

EXCHANGE REPORT

Copenhagen Business School



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GBUS & Marketing Year 3
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PART I – MONTHLY ACTIVITY LOG

August - September 2018

My buddy picked me up when I arrived at CPH airport. In the first month, we did sightseeing around famous places in the city. I rented a bike from Swapfiets so I could go around with it. On the first week of orientation, I joined the school's welcoming program, met a lot of friends in parties organized by the school's committee. They introduced us the Danish culture, explaining their Hygge lifestyle and how open-minded they are. I enjoyed the first week a lot, exploring the fun side of Copenhagen. In weekends, I visited places nearby, like Louisiana art museum and Lund. In mid-September, I also travelled to Amsterdam with my friend.



October 2018

Classes in CBS were quite interesting. Professors invite a lot of guest speakers to bring students real life cases. There is a study break in mid-October. We made use of the free time to travel around. I went to Oktoberfest in Munich, and also Budapest and Vienna in the following week. It is important to book tickets in advance if you want to get a cheaper price. In the last week of October, we went to Oslo, and we also had Halloween parties!



November 2018

Time flies. Near halfway through the exchange, Copenhagen started to get colder. We visited Milan in the first weekend, and I also explored more in Copenhagen, biked around, went to the zoo and the Round Tower etc. In mid-November, I visited Barcelona and Rome. Absolutely loved the food in Italy!!! Towards the end of November, we started to feel the Christmas vibe in Europe!



December 2018

In the beginning of December, while feeling the Christmas vibe, we started to prepare for our exams and projects. As most of my exams are take-home written assignments, I was able to finish them flexibly in my own time. During the study break, I went to a local concert, and visited Bordeaux and London to meet my friends. After all the exams, I hung out with my exchange friends for the last few times. We ice-skated and visited Christmas markets. It was hard but we had to say goodbye. I would always remember the times when we chilled/cooked/studied in our dorms and those crazy nights when we partied till late!!!



PART II – General Exchange Information

Visa Procedures

I went to Shen Zhen for Visa application in May. Remember to prepare all the documents including the Visa fee when you go to the centre. It took around one month for them to mail me the visa. However, it is better to apply earlier.

Orientation Activities

CBS organizes an Orientation Week for students to get to know each other. You have to pay program fee for this. It costs quite a lot, but you could meet a lot of people through activities organized by them (including Danish folk dance, clubbing nights, movie night etc...)

International Services & Activities

There is an international office at CBS. They are friendly and helpful, and you could also get help from the buddy assigned to you in CBS.

Accommodations

I stayed in Katherine Kollegiet, housing offered by CBS. It was quite pricey but it was convenient and near Flintholm, the Metro station. Rooms and facilities are new and clean, but there isn't a common room.

Course Registration

You are asked to enter your preferences for 4 courses. If you want to study 5 courses, you have to get an official letter from HKUST to request for the approval.

I took the following courses:

Retail Marketing – lessons are interesting and exam is easy

Sales & Pricing Strategy – final workshop is worth going

3C: Comprehending Consumers across Cultures – you can meet a lot of exchange students in this course

Visual Communications – quite interesting, learnt a lot about filming techniques and perceptions, but concepts are sometimes hard to understand

Teaching & Assessment Methods

There is no attendance required. Classes I took were interactive and interesting. Some of them invite external speakers that are inspirational. There are different exams depending on the courses. Most of my exams were essay type take-home assignments. I also did projects and had an oral exam.

Sports & Recreation Facilities

There is dance club and yoga club in CBS organized by students. You could join those activities and use their facilities for free/at a low price.

Finance and Banking

It is not recommended to open a bank account over there as you have to pay bank fees. Cards are widely used, so make sure your credit card works. It is more convenient to use cards than cash in Copenhagen.

Social Clubs and Networking Opportunities

I joined activities held by the Yoga Club and the Dance Club. It was fun and easy to meet friends. There are also party/clubbing events held by student organizations. You could also join professional events and talks held at school.

Health and Safety

With the residence card and health insurance yellow card, you have healthcare covered. Therefore, it is free to see a doctor. It is also quite safe in Copenhagen, I didn't encounter any pickpockets in my entire trip, but you should always stay alert.

Food

I mostly cooked my food in Copenhagen, as it is quite affordable to get groceries from Lidl/Netto (cheap supermarkets). It is also cheap to get food from the school café. Danish pastries – A MUST!

Transportation

I rented a bicycle at Swapfiets to get around Copenhagen – cheap and convenient. The metro is also well developed and it runs on a 24/7 service!

Climate

The climate is very dry, with strong wind. In September, you can still wear short sleeves with a slightly cool weather. In around late October, it starts to get colder when you have to wear jackets. However, it is very warm indoors with the heaters.

Communication

At arrival, the buddy gave me a welcome pack including a SIM card. You just have to activate the card online and you can communicate and get data for internet.

Cautionary Measures

As it's windy and rainy in Copenhagen, a lot of people wear raincoats / windbreakers. Remember to bring gloves too as it is useful for cycling in cold weather.

Part III – Items to Bring

- Electric adaptor
- Personal ID photos
- Cash (EUR, DKK)
- Warm clothes / Jackets / Gloves
- Lotion
- Medicine (very likely that you may get a sore throat at one point)
- Big backpack / Small-size Suitcase (For short trips)
- Chinese/ Japanese Noodles / other food

PART IV – Useful Links and Contacts

Course Catalog

<https://www.cbs.dk/en/international-opportunities/international-students/guestexchange-student>

Transportation/Map Information

<https://www.rejsekort.dk/>

Contact

Should you have any enquiry, feel free to get my contact from SBM Exchange Team by emailing to bmugexch@ust.hk. Wish you all a good time during your exchange!