



EXCHANGE REPORT NEOMA BUSINESS SCHOOL, FRANCE

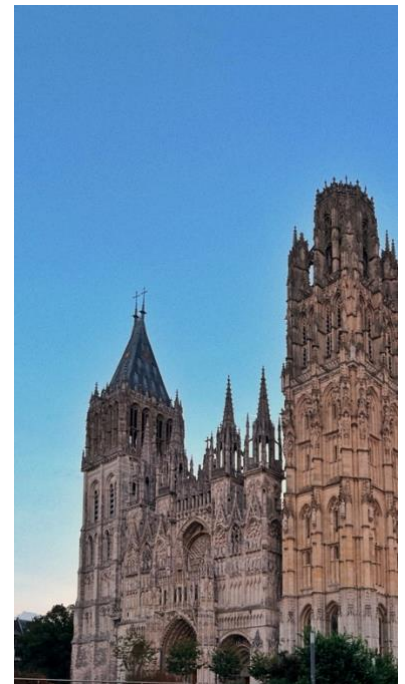
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BBA ECON & MARK
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Part 1 – Monthly Activity Log

September

I arrived in Rouen on September 7th. I spent a lot of time meeting other exchange students, which was relatively easy as I was living in Ango, a student accommodation for international students. I also participated in a lot of ERASMUS and Culture Connection events, such as weekly parties, a day trip to Honfleur and Deauville, and a scavenger hunt. Thanks to these events, I had more opportunities to make new friends.

I also focused on administrative tasks such as getting my SIM card, buying house appliances, setting up my bank account, creating a MyAstuce bus card, and more. While doing so, I spent a lot of time exploring Rouen, such as the Rouen Cathedral, Musée des Beaux-Arts, and more.



October

I travelled a lot during October. I went to Amsterdam with a few friends I made during exchange. I really enjoyed Amsterdam because I had the opportunity to visit a lot of museums, such as the Rijksmuseum, the Rembrandt Museum, the Van Gogh Museum, and the Anne Frank Museum. The art scene in Europe is very different from Hong Kong, so I recommend students to visit as many museums as they can during their stay in Europe.

I also visited Greece for a few days. It was a big step for me as it was my first time travelling alone, but fortunately I didn't encounter any problems. I think Greece is a very safe country and I definitely recommend it. It was easy for me to travel as I didn't have any midterm exams and the workload in NEOMA is not high until November.

I also continued to participate in a lot of student events and meet new friends. ERASMUS continuously prepares new events for exchange students, usually free or very low-price, so I highly recommend participating in them and meeting people from various cultures.



November

From the end of October to the first week of November, NEOMA has a midterm break that is approximately 2 weeks long. During this break, my friends and I went on a trip to Spain and Portugal. It's relatively easy to transport between Spain and Portugal because they are very close, so we were even able to travel through cities riding FlixBus. The food in Spain and Portugal is amazingly good and cheap!

I also went to Iceland with my friends, and was lucky enough to see the Northern Lights. It was too early and warm to see snow, but it was still enjoyable to see nature and a wide landscape. However, it may be difficult to travel around Iceland if you are not traveling with a driver's license and a rental car.

After these trips, I started to get academically busy with upcoming final exams and group projects. It is useful to note that the deadline for group projects in NEOMA is very tightknit, so start preparing early!



December

The last month of my exchange program was filled with deadlines and exams. Although the level of difficulty is not high compared to HKUST, the content is very extensive and deep, so remember to start revising early. Afterwards, it was World Cup 2022 season, so I spent a lot of my free time watching football matches at sports bars. Sadly, France lost in the finals, but it was extremely exciting to be part of a community rooting for victory.

I spent a lot of time in Rouen because I wanted to make more memories in France with my friends. I also went to Strasbourg, Colmar, and Paris to visit the Christmas markets. The Christmas markets in Europe are huge and pretty, and I really enjoyed my time there. Rouen also has a small Christmas market in front of the Cathedral, so make sure to check that out as well! After spending my Christmas and New Year's festivities in France, I left France and came back to Hong Kong on January 3rd.



Part 2 – General Exchange Information

1. Visa Procedures

You must apply for a student visa in order to stay in France for more than 3 months. The procedure is not difficult but may take a lot of time due to a lot of applications, so it is best to start early (around 3 months before your departure to France). You can find more information here: <https://hongkong.consulfrance.org/Applying-for-a-French-visa-in-Hong-Kong-and-Macau>.

