

EXCHANGE REPORT



COPENHAGEN
BUSINESS SCHOOL



STUDY. TRAVEL. EAT.

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JANUARY

VISITING ROVANIEMI

Before heading to Denmark, I visited its neighboring country – Finland with my family. We spent 3 days in Rovaniemi, where the **Santa Claus Village** is located. Surrounded by the glistening snow pines, I was reminded of the enchanting forest of Narnia where Lucy meets Mr. Tumnus despite the absence of the iconic lamppost. It was the perfect (belated) white Christmas I was dreaming for! We got to meet elves, reindeer and Santa (for 3 mins) in the village. Although there was no entrance fee, we paid (a lot) for a 400m reindeer ride and a picture with Santa. If you are sending postcards from the Santa Claus Post Office/the Rovaniemi Airport, the letters will be stamped with a **special Arctic Circle postmark!**



Another unforgettable experience would be the Aurora hunting tour. Drinking mushroom soup, having sausages, sitting around the fire in a tent, we have basically done everything except witnessing Aurora. Luckily, on the last night of our stay, we witnessed Aurora in the resort. It was magical, but even more so on cameras(/iPhones).

PREPARATION FOR CBS

Remember to check your CBS mail and apply for an **exchange buddy**. He/she will pick you up at the airport, as well as hand over the student residence key and the welcome package to you. Sadly when I arrived in Denmark on 23rd January, my buddy was on a trip, so the first thing that I did was picking up the keys by myself before 5 from the International Office. Be careful not to get lost in the campuses. I moved in my student dorm – Holger Danskes Vej immediately, yet my room was on the 3rd floor. Because the stairs are really steep, I would suggest asking for help if you have a heavy luggage.

Besides, remember to take the **bracelet** for the Introduction Week. Only when you put it on, you can participate in the **orientation** events for exchange students, including a stand-up comedy, a movie night, a canal tour, a sightseeing tour, a formal dinner and a nightclub experience. To be frank, I'd prefer sightseeing on my own because the tour guide just read off from the Internet. Also on Thu, the campus will turn into a bar, with many alcoholic drinks. If you like drinking as much as Danes, feel free to experience their drinking culture!

FEBRUARY

CBS LESSONS

It was finally the commencement of the Spring term. Since the 3 undergraduate campuses were 10-20 mins away from one another, I would recommend you to **rent a bicycle** to attend to classes punctually. In my case, the bikes were too tall, so I decided to walk to school every morning, not risking my life. Another alternative would be the Metro.

In CBS, there is **no attendance-taking, midterm** or **assignment**, so manage your time wisely to study for the final exam. Since all of my courses were in Q3, they ended quickly in March/April, including exams. If you are taking Q4 or semester courses, your term will continue till June. One characteristic of CBS lectures would be the huge number of **readings** and **case studies**, some of which could only be accessed with the school Wi-Fi due to copyright issues. Please remember to download the materials at school. **Workshops** are different from lectures, in which you will work in a group for cracking business cases. The exchange with local students is inspiring as they are always prepared to make professional presentation slides in just 15 mins. **Lectures**, on the other hand, are slightly more boring. Occasionally, there would be **guest lectures** from a variety of companies, such as Google and EcoTree, understanding how the theories can be applied to real-life scenarios. Surprisingly, **Kahoot** is popular in lessons, encouraging students to speak in class.

PRICING MANAGEMENT

Different **pricing questions** and assumptions were discussed in this interesting course. For instance, the professors shared their work experience in different sectors and showed the importance of value-based pricing instead of repeating the textbook. The professor also was very energetic and down-to-earth, which easily captured one's attention.

INTERNATIONAL MARKETING

There are many **assignments** in the course, such as 2 case analyses and an online marketing game (for which you have to pay). Lectures were short compared to other classes, but there were many lectures in a week. Nonetheless, the course content was quite eye-opening, for instance, comparing IKEA advertisements in China and Denmark. Moreover, the exam was relatively easy as the professor would upload sample reports from the previous year.

CBS BUDDY



My buddy has invited me to her apartment for dinner! It was an amazing experience as I met people across different continents. Couldn't believe we talked about history and politics. Although it was nerve-wracking starting conversations in English, it was not as difficult as it seemed. It was that moment I could feel that "the world is one".

ALPACAS

On Sunday, I went to the animal farm in **Pentland** with my friends. Alpacas always held their heads up high, like a queen staring into the sunlight. Sheep and horses were more approachable. There were also cute little rabbits sleeping, curled up in a furry ball.



