

**Name of the University:** China Europe International Business School  
**Names of the students:** Alexander Odinson  
**Exchange semester:** Fall 2009

## **I GENERAL INFORMATION ABOUT THE SCHOOL**

1. Describe the school and its surroundings.  
The school's location is Pudong about 20 – 30 minutes travel from what is considered the city centre of Shanghai. There is the good access to all relevant services within 10-30 min. travel by foot or taxi near the school. The school itself is rather beautiful and has all modern conveniences. The only minus is rather slow internet connections and a canteen that leaves much to be desired
2. Current faculty divisions and special areas.  
The MBA section of the school has 3 main concentrations and faculty is sectioned accordingly: marketing, finance, and general management.
3. Number of students - graduate and undergraduate – number of exchange students  
The school has about 300 MBA students. The number of exchange students is around 60.
4. Study structure  
Lectures are delivered in sessions that last about 3 hours and are a mixture of theory and case learning. Each class is about 8 sessions. A full study load is 12 CEIBS credits.

## **II PRACTICAL INFORMATION**

### Information before you left

- When did you receive the information package from the University?  
April.
- Any difficulties?  
No

### Visa Procedure and travel experiences

- What problems, if any did you encounter?  
No problems.
- Does the visa cost anything?  
Yes, check the Chinese Embassy for relevant prices.
- How did you order your ticket – any problems?  
No problems.

### Academic Calendar

- Arrival date – introductory week  
28 August, 2009
- First day of the semester?  
31 August, 2009
- Last day of classes?  
7 December, 2009
- Examination period?  
There were two examination periods. One in October and the other in December. The term is really 2 half-terms. Courses last one half-term.
- Any special events?  
Yes, special excursions for exchange students and parties for all in the school.

### Reception

- How was the reception at the school?  
Very organized and competent. Nothing to complain about here.
- Was the administration and faculty well prepared for your arrival?  
Yes.
- Did the school's students participate in the reception of the exchange students?  
The participation was limited.

### Housing

- Did you have housing at your disposal or did you have to find your own housing?  
We had to make our own arrangements.
- What support did you receive from the school in locating housing?  
Not much, to be honest. I found housing on campus by contacting all outgoing exchange students.
- Any special issues or good ideas for prospective students?  
Depends on the goal of the exchange. Make up your mind if you want an academic experience or a cultural one.

#### Costs

- Describe the most important expenses such as rent, books, food, etc.  
Housing: 4000 RMB per month  
Food: meals from 10-100 RMB per meal  
Book cost is minimal.

#### The International Office

- Is there an international office?  
Yes.
- Who is responsible for incoming exchange students?  
Lucy He
- How does the international office function?  
Competently.
- Do you receive all relevant information?  
Yes.

#### Exchange promotion

- What kind of activity did you take part in to promote exchange to Iceland at your exchange university?  
Engaged in one on ones with interested students.

#### Social Activities

- How is your relationship with other students?  
Very good.
- How is the relationship among the exchange students?  
Excellent
- Is there a student organization, and if so, are the exchange students part of it?  
Exchange students can participate as much as they want in student activities.
- Are there any special activities and gatherings for exchange students?  
There was one specific excursion.
- How do you like it at the school?  
I had a blast. It was eye opening in many ways to see how China is growing.

#### Culture and Language

- Do you have any language problems with the faculty or other students?  
No.
- How are the possibilities to experience the country and the culture?  
They are plenty – you do have to seek it out.

#### Cultural and Social Effects from the Exchange Experience

- How do you think the exchange experience will affect you from a cultural and social point of view?

This exchange has been very valuable in gaining knowledge about China from a business perspective. Most courses have a Chinese angle, which made discussions about Chinese business quite interesting, especially when compared and contrasted with western business practices. I come away from China with a substantial know-how of the do's and don'ts in China. Although I did become friendly with Chinese students I think the real value, in social terms, was the friends that I made among the other exchange students and fulltime (non-Chinese) students of CEIBS. I know count people from as diverse countries as Argentina, Brazil, Switzerland, and the UK among my friends and we are

committed to stay in touch. This alone, in my view, is more than enough repayment of the investment that I made into the exchange.

- How do you think the exchange experience influences your future career possibilities?  
The exchange clearly increases my marketability after graduation. It adds an important international dimension to my CV and will aid me in my job search. I believe that the fact that I chose to go to China will show a prospective employer that I am thinking about the future as China is well on its way to becoming the most important economy in the world. Also, as I am currently seeking employment outside of Iceland, CEIBS' renown will assist me in landing interviews and subsequently a job.