2. Orientation Activities / International Services & Activities

At NEOMA, you can participate in a lot of events and activities hosted by ERASMUS and Culture Connection. Some activities are Conversational Clubs, Mega Monthly Parties, and ERASMUS trips.

3. Accommodations

NEOMA provides mainly 3 accommodations near the school campus: Ango, Bois, and Pleiade. Most students lived in Ango and Bois. I recommend Ango because it is closest to the Campus bus station that goes to the city centre. It is also only for international students in NEOMA, so you can meet a lot of other NEOMA exchange students. It's also the cheapest option. However, if you would like to have more privacy and space, you can also rent student accommodations in the city.

4. Courses Registration

NEOMA will send you a course catalogue with syllabus before course registration. The course registration system and the procedure are straightforward, so there is no need to do extensive research on course registration. However, make sure you check with the credit transfer system to see if the courses you'd like to take can be transferred to HKUST.

5. Teaching & Assessment Methods

- MK42009E: Strategic Marketing
This course has three case study group projects and one final exam. The workload is quite heavy but it's interesting to learn through various case studies.
- MK42056E: Brand Management and Story Telling
This course has one big group project, one case study, and one final exam. The content is very extensive and uses a lot of real-life examples related to France, so I recommend it to students who are interested in pursuing a job in France.
- MK42061EXXX: Global Marketing
This course has two group projects and one final exam. The workload is not very heavy and is structured well.
- MK42003E: Communication Strategies

This course has one individual project, one group project, and one final exam. The content is not difficult and very interesting. It also features two guest speakers, so I highly recommend this course.

6. Sports & Recreation Facilities

I didn't participate in any sports and recreation, but there are a number of gyms in Mont Saint Aignan and Rouen. There are also basketball courts, tennis courts, ping-pong tables in student accommodations, and football pitches.

7. Finance & Banking (including currency / expenses)

I opened my French bank account using BNP Paribas, but note that the administration is not efficient as Hong Kong, so make sure to be quick in opening and closing your account.

To have a brief understanding of the expenses during your time at NEOMA, you can refer to the below chart, which is based off the Fall budget sheet in the HKUST MyStudyAbroad website.

Budget Item	Outbound Program
Return flight between Hong Kong and host destination	\$7,800.00
Living costs (including accommodation/meals/other living costs)	\$34,200.00
Visa processing and related fees	\$1,500.00
Study cost (including books and supplies/student fees/transcript/document fee etc.)	\$800.00
Total:	\$44,300.00

8. Health & Safety

Pharmacies are readily available around Rouen. There are also a lot of clinics but most of the doctors do not speak English.

9. Food

The price of groceries is very cheap in France so I recommend shopping at grocery stores such as Carrefour, Super U, Coccinelle, and cooking at your accommodation. You can also eat at the school canteen at a cheap price which is open from around 11:30am to 4pm.

10. Transportation

When living in Rouen, you will frequently use the bus. Hence, it is highly recommended that you purchase a MyAstuce bus card at the start of the semester as there is a discount.

11. Climate

Rouen is a part of Normandy, which is famous for its rainy weather. Remember to bring an umbrella! It also gets cold in November onwards, so bring warm clothes.

12. Communication

Most local people in Rouen do not speak fluent English, so it is useful to learn basic French before you go. However, you can also use Google Translate to communicate.

13. Cautionary measures

Rouen is a very small and relatively safe city. However, some students have encountered robberies and racist comments. It's good to be safe by moving in groups at night.

Part 3 - Items to Bring

- HKID card and passport (remember to bring additional copies)
- Cash and debit/credit card – most places in Rouen use contactless pay
- Photos (Passport style)
- Laptop and stationery
- Adaptor and other electronic accessories
- Emergency Medicine
- Umbrella
- Warm clothes

Part 4 - Useful Links and Contacts

1. NEOMA Welcome site: <https://welcome.neoma-bs.com/>
2. NEOMA HUB email: hub.rouen@neoma-bs.fr

If you have any additional questions, feel free to get my contact information from the SBM Exchange Team by emailing bmugexch@ust.hk.