



WUR Goes Abroad

1. Student information

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| Study programme WU | Management and Consumer Sciences (BBC) |
| Exchange semester (dd/mm/yyyy) | 15/01/2024 until 02/06/2024 |
| Exchange destination: University | Gothenburg University |
| Faculty | Business, economics and law |
| Country | Sweden |
| City | Gothenburg |

2. Motivation for exchange

a. Why did you choose to go on study exchange?

I went on a study exchange to broaden my horizon and really get new experiences.

b. What is the reason you chose for this country?

I had never been to Scandinavia, so I liked to explore this part of Europe which does fascinate me. Sweden seemed like a country that was well organized, which I liked, but also an interesting culture.

c. What is the reason you chose for this university?

I liked the courses that they offered.

3. Accessibility to reach destination

a. Do you have any advice about reaching your exchange destination?

I went by plane, which works perfectly fine. I know Dutch people who went by car, and they had the big advantage that they could carry over a lot of their clothing/kitchen gear/other stuff, which was nice for them.

4. University and studying

a. 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 | Economic Geography of Asia | 7.5 | Learning about the geography of Asia and its effects on | 4 | Interesting lectures, but very boring reading (mostly bank reports |

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| | | | economic structures and national relations. | | and stuff). Level was a bit on the low side. |
| 2 | Marketing Trends | 7.5 | Examining four trends in marketing (globalization, sustainabilization, digitalization, marketization) through creative assignments and an essay. | 5 | Great course with highly interesting and engaging lectures, fun assignments and the opportunity to deliver a good essay as a final assignment. Gained a lot of new insights and liked to go to the lectures. |
| 3 | Strategy and Marketing in a global context | 15 | Learning about international business, strategic marketing and corporate strategy in a big course. | 3 | The lectures were a bit boring to be honest. The group assignment was engaging enough, and the exam was open-book which was the correct form. I definitely learned some new stuff, but it is not quite in my area of interest which I realised. |
| 4 | | | | | |
| 5 | | | | | |
| 6 | | | | | |

b. I had sufficient possibilities to select suitable courses that were taught in English (Yes, No - Explain):

Yes, my courses were decent and I could have chosen other courses as well.

c. I had sufficient possibilities to select suitable courses in my field of interest (Yes, No - Explain):

Yes, but planning difficulties made it impossible for me to follow one of the courses which I was really interested in (branding and consumption). Nevertheless, I had a good selection of courses.

d. I am satisfied with the level of the courses that I followed (Yes, No - Explain):

Yes, the level of the first course was alright, the level of the second course was perfect, but the level of the third course was too low to be engaging.

e. I am satisfied, in the end, with the selection of courses I followed (Yes, No - Explain):

Yes, I am very satisfied about the first 2 courses, but less so about the third course. Nevertheless, I learned new things and made great friends in the last course, so I am still happy with the selection of it.

f. What is it like to study there?

E.g. Study forms, academic level, examination, workload, lesson material?

The university culture is quite similar to what we have in Wageningen: usually smaller classes and a more informal way of interacting with each other. The level is lower than in Wageningen in the courses that I followed, with examinations being fairly easy and the workload really low. The lectures were pretty interesting overall, and we had some workgroups for our project.

g. What is the culture of the university?

E.g. How approachable are the lecturers, engagement with local students? What are the differences with WU?

The lecturers are very approachable and like engaging with the students. The study culture is really similar to the one we have here at the WU, but I noticed the students being a bit more reserved in interacting with the lecturers.

h. What does the university offer students additionally?

E.g. Catering, sports facilities, laundry facilities?

There is a lively student union for the business faculty, which organize a lot of fun activities. They also have a sporting branche, with whom you can run every week and also play other sports. The university has a good library and cafeteria (which is a bit expensive though), but apart from that there are not much facilities at the university (but you do not miss them).

5. Housing-traveling-living

a. What are the possibilities for housing?

E.g. Availability to sign up for a room on campus, private rooms, rent rates?

Housing is easy to find, but it is not particularly close to campus. For me it was a 20 minute tram ride, but I liked my accommodation with an own kitchen and bathroom, for a reasonable price of around €500 euros a month. I got housing through the university.

b. What is the culture like?

E.g. Differences with home, local cuisine, habits, manners?

The Swedes are really approachable and helpful, but they will often not talk to you first. The English of the people on the street and in shops is exceptional. You shouldn't go there for the cuisine, but they do have some items and food stuff that is interesting.

c. Could you give some information about public transport infrastructure?

E.g. Cost public transport card, taxi prices, how to travel to the university?

You have a tram (and other public transport such as busses and ferries) pass for around 50-60 euros a month, and it will take you everywhere in the city pretty quickly. It is definitely worth it, as I used the tram every day (also to uni).

6. Expenses

a. Can you give an indication of your expenses for/during your exchange?

| Category | Expenses |
|------------------|----------|
| Travelling there | 160 |

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|---|------------------------|
| Visa - if applicable | - |
| Vaccinations - if applicable | - |
| Insurances (extra) - if applicable | - |
| Daytrips/sight-seeing | 200 |
| Housing costs per month & type of housing/accommodation | 500 (studio apartment) |
| Grocery costs per month | 180 |
| Public transport costs per month | 55 |
| Restaurant/going out for dinner costs per month | 100 |

b. The price levels were in general [higher; lower; equal] in comparison to in the Netherlands:

Equal for rent and going out for dinner etc. Grocery prices were a bit higher (except for the frozen stuff) but alcohol and fresh vegetables were considerably more expensive. This is only a smaller part of your expenses though.

c. Additional remarks regarding expenses?

No

7. Free time

a. What are must-sees in the area?

E.g. Nearby destinations, how do you prefer to travel, when to plan?

I went on the ESN trip to Lapland, which was amazing. I would definitely recommend exploring Scandinavia on weekend trips (Copenhagen is beautiful, Oslo and Stockholm are also nice).

b. What does not appear in a travel guide, but is definitely worth seeing/doing?

Just the chill atmosphere that you can have in Sweden, barbecue-ing at the lakes or chilling in the Slottskogen park.

8. Challenges & best moment abroad

a. Any challenges? How did you deal with them?

I needed to see a doctor and a dentist. Sweden has a phone number you can call (1177) with medical questions. Both times they helped me out and got me to see the professionals.

b. Best memory?

My trip to Lapland and visiting the islands next to Gothenburg (I lived 15 minutes of the coast), also making so many great friends.

9. Contact details

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| Is the reader allowed to contact the writer? | yes <input checked="" type="checkbox"/> | no <input type="checkbox"/> |
| Name & email address (if yes) | Sem Reimink, semreimink8@gmail.com | |