### **III ACADEMIC INFORMATION**

#### The Teaching situation

- In which language are the courses taught? Any problems?  
English, no problems worth mentioning.
- How would you evaluate the level of study in relationship to the level at RU?  
Instruction in the MBA program at RU is as good or better than that of CEIBS:
- Is the teaching primarily practical or theoretical?  
A bit of both.
- Are the professors using cases, group work or lectures (or a mix)?  
Case work is the primary focus of study although some professors use theoretical lectures.
- How is the workload compared to that at RU?  
The workload is about the same.
- How is the relationship between faculty and students?  
Professors are usually quite approachable.
- What is the relationship between the students in the classroom?  
The Chinese tend not to voice their opinions in the classroom. So exchange students tend to dominate discussions.

#### Required Literature

- Is the literature in English?  
All literature is in English.
- How do you estimate the level of the literature?  
It is similar to that in RU.
- Is the literature used for detailed knowledge or a broad overview?  
Generally for broad overview unless dealing with more technical subjects, e.g. investments.
- Is exam based on the literature or on the lectures?  
Both.

#### Exams

- What types of exams were you given?  
Essay questions and multiple choice. Exams usually lasted 2-3 hours and were paper based.
- What knowledge level was required to pass the exams?  
Pay attention in class and do some of the readings. In general, exams were not too difficult.

#### Other

- Do students have easy access to the library and its resources?  
Yes. However, the library closes at 22.
- How is the access to the computers?  
Yes.
- How is IT used in the teaching or as a distributor of information?  
CEIBS uses blackboard to distribute information.

#### Description of Courses

Please list all the courses you are taking in the form below:

- Name and code of the course

- Prerequisites, if any
- Exam form
- Comments: Relevance, Difficult/easy, Practical/theoretical, Enrolment problems

Name:

ENT404E Innovation, Entrepreneurship and Business Competitiveness

Prereq.:

None

Exam:

Project

Major at RU:

MBA

Approved as:

Elective

Comments:

Interesting course on paper and had some great cases and guest speakers. Unfortunately, the professor undermined the promise of the course by stifling discussion in the classroom as she had a tendency to listen for what she wanted us to say as opposed to really shedding light on the cases at hand. Nevertheless, a very interesting course.

Name:

ACCT407E Financial Statement Analysis

Prereq.:

None

Exam:

Written

Major at RU:

MBA

Approved as:

Elective

Comments:

Fantastic course taught by one of the best instructors at CEIBS. A mix of cases and lectures, the professor managed to make a somewhat dry and technical subject very relevant and interesting. The workload is more in this course as it is a 3 credit course as opposed to 2 credits – but it is surely worth the time and effort.

Name:

FIN404E Investments

Prereq.:

None

Exam:

Written

Major at RU:

MBA

Approved as:

Elective

Comments:

Solid professor if a little dry. Good overview of investment environment. There were 3 cases that are key to understanding everything else in the course. The exam was harder than most people expected.

Name:

ECON406E Asian Economic Integration

Prereq.:

None

Exam:

Project and written exam

Major at RU:

MBA

Approved as:

Elective

Comments:

The professor is a great orator and the classes were more or less only lecture based. The subject matter, while interesting, became lost in the oratory of the professor and left you wanting more "meat on the bones."

Name:

**STRAT411E Management Consulting**

Prereq.:

None

Exam:

Project and written exam

Major at RU:

MBA

Approved as:

Elective

Comments

You should think that a course on Management Consulting would introduce frameworks to utilize and deal with lots of interesting cases. This was not the case. The bulk of the course was spent on teaching how to write a consulting proposal as opposed to getting at actual consulting. The professor was knowledgeable enough, after 40 years in the business, he should be. I believe that the school would do better with a fresher take on the consulting industry.

Name:

**MKT412E Game Theory and Marketing Strategies**

Prereq.:

None

Exam:

Project and written exam

Major at RU:

MBA

Approved as:

Elective

Comments

An extremely interesting course taught by a knowledgeable professor. This was a paradigm shifting course and I find myself returning to the framework introduced by the professor again and again. Great cases and relevant lectures this course was a real winner.

Name:

**MKT405E New Product Development**

Prereq.:

None

Exam:

Project

Major at RU:

MBA

Approved as:

Elective

Comments

Another great course at CEIBS. Half of the course is case study and lectures taught by a CEIBS professor. The other half is an introduction into an innovation method developed by frog design and is taught by the Strategy Director of that firm. The cases were good (although the discussions seemed rushed) and but the real value of the course was being introduced to the frog method.

Name:

**STRAT412E International Business Strategy**

Prereq.:

None

Exam:

Case Writeups over the half-term

Major at RU:

MBA

Approved as:

Elective

Comments

A decent course on International relations - there was very little strategy actually taught in the course. The case discussions did not go into any real depth on any issues. On the plus side, the professor was very entertaining. Sadly, the content was a little light for my taste.

Any other experiences:

Names and e-mails:

The International Office will appreciate if you will inform about your e-mail addresses, so that other students can contact you for more information.

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