TIVOLI GARDENS

If you like carnivals, you should definitely try out the winter edition of Tivoli Gardens. The park was embellished with shimmering decorations and "snow". As the second-oldest amusement park in the world, Tivoli Garden possessed all kinds of rides and attractions.

OUTDOOR ICE-SKATING RINK

Ice-skate when the palace lights up at night!

CHURROS

Buy churros! It's cheaper in the park (but still delicious)!

VALENTINE'S DAY AT MALMÖ



With a 30-min train ride, here I was in Malmö, surrounded by Valentine decorations. Flowers and hearts everywhere. There wasn't much to do in Malmö, but it was still a beautiful city. After having steak for lunch, we visited the **Malmö Castle**. It was the oldest surviving Renaissance castle in Scandinavia. Inside the red brick walls, headless bodies and dark cells were exhibited under dimmed lights to tell the prisoners' stories, with dark music playing in the background.

MARCH

EAT OUT?

No doubt that the best canteen is in the **DH** campus. You can choose from a few dishes, like a buffet. Most importantly, it is so much cheaper than the restaurants outside! **Asian food** like Ramen and Vietnamese noodles is quite common in Copenhagen. You can even drink bubble tea (in a restaurant named Bao) when you miss home. If you are exhausted from cooking everyday, below are some must-eat Danish delicacies.

DANISH FOOD



Scandinavian Dishes

Danish Hotdog



Open Sandwiches



Cinnamon Puffs



Hot Choco



Sweet Porridge



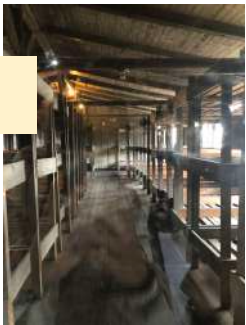
Ice-cream Waffles

GERMANY

It was my first and last trip with my friends due to the pandemic breakout. As a History student, it was emotional to see **the Berlin Wall** right in front of me. Painted in colors of freedom, who could have imagined that people died trying to cross the wall decades ago? We also visited **the Holocaust Memorial**, where we read heartbreaking stories and unsent letters of the Jews. Rows of coffin-like pillars stayed ahead of me no matter how far I had walked, but still incomparable to the unimaginable number of murdered Jews.

SACHSENHAUSEN CONCENTRATION CAMP

It was one of the few sunny days when we went there. Whenever I looked up and saw the boundless blue sky, I kept thinking how it sadly contrasted with the environment that the Jews were in – helplessly confined in the camp. Freedom was never guaranteed.



MUSEUMS



I love museums because it's fun to interpret the meanings behind the works. I highly recommend **ARKEN Museum of Modern Art** and **Louisiana Museum of Modern Art** although they are far away from the city center. There are outdoor exhibitions, so make sure to go there before sunset. You can pay for a cheaper entrance fee with your student ID.

Because of COVID-19, I left Denmark in mid-March. Since then, I had been studying for my exams in Hong Kong by reviewing the lecture materials and preparing my oral presentation.

GENERAL EXCHANGE INFORMATION

VISA PROCEDURES

Check your CBS email for the VISA application form and instructions. If you are a Hong Kong permanent resident, you have to apply for residence permit from the Danish embassy.

1. Create case order ID and pay online to The Danish Agency for International Recruitment and Integration (SIRI) (Remember to take a screenshot as a receipt).
2. Fill out ST1 form sent from CBS and pay online to the Ministry of Foreign Affairs of Denmark.
3. When you go to the visa application centre in Guangzhou or Shenzhen, bring your ST1 application form, acceptance letter, receipt of paying both fees, and copy of all pages of passport including the cover, as well as proof that you can support yourself financially in Denmark (i.e. a bank statement)
4. You will have your biometrics recorded there. You can take your photo there for 44RMB.
5. After completing your application, you can choose to have your visa sent through mail.
6. Within 3 months, the embassy will send you back the visa document which tell you to apply for residence permit in Denmark upon arrival.

Residence Permit: <https://nyidanmark.dk/en-GB/You-want-to-apply/Study/Higher-education>

RESIDENCE PERMIT

The application process is different depending on where you stay in Denmark. Again, CBS will send you detailed guidelines.

1. With the visa document and other required documents, you can receive your CPR number (for identification) from the local municipality (e.g. Frederiksberg Town Hall)
2. Your **residence card** and **yellow card** (for **free medical service**, bank account opening and SIM card) will be mailed to your accommodation about two weeks later. It's VERY IMPORTANT to **put your name on the mailbox**, or else they will be sent back to the local municipality.

