



WUR Goes Abroad

1. Student Information

Field of study in Wageningen	Economics, Bedrijfs- en Consumentenwetenschappen
Study period exchange (dd/mm/yyyy)	13/02/2023 until 14/07/2023
Country (exchange)	Italy
City (exchange)	Bologna
University (exchange)	Alma mater studiorum università di bologna
Faculty (exchange)	Economics

2. Motivation for exchange

Why did you choose to go on study exchange?

After my high school I wanted to do a gap year, but that was not possible due to COVID. I have always been very attracted to going outside of the Netherlands. My parents have taken us to some really cool places, but this was always for holiday. I wanted to experience what it would be to live in another country. When the exchange opportunity came along, I knew I wanted to do it. I wanted to learn about cultural differences and about being on your own. Next to that, I was interested in the way of education in different countries.

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

My study advisor told me to think about what countries I would like to go to and then choose the courses, because for the economics department you can almost always go everywhere. The countries that interested me were France, Spain, Italy and Greece. I found out that the English education in Spain and Greece is not that good, or existing, so these countries were not on my list anymore. I know France and French quite well, so to have some more challenge I chose to go to Italy. Then I started looking in the list of 'previously chosen courses for BBC' for Italy. I saw that there were some very nice courses in Bologna and started looking at their course catalogue. Very soon I was sold, because the courses seemed very interesting to me, and that is why I applied there.

3. Accessibility to reach destination

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

I looked at the possibility to go by FlixBus, but it would have taken me 24 hours, that I did not want to do. Trains take 18 hours and are very expensive, so I chose to go by plane.

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	International marketing	9	You learn how to analyse international product markets from the perspective of Italian and European companies both in consumer good and industrial markets. After the course you will be able to define entry strategies and management of steady state markets at the international level. The perspective of both small and medium sized firms and large firms is discussed.	4	
2	Principles of management	10	The course aims to introduce students to the theory and practice of management. At the end of the course, you can understand the main activities and concepts of operations and supply chain management. At the end of the course students can control operating processes and manage activities of market oriented companies by defining the strategic framework in which a company operates.	5	
3	Ethics and markets	4	You learn to understand the ethical and strategic implications, complexity and dilemmas of corporate responsibility and sustainability. You learn about They learn about motivations in markets, ethics of individual actions and their effect in societies and the tensions between markets and distributive justice.	2	The teacher was very old, not so good understandable, and he had very weird and old ideas about females in education and work spheres.
4	Organizational behavior	9	After the course you are able to understand how people and organisation interact. You are thought theories and previous research about the main organisational issues and decisions related to business, the relationship between the organisation and	4	

How is the study formalized? (E.g. study forms, academic level, examination, workload, lesson material)

The academic level is lower than at the WUR, but the topics are quite interesting. The examination is very weird, the tests were multiple choice and took less than half an hour. The workload was lower than at the WUR, which was a nice change. The lesson material were mostly only the slides of the lectures.

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 teachers are not really used to the fact that students come up to them after the lesson to ask something. At the WUR the teachers are more approachable. There is almost no engagement with local students, because when you do groupwork they all work together, and you then will be in a group with other Erasmus students. That is very nice though, because they have more discipline than the Italians.

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

There is some sort of gym, but it is still quite expensive. I did not use it. There is a cafeteria, but we couldn't figure out where, so we've never been there.

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?)

You have to rent a room via websites/Facebook or because you know someone, who might know something.

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

There is a big difference with home. The people are more laidback and don't really care about much. I think they are a bit egocentric, which I am not a big fan off. The local cuisine is obviously amazing!!

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

I paid €850,- per month, which is twice as much as I pay in Wageningen. This was too much I thought, but I did need a place to live and this was the only thing I could find.

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

There is a bus, but it is not organised that good. The buses leave when they are there, so when they are early they just leave. The trains are good and clean. I walked to university, or used a hire-bike.

6. Free time

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

When the really hot days came, we wanted to go to the beach. Rimini is closest, but is kind of dangerous, so we went to Riccione. That is very nice!! IN the city itself you must visit San Luca, climb the Due Torri and visit Santo Stefano. All the other churches are nice as well, but that one is the coolest.

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

I don't know what the travel guide is to be honest.

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

You have to buy some sort of membership card to get into the clubs. That is very weird, but it is necessary. Around may/June the clubs will close, because it is too hot and then you have parties in Giardini margherita. All the restaurants in the city are nice. My favorites are Trattoria delle Belle Arti (also great for big groups) and Trattoria la moline and Va Mo La.

7.Challenges & best moment abroad

What was a challenge you have experienced?

During the heavy rainfall, there was very little English information about what was going on and if we were safe or not. It was very important to keep cool and try not to believe everything you hear.

What was your best memory abroad?

All the trips I made with my friends and all the nice places I got to visit. Of course nothing would have been so amazing if it was not for the people!!

8. Contact details (optional)

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