WUR Goes Abroad

1. Student Information

Field of study in Wageningen	Business and Consumer studies
Study period exchange (dd/mm/yyyy)	12-01-2023 until 28-05-2023
Country (exchange)	Ireland
City (exchange)	Cork
University (exchange)	University College Cork
Faculty (exchange)	Marketing Management

2. Motivation for exchange

Why did you choose to go on study exchange?

I wanted to have an abroad experience to gain more self-confidence, to improve my English, to meet new people and to get to learn about a new culture and to have a nice addition to my curriculum vitae.

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

Since Ireland is an English-speaking country, I knew that I would not have a lot of difficulties with the language barrier. Moreover, I really wanted to explore the nature there, because that have always been of fascination to me. When I looked at the pictures of the University I was intrigued by the scene, and I saw myself walking around there. Therefore I made the decision to apply for this university and country.

3. Accessibility to reach destination

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

I reached my exchange destination by taking a direct flight from Amsterdam to Cork. From Cork airport it was very easy to take a taxi to the city centre (only 15 minutes drive). I booked a taxi in advance, but that was not necessary. Multiple taxis are lined up at the airport.

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 Brand Strategy	5	Branding and glocalization is thoroughly discussed with examples from different companies. Two assignments (one of them is a group assignment) make up your mark.	3	
2	Enterprise Planning and Processes	5	Around forty different organisational models are discussed which are useful for organisations. The models are useful in different areas, for example financial or for management. The mark is made up by one exam with open questions.	2	
3	Consumer Behaviour and Sustainable Consumption	5	Consumer behaviour and sustainable consumption is thoroughly discussed. Examples are given from different companies. You have to make one group assignment in which you focus on one product category that needs to be more sustainable. The other half of your mark is made up by a multiple choice exam.	3	
4	Intermediate Management Accounting	5	Different management accounting topics are discussed, like variance analysis, flexible variances,	5	

			the balanced scorecard and relevance. 20 percent of the mark is based on multiple choice questions and 80 percent is based on open questions.		
5	Irish Archaeology: Prehistoric, Celtic & History	10	A very suitable course for students that don't have any experience with archaeology. You learn more about the history of Ireland and why the landscape nowadays looks the way it looks. Two fieldtrips are organized to explore the nature of Ireland. You have to write a short report about this report and two essays about topics that are discussed in the lectures.	4	
6					

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

A 5 credit course means that you have 2 hours of lectures each week. A course could also have some tutorials, but this is only like three hours in the whole semester. The academic level is different for each course that you choose. You can choose for a course that is taught to one-year students, but also to fourth-year students. Examinations are also different for each course. For some courses you need to write essays and for other courses you need to make an exam. You pass the course when you get 40% out of 100%. This is not difficult to achieve. The workload is quite low in my opinion.

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?)

Lectureres are very approachable, They also encourage you to ask questions and to email them when you need help. Local students were less approachable. They have their own Irish friends, and are less welcoming to international students. However, I did not see this as a problem since I made friends with other international students.

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

The university offers free sports facilities. Moreover, they have clubs for international students, which also makes it easier to meet other students. You can eat on campus but this is quite expensive.

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?)

Housing is all every expensive in Ireland. I got a room assigned by filling in a form of the University. They only send you one offer. If you don't accept that offer, you have to look for a room yourself. There are different student accommodations. Some are more in the centre, some are more on the outer parts.

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

There are a lot of pubs in Ireland, and the Irish people drink quite a lot of alcohol. I was quite overwhelmed by how drunk the students were. Moreover, the students dress quite differently compared to the Netherlands. Their clothing is really informal when they go to University. The people are very friendly and are interested in where you are coming from.

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

I paid 238 euro for my room each week. So for the whole semester, this was around 4500 euro. I don't live in Wageningen so I can not compare it

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

You could either walk to University when you live close it. Otherwise you need to take the bus. You can order a Student Leap Card online. With a Student Leap Card you pay 65 cent for each ride instead of 1,90 euro.

6. Free time

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

The public transportation is not that good in Ireland. However, it is possible to access a lot of different destinations by bus. I really liked Kinsale and the Old-head of Kinsale. Those destinations are both easily accessible by bus. Cobh is also a very nice little town. You can get there by taking the train. When you travel with public transportation, you should get a Leap Card. Because of this, you can travel cheaper as a student.

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

I really liked Baltimore. It is a very small little town in County Cork. There is a small harbour in Baltimore. From that harbour you can go on whale-seeiing trips, or can make a boat trip to the Fastrock Island. That was also very cool and beautiful!

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

My favorite club was Conways for going out. This was because of the nice scenery there. Moreover, I liked An Brog. This is more a kind of pub but also with a DJ sometimes. In this pub, they also organized different events every evening, like a beer pong event.

7.Challenges & best moment abroad

What was a challenge you have experienced?

I did not experience a lot of challenges. In the beginning I just needed some time to find some people where I felt comfortable around. Moreover, I needed to make sure that I had everything I needed to live comfortably, like cutlery, duvets etc.

What was your best memory abroad?

All the wonderful people I've met!

8. Contact details (optional)

Is the reader allowed to contact the writer?	yes ☐	no ☐
Name/e-mail		