ACCOMMODATIONS

Housing in Denmark is costly from 4000DKK to 7000DKK. Therefore, it's best to stay in a student dorm. Accommodation is assigned to all students on a first-come, first-served basis as students have to submit an online application.

Since accommodation is limited, I only managed to get a place in the exchange hall – Holger Danskes Vej. It is very quiet compared to other dorms. I got a shared room and even the whole floor all to myself. The washroom is shared between 2 rooms, whereas the common kitchen is shared among the floormates. Everyone is assigned with a set of cooking utensils and new beddings. Also, please top up your (blue) electronic key online to pay for your laundry. Drying machines and irons are available in the laundry room.

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

COURSES REGISTRATION

The first round of course registration will start in late October. On the course registration system, you can write down your preferred courses and their alternatives. The school will arrange the courses for you. You can take up to 30 ECTS (7.5 ECTS/course), which means you can take at most 4 courses. If you wish to study 5 courses, you will have to write a request letter and upload it to the system. After the second round of course registration in December, you can still send an email request to the International office to change your courses in the add-drop period. They will inform you when you are placed on the waitlist. Please check the courses you are enrolled in at the end of your add-drop period.

Course Catalogue: <https://www.cbs.dk/en/international-opportunities/international-students/guestexchange-student/undergraduate-courses>
Email: rec.intoff@cbs.dk

ASSESSMENT METHODS

Due to COVID-19, all assessments were conducted online.

1. *Synopsis + Oral Exam* (e.g. Pricing Management and Retail Marketing)

You will write a synopsis on a topic you are passionate about, either individually or in a group. Then you can prepare a 5-min speech (with slides if you want) to introduce ideas extended from your synopsis, and get questioned about them in the next 5-10 mins. The QNA session will test your knowledge in lecture materials and course theories.

2. *Case Analysis* (e.g. Digital Transformation of Business, International Marketing)

After reading the case description, you will have to write an analysis report on the topic within a time period, very similar to the group project report in HKUST.

FINANCE & BANKING

DKK is Denmark's official currency if you plan to exchange currency. You can pay with credit/debit cards everywhere, so don't worry about not having cash. If you don't want to suffer from the exchange rate, you can also use the Revolut app which allows you to pay at the interbank exchange rate. The app is not available in Hong Kong, but you can register with your residence card when you're in Denmark. You can also open a bank account with your CPR number in Denmark, please check the details below:

<https://transferwise.com/us/blog/opening-a-bank-account-in-denmark>

SAFETY

Denmark is an extremely safe country with an average crime rate. It is safe to walk around Copenhagen at night but still be careful. Also, you have to look out for pickpockets, especially in public transport. They will stand close to you, trying to steal from your backpack or your pockets. Danes like to drink heavily during weekends, so do not be startled if you see an unconscious man sleeping on the floor in the metro station.

GENERAL EXCHANGE INFORMATION

TRANSPORTATION

You can travel around Denmark with the travel card Rejsekortet, which can be used on all the public transport. I bought it from the ticket machine in the Metro station. The ticket price will be halved with the use of Rejsekortet. However, if you are taking Metro everyday, you are suggested to buy a monthly ticket. The price differs from the number of zones the ticket covers. You can also download the app "DOT" to check the routes and buy tickets.

CLIMATE

It rains all the time in Denmark, and sometimes it hails, but it is not common to use umbrellas. Please go out and have fun if you see a blue sky. During my stay (Jan-Mar), It was still pretty cold. Please remember to bring your down jacket.

COMMUNICATION

Danes are very fluent in English. They are also very willing to speak with foreigners, so pluck up your courage to talk with them. However, there are only Danish descriptions in grocery stores, so you have to use the photo-taking function in the Google Translate app. The quickest way to find stuff in supermarkets is asking around!

SIM CARD

A free SIM card will be provided in the welcome package. However, you would have to download the Lebara app or go to 7-11 to top up your card. There is a variety of plans, some of which data will expire within a month. In some plans, the 4G and call services are available in European countries other than Denmark.

ITEMS TO BRING

- VISA/Mastercard (UnionPay cannot be used in some shops)
- Down jacket, scarf and gloves
- Towels (Better use your own towels)
- Skincare products (It is quite dry in Denmark)
- European 2-round-pin adapters
- Laptop, chargers and cameras
- Cabin-size luggage (for travelling on budget airlines)