



NEOMA Business School Exchange Report

LEE, SEOYOUNG

IS & MARKETING – YEAR 3

Spring 2020

PART 1 – MONTHLY ACTIVITY LOG

January 2020

I arrived at Paris CDG Airport on January 3rd with another UST exchange student. We spent the first two days in Paris to tour around. On January 5th, we took a train from Paris Saint Lazare station to Gare De Rouen station – it takes approximately 1 hr 30 mins. As the residence reception desk is closed on weekends, we stayed at a hotel located in Rouen city center for a night. On January 6th, we took bus 8 to CROUS residence to check-in. I was settled in CROUS – Pleiade residence (single occupancy).

All courses started in the first week. I was busy unpacking and completing a list of various administrative tasks such as opening a French bank account, validating visa online (OFII procedure), registering for French National Health Insurance, applying for CAF, creating MyAstuce bus card, etc. By the end of January, my friend and I went on a Normandy tour to visit Honfleur, Etretat and Mont Saint Michel.



February 2020

On the first week, I went to London to visit my high school friends. I took Eurostar from Paris Gare du Nord station to London St. Pancras station – it takes around 3 hrs. I spent four days in London and the best part of my trip was watching Phantom of the Opera at Her Majesty's Theater. I recommend everyone to watch at least one musical when they visit London!

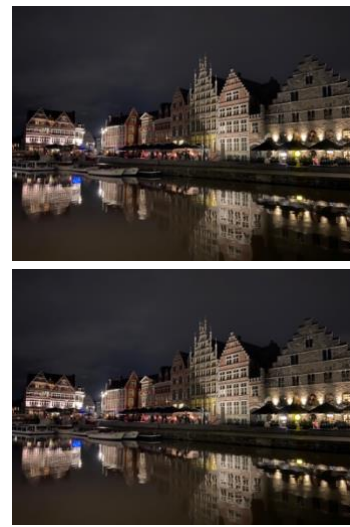
In the middle of February, I went to Turkey with my friend for a week. The workload at NEOMA is not as heavy as UST, and luckily, we both did not have midterm exams for all courses with the exception of the French course. Hence, we were able to manage this trip during our mid-term break. We took the flight from Paris CDG Airport to Turkey IST Airport. We joined a tour group to visit Antalya, Cappadocia, Pamukkale and many more tourist spots. After six days of group tour, we spent another day to tour around Istanbul. In short, Turkey is one of the best places I've ever been to – it is definitely worth a visit.



March 2020

In the first week of March, I visited Belgium with my friend for three days. We took Flixbus from Rouen city center to Brussels – it takes around 8 hours. Belgium is the best place for foodies, especially if you love fries, waffles, chocolates, mussels and beer! I went to Brussels and Ghent, but I wasn't able to visit Bruges due to the time constraint, which is the only flaw from the entire trip.

After we came back to Rouen from Belgium, COVID-19 started to spread at a high speed and the number of confirmed cases in Europe – especially in Italy, France and Germany – exceeded the number in China. On March 13th, NEOMA officially announced the closure of campus and adoption of remote learning. After spending a few more days in Rouen, I returned to my home country, South Korea, on the 18th of March.



April & May 2020

All remaining classes and exams were held online. I spent around a week to study for my final exams – the exams were mostly replaced by essays or assignments.

PART 2 – GENERAL EXCHANGE INFORMATION

1. Visa Procedures

A student visa is required to stay in France for more than three months. Here are the steps to follow in order to apply for a French student visa:

- (1) book an academic interview at Campus France by sending an email to study@consulfrancehongkong.org
- (2) submit visa application at the Visa Section ONLY after you successfully complete the academic interview

For further details, please visit <http://www.consulfrance-hongkong.org>

2. Orientation Activities

At NEOMA, Culture Connection provides various activities for exchange students to get involved in – it is a great chance to get to know both local and exchange students through active participation!

3. Accommodation

Most of the exchange students lived in Pleiade residence – single occupancy (20 square meters) or Ango residence (9 square meters). Both residences are within 15-minute walking distance to the campus.

- (1) Pleiade: you have your own kitchen and toilet, more spacious, but more expensive
- (2) Ango: uncomfortable as you need to share the kitchen and toilet with others, small room, but cheaper

4. Climate

The climate is very windy and rainy during winter (January – early March). I highly recommend exchange students to bring winter clothes and jackets to Rouen.

5. Teaching & Assessment Methods

LV3X126FXXX: FL – French for Communication A1-1 (5 ECTS)

LANG 1310: French: World Language and Culture (3 cr)

This course is a French course for beginners – not too difficult but not too easy as well. Initially, there should've been a mid-term, final exam and a presentation. However, due to the COVID-19 situation, the presentation was replaced by an assignment. The mid-term exam was held in the beginning of March and the final exam was held in late April (the date was postponed due to COVID-19). Both exams should be alright if you pay attention in class and make notes. This course had the heaviest workload out of all courses I took. Attendance is required for this course.

MK42082E: Strategic Marketing (6 ECTS)

MARK 4210: Strategic Marketing (4 cr)

This course focuses on conducting strategic analysis and solving marketing problems from the perspective of a decision maker. This course has three presentations throughout the term, case competition and a final exam (which was replaced by a case study due to COVID-19). Both case competition and final exam were held between late April and early May. The workload is slightly heavy compared to other marketing courses, but the content itself is relatively easy. Attendance is required for this course.

