the opportunity to meet new friends and get familiarize with the new environment.

3. Accommodation

NEOMA BS will offer you different housing options ranging from 230 euros to 450 euros per month (may vary from year to year). Ango Residence, the international dorm organized by CROUS, will be the cheapest option and you will be able to meet people from all around the world. However, the surface area of the room in Ango will be 9 square meters only, which is quite small indeed. Housing insurance and administrative fee are also required for most housing options in France.

4. Course Registration

Catalog of all course description and procedures of course registration will be sent to you by email. Remember to refer to HKUST course equivalent database and make sure all courses you are registering are listed in the database.

5. Teaching and Assessment method

French for Communication A1-1

This course is designed for real beginner of French. You will be able to learn a lot of fundamental grammar, vocabularies and phrases to “survive” in France. There will be a midterm written exam, 15-20 minutes presentation about planning a journey in France (in French) and a final exam. Attendance is required for this course.

Leadership and Organization Development

This course will address the knowledge and competencies needed for a leader to cope with the fast-changing business environment. There is no exam for this course, instead, there will be case study, group project and a personal development plan to apply the knowledge you have learned in class. For the group project, you will be assigned in a group of 5-6 people to present the concepts and takeaway throughout the whole semester. Attendance is not required for this class but the professor can recognize the contribution of most students.

Entrepreneurship

This course will teach you about all necessary competencies of a successful entrepreneur and how to transform an idea into real business. There will be a pre-course assignment, midterm and final group presentation and report. For the project, you will experience the whole process of starting a business, starting from generating ideas, fieldworks, modifications and presentations. It is a very useful course and attendance is required for every class.

Strategy

This course will go through a lot of business strategies and frameworks adopted by companies. There will be a group project on analyzing a company using the concepts learned in class and final exam (short questions).

Discovering and Understanding French Culture

This course will address basic knowledge on ancient and modern France, including French history, political systems, films and music etc. There will be news sharing every week, a presentation on topics about France and a final report of assigned topics. It is a relatively “chill” course and you will be able to learn a lot about France. Attendance is required for this course.

6. Sports Facilities

There are a lot of sport associations at NEOMA BS. If you pay 50 euros, you can enjoy all sport facilities and participate in as much sport associations as you want to. If you do not want to pay, you can also choose jogging or running in several hiking trails nearby the school.

7. Finance and Banking

Societie Generale, the largest bank in France, will come to school at the first week to help students open their bank accounts in France. List of documents required will be sent to you in advance. It is highly recommended to open a bank account since electronic payment method is widely used in France. There is also an ATM machine nearby the school in case you need cash.

8. Health and Safety Measures

It is okay to drink tap water in France. For clinics, there are limited doctors who can speak fluent English nearby the school. It is suggested that you should bring your personal medicine to France.

For safety measures, France is generally a safe country to live. However, you should beware of the protests and thieves in some regions of France, like Paris and Marseille.

9. Food

It is expensive to dine out in France. A meal in an ordinary restaurant would cost you about 10-30 euros. It is recommended that you can cook with other exchange students to save money. For supermarket, you can take bus 8, T1 or F2 to SuperU, or bus F2 to Carrefour. Both supermarkets offer fresh vegetable and proteins, but Carrefour definitely has more food options.

10. Transportation

From Paris CDG Airport to Rouen:

You can take either train or coach from CDG to Rouen. For train, you can take metro **RER B** from CDG terminal 2/3 to **Gare De Nord**, and transfer to line 14 to **St. Lazare Station**. Then, you can take a high-speed train from St. Lazare Station to Rouen directly (need to buy ticket online in advance). The whole journey will take around two hours.

For bus, you can take coaches from CDG terminal 3 to Rouen directly (Flixbus, Ouibus etc.) You will need to purchase ticket from the bus companies' website or application in advance and print or save the ticket when you board. The journey will take around 3 hours.

From Rouen city center to campus/ Ango Residence:

You can take bus 8, F2 or T1 from Rouen city center to NEOMA/ Ango.

Bus 8: Pont Corneille to La Varenne (Direction: Longs Vallons)

F2: Hotel de Ville/ Gare-Rue Verte to La Varenne (Direction : La Vatine Commercial)

T1 : Republique to Campus (Direction : Mont aux Malades)

You can download the bus application called "ReseauAstuce" from app store to check the bus schedule and location of all bus stop.

11. Climate

It is less humid but windier in Rouen compared to HK. During winter, the temperature ranges from -5°C to 10°C. There is also a slight chance to snow in Rouen. Remember to prepare enough clothing for winter.

12. Communication

Most exchange students choose to use Free Mobile service. It offers a 19.99 euros package consisting of 100G data in France and 25G data in other European countries, which is perfect for people who travel a lot.

French people do not speak fluent English in general. You may need to learn some simple phrases in advance.

13. Expenses

Items	Expenses (in HKD)
Flight ticket	\$7,000
Accommodation	\$12,000
Daily expenses	\$24,000
Travel expenses	\$40,000
Insurance	\$3,000
Total:	\$86,000

Part 3: ITEMS TO BRING

- Passport
- Currency (euro, Swiss franc, British pounds...)
- Necessary documents and copies
- Warm clothing
- Notebooks
- Laptop
- Chargers
- Electric converters
- Personal medicine
- Jacket
- Personal care products
- Slippers
- Credit card
- Air ticket
- Student ID card
- Shoes (one for leisure and one for sports)
- Small back-pack
- Stationary
- Other items (personal preference)

Part 4: USEFUL LINKS

1. Flixbus website

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

2. SNCF and Ouibus

<https://en.oui.sncf/en/train-ticket>

3. Application for France student visa

https://france-visas.gouv.fr/en_US/web/france-visas

4. Skyscanner (cheap flight tickets)

<https://www.skyscanner.fr/>

Are you ready? Good luck!!