



WUR Goes Abroad

1. Student Information

Field of study in Wageningen	Master Management, Economics and Consumer Studies
Study period exchange (dd/mm/yyyy)	01/10/2022 until 22/02/2023
Country (exchange)	Germany
City (exchange)	Munich
University (exchange)	Technische Universität München
Faculty (exchange)	TUM School of Management

2. Motivation for exchange

Why did you choose to go on study exchange?

I wanted to go abroad in my Bachelor, but this was cancelled due to Covid. My main reason to go abroad was to develop myself personally and to learn more about different cultures.

What is the reason you chose for this country/university?

To improve my German language skills and the courses at TUM sounded really interesting.

3. Accessibility to reach destination

Do you have any tips to reach your exchange destination? (E.g. bus, train, etc.)

Day train is very nice, but make sure to reserve a seat. And with a train you can bring more luggage than by plane. Just make sure to not book the last train, because the Deutsche Bahn is being known for delays and you don't want to be stuck in the middle of Germany.

4. University and studying

Could you provide some general information about the followed courses?

	Course	ECTS	Short description of the contents	Appreciation of course: 1(low) – 5(high)	Remarks
1	<i>Entrepreneurship</i>	3	The lecture "Entrepreneurship" provides students with knowledge of important concepts and models of entrepreneurship. Students will acquire in-depth theoretical knowledge on: - Definitions and special forms of entrepreneurship in a complex and uncertain environment - Entrepreneurial individuals, including their personality, creativity, idea development, cognition, opportunity recognition, decision making, and affect - Entrepreneurial firms, including their growth strategies, strategic alliances, and resources.	3	The professor was really enthusiastic, but the content was not that new to me.
2	<i>Strategic and International Management</i>	3	This module discusses the following aspects: - Foundations of management - Stakeholders, objectives, and governance - Strategic decision making and performance - Strategy analysis - Competitive strategies - Strategy implementation	2	The lectures were online videos and I didn't really learn anything new.
3	<i>Project Management</i>	6	At the end of this course the student have a solid understanding of the nature of projects as well as the planning and managing concepts for projects, in particular	5	New information and the structure of the course was very nice where you alternate between lectures and tutorials. Another nice thing: you finish this course before Christmas.

			quantitative planning techniques.		
4	<i>Innovative Entrepreneurs – Leadership of High-Tech Organizations</i>	3		3	Very easy. Your grade is a paper where you have to write a reflection of a personal development goal in 10,000 characters.
5	<i>Services Marketing</i>	3	The module will cover the following topics: - Introduction to services and service marketing - GAPS model - Service quality (SERVQUAL and eSERVQUAL) - Service research - Service design - Balancing demand and capacity - Service relationships - Service technology - Service innovation	4	Marketing focused on services.
6	<i>Trademarks and Brand Protection</i>	3	This module provides an introduction to basic concepts of trademark law and brand protection. Some of the topics covered will include; Trademarks and anti-counterfeit mechanisms. Trademark Registration and Infringement, Goodwill and protection of reputation."	5	Very interesting to learn more about how and whether you are able to register a trademark and when you can sue other companies for infringement.
7	<i>Customer Insights</i>	6	The module will cover the following topics: - Consumer decision-making process (from problem recognition to postpurchase behavior) - External influences (including culture, demographics, social status, family, and marketing activities) - Internal influences (including perception, learning, memory, motives, personality, emotions, and affect) - Self-concept and lifestyle	4	Nice consumer course.
8	<i>German as a Foreign Language B1.2</i>	4	In this course, students gain proficiency in German as a foreign language, including intercultural, regional	5	Free language course with a very enthusiastic teacher where I have also learned a lot about Munich and the German culture.