MK32039E: Brand Marketing (6 ECTS)

MARK 4450: Brand Management (4 cr)

This course teaches students on the analysis and valuation of brand portfolios, plan strategic brand development, and manage branded products / services for value and longevity. This course has a group project / presentation and a final exam (which was replaced by a case study due to COVID-19 as well). The workload is not too heavy, and the content is quite easy if you took marketing courses before. Attendance is required for this course.

MK34005E: Social Media Communication (3 ECTS)

MARK3000LEVEL: 3000-level course in Marketing (2 cr)

This course is an intensive course that covers all materials within two full days (around 8 hours of class per day). On the first day, the professor goes through 80% of the content and gives 1-2 hours to form a group for the presentation, which is presented on the second day. On the second day, the professor goes through the remaining content and opens up the floor for group presentations. The content is easy and interesting, so it is not too difficult to prepare for a presentation overnight. After two weeks, there is a final exam, which is mostly MCQ and some short answer questions. Attendance is required for this course.

MK42081E: Web Marketing (6 ECTS)

MARK3000LEVEL: 3000-level course in Marketing (3 cr)

This course examines digital marketing strategies and their implementation on brands. This course consists of a group project / presentation and a final exam (entirely MCQ). The content of this course is very easy if you have basic knowledge in marketing. Web Marketing was the course with the lightest workload out of all courses I took. It was also the only course that did not require attendance. I highly recommend Marketing students to take this course.

MQ32004E: Data Analysis & Business Intelligence (6 ECTS)

ISOM3000IS: 3000-level course in Information Systems, Business Statistics and Operation Management (3 cr)

This course teaches students how to better understand the impact of Information and Communication Technologies on the behavior of managers. Due to COVID-19, our final exam got cancelled; hence, group project / presentation was the only evaluation method for this course. The content of this course is quite difficult to understand, but the workload is not heavy at all. Attendance is required for this course.

6. Finance and Banking

I opened my French bank account at BNP Paribas, which is located near the campus at Place Colbert station (5-min walking distance from campus). You can also apply for a French debit card, but the process takes couple of weeks.

7. Expenses

Items	Expenses (in HKD)
Accommodation	15,000
Flight tickets (Seoul ICN <-> Paris CDG)	7,000
Daily expenses	10,000
Travel expenses	20,000
Total	52,000

8. Food

There are two canteens in NEOMA – its food tastes pretty good with a reasonable price. However, both canteens provide lunch only, so you need to cook for dinner. I cooked for most of my meals, because it saves you a lot of money and it's healthier as well!

There are two supermarkets in Mont Saint Aignan – Carrefour and Super U.

- (1) Carrefour: you can take bus F2 to La Vatine – Centre Commercial station
- (2) Super U: you can take bus F2 or 8 to Les Coquets station

9. Transportation

Paris CDG Airport -> Rouen city center

You can take Flixbus at Paris CDG Terminal 3 – it takes 2 hrs 30 min and it is a direct journey. You can purchase the e-ticket in advance through their website or app.

Rouen city center -> Mont Saint Aignan

You can take bus F1, F2 or 8 from Rouen city center to Mont Saint Aignan. Few names of the bus stops are: Business School (NEOMA), La Varenne (Ango residence) and La Pleiade / Du Bellay (Pleiade residence). You can purchase the bus tickets from the bus driver or at some of the bus stops. In order to check the bus arrival time, download the app “Astuce”.

Other countries

When you go to other countries nearby, there are several transportation methods to choose from: coaches (i.e. Flixbus/ Ouibus), airplane (i.e. Ryanair) or train (i.e. SNCF).

10. Communication

In terms of communicating with people in Rouen, it is quite challenging if you don't know how to speak French. I did not know a word when I first arrived in Rouen, so I struggled a lot. I highly recommend students to learn some basic French before the exchange semester.

In terms of the mobile sim card, I used Free Mobile, which is the usual case for most exchange students. Free Mobile offers a 19.99-euro package for 50GB of mobile data and 3GB of data roaming that can be used in other European countries such as UK, Belgium, Germany, Spain, etc. Some countries are not included in the list, so please double check.

PART 3 – ITEMS TO BRING

- Passport + ID (original + few copies)
- Copies of documents you need for administrative tasks (i.e. housing attestation, insurance, enrollment certificate, etc)
- Cash (preferably in Euros or USD) and credit card
- Laptop and stationery
- Adapter
- Medicine
- Winter clothes and jackets
- Umbrella (it rains a lot in Rouen)
- Kitchen compliance (optional)
- Blankets, bed sheet, pillow (optional)

PART 4 – USEFUL LINKS AND CONTACTS

1. NEOMA Business School Website: <https://www.neoma-bs.com/en/>
2. Course Catalog: <https://www.neoma-bs.com/images/docs/NEOMA-BS-CATALOGUE-2019-2020.pdf>
3. Emergency Contact – NEOMA HUB: hub.rouen@neoma-bs.fr

If more information is needed, you can get my contact from SBM Exchange Team by emailing at bmugexch@ust.hk.

Good luck!