			<p>and academic aspects, enabling them to express themselves independently and confidently in familiar situations, e.g. in the course of studies, work, leisure time and family, as well as talk about subjects of general interest like films, music, sports, etc. in the target language when standard language is employed. Students develop a broader spectrum of vocabulary, expressions and dialog patterns. They expand and use a basic repertoire of logical main and subordinate clauses (e.g. temporal clause, causal sentence, infinitive clause, final clause, consecutive clause, relative clause), as well as verbs and nouns with prepositions. They reinforce and expand their knowledge of elementary grammar, such as the use of tenses and prepositions, the declination of the adjective and comparison.</p>		<p>Unfortunately, WUR doesn't acknowledge language courses.</p>
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How is the study formalized? (E.g. study forms, academic level, examination, workload, lesson material)

The exams are all in February/March, but I already had 3 exams before Christmas, which was very nice, because I had more free time at the end of my exchange and less contact hours after Christmas. For me, the workload was lower than at WUR, and I spent 20-30 weeks studying/going to university each week. For almost all courses, you only have to learn the slides and attendance is not mandatory.

What is the culture of the university? (E.g. How approachable are the lecturers, engagement with local students? What are the differences with the WUR?)

The professors are very approachable and willing to help like here at WUR. The lectures can be longer than you are used to (3 hours with only 10 minute break and with 1,5 hours you don't get a break). I rarely had to do assignments and for only 1 course I had to read a book.

What does the university offer the student additionally? (E.g. Catering, sports facilities, laundry facilities?)

Sport is very cheap: 10 euros per semester for a basic ticket and 10/20 euros extra for a sport of your choice.

The university offers a buddy programme with a lot of activities: going to the Oktoberfest, free walking tour through the city, free Dachau tour, free BMW plant tour and more. At these activities I have also met some German friends.

Eating at the Mensa is quite cheap.

ESN TUMi and ESN MESA offer a lot of nice activities to meet new students. They organise an introduction package called 'party animals' or 'culture creatures' which I would highly recommend!

5.Housing-travelling-living

What are the possibilities for housing? (E.g. Availability to sign up for a room on campus, private rooms, rent rates?)

Veryyyy difficult to find a room and also very expensive (average is 700 euros). Wg-gesucht is the main website to find a room, but be careful for scammers. Try to find a place near an U-bahn station, where in Munich doesn't really matter. I also had some friends who lived outside of Munich (Garching or Freising), but in the centre is more preferable. You can look at Google Maps what the travel time is between your house and the U-bahn stop Theresienstrasse (TUM is not at the stop Universität, because this is LMU)

What is the culture of the country like? (E.g. Differences with home, local cuisine, habits, manners?)

All supermarkets and shops are closed on Sunday and in the evening after 20:00. Additionally, if you want to get some fast food after clubbing, almost all places are closed.

In Germany they have Ruhezeit, which means commonly agreed upon quiet hours in and they are from 10pm and 6 or 7am on weekdays and the entire day on Sundays and on public holidays.

Could you give a general price indication of the place of residence compared to living in Wageningen?

Average is 700 euros

Could you give some information about public transport infrastructure? (E.g. Cost public transport card, taxi prices, how to travel to the university?)

I have spent around 400 euros for the semester fee and to travel through Munich. I have spent additional money for day trips outside of Munich which are quite cheap and around 12,50 a day in whole Bavaria if you travel with a group of friends (Bayern ticket).

6. Free time

What are must-sees in the area? (E.g. nearby destinations, how do you prefer to travel, when to plan?)

Oktoberfest, Schloss Neuschwanstein, Allianz Arena, most museums are 1 euros on Sunday, Dachau, Königsee, Innsbruck, Salzburg, going to an ice hockey game, Christmas markets (around 20 in Munich and a really big one in Nürnberg, I also went to a Christmas market in Lindau which I would highly recommend), Regensburg, Fasching (carnaval), operas and symphony concerts costs only 10 euros for students for a front row ticket, and much more.

What does not appear in the travel guide, but is worth a visit?

Schloss Schleissheim, Lindau, Flaucher

Do you have general tips and tricks about leisure time (E.g. recommendations for restaurants, going out?)

Food: Hofbräuhaus, Doctor Drooly, Schneider Bräuhaus, L'Osteria
Clubs: 089, Call me Drella, Neuraum, Studentenstadt

7.Challenges & best moment abroad

What was a challenge you have experienced?

Finding a room was very difficult

What was your best memory abroad?

Too many to choose from, but if I must choose, I would say the Oktoberfest.

8. Contact details (optional)

Is the reader allowed to contact the writer?	yes <input checked="" type="checkbox"/>	no <input type="checkbox"/>
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