

GUIDELINES FOR WRITING THE STUDENT REPORT

You can write the report in English or Icelandic

Name of host University: Toulouse Business School (TBS)

Department/school you studied within: International Marketing Management

Name (student): Lilja Ósk Diðriksdóttir

Exchange semester: Fall 2014

School at RU: Business

I GENERAL INFORMATION ABOUT THE SCHOOL

1. Briefly describe the school and its surroundings

Toulouse Business School is in Compans Cafarelli in downtown Toulouse. It is a private business school located in a beautiful city.

2. Please list the current faculty divisions and special areas.

There are 4 tracks available in english for the master: international marketing management, finance, aerospace and international business. Depends on the year though what they offer.

3. Number of exchange students

Around 100

4. Study structure

In the international marketing management there were 2 group projects and one final exam. Then there was a big group project at the end for 13 ects. The track was composed of guest lecturers from various companies. No specific courses, just one big track.

II PRACTICAL INFORMATION

Pre – Departure: Quality of Information before you left

- When did you receive the information package from the University?
Shortly after being placed by Reykjavik University
- Any difficulties, such as communication or late responses?
No, everything went smoothly

Academic Calendar – important dates

- Arrival date – introductory week:
Arrived 26.August 2014
Orientation last week of August
- First day of the semester:
Beginning of September
- Last day of classes:
16th of December
- Examination period:
One exam: 28th of November

Reception of incoming students – describe how you were welcomed

- Was the administration and faculty well prepared for your arrival?
Yes, there was a special international student orientation.
- Did the school's students participate in the reception of the exchange students?
Yes, the school has a so-called "Welcome Team" that takes care of exchange students. They had already contacted us before arrival, and assigned us a "buddy" who could answer our questions. When we arrived they all introduced themselves, and early on had a welcoming event.

Housing

- Did you have housing at your disposal or did you have to find your own housing?

Found our own housing before arrival, through a website provided by the international office of TBS

- What support did you receive from the school in locating housing?
A list of agencies and resident houses, as well as offering to help if needed
- Any special issues or good ideas for prospective students?
Prepare and find housing before going to Toulouse! Many students that had not done so before arrival were in trouble, and had to wait some weeks before getting a place. The international office was good for helping. In my case, me and my boyfriend found an apartment through a website provided called "Accommodation for Students" which offers short term, affordable leases.

Costs

- Describe the most important expenses such as rent, books, food, etc.
No books or supplies needed to purchase for the school. Rent: 540euros per month (240 each) for a 25 s/m apartment in the middle of downtown. Food is less costly than in Iceland as well as transportation.
- General cost of living
Slightly less than in Iceland.

The International Office

- Who is responsible for incoming exchange students?
International office
- Did you receive good service from the office?
Yes, they were nice and helpful
- Do you receive all relevant information?
yes

Exchange promotion

- What kind of activity did you take part in to promote exchange studies at your host university?
None

Social Activities

- How was your relationship with other students?
Good
- How was the relationship among the exchange students?
Really good
- Is there a student organization, and if so, are the exchange student's part of it?
The Welcome Team, which has also exchange students. Then the Dirty Binch, not with exchange.
- Are there any special activities and gatherings for exchange students?
Yes, a lot, as well as being included in all the general school events.
- Did you participate actively in social activities?
Yes

Culture and Language

- Did you have any language problems with the faculty or other students?
No
- How are the possibilities to experience the country and the culture?
Great, but the language classes offered never started. There are activities and tours offered from the ESN to get to know the country, as well as events for culture. People overall really friendly and helpful.
- Any recommendations for students?
Learn french!!! Makes communication much easier, and also a key to getting to know the culture. Travel around, such a beautiful country, close to other places and cheap transportation options.

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?
I got a deeper understanding of the french culture.
- How do you think the exchange experience influences your future career possibilities?
Shows experience

III ACADEMIC INFORMATION

The Teaching situation

- In which language are the courses taught?
english
- How would you evaluate the level of study in relationship to the level at RU?
Low
- Is the teaching primarily practical or theoretical?
Both, more practical
- Are the professors using cases, group work or lectures (or a mix)?
mix
- How is the workload compared to that at RU?
Much, much less
- How is the relationship between faculty and students?
Formal
- What is the relationship between the students in the classroom?
Good

Required reading

- Was all required reading in English?
No!
- Is the reading material used for detailed knowledge or a broad overview?
Broad, it was never classes, it was lectures made from different companies, describing their company and the way they work
- Were examinations based on the reading or on the lectures?
Yes and no

Exams

- Please describe what types of exams were you given?
One final exam, 4 written questions accounting for 30% of final grade.

Other

- Do students have easy access to the library and its resources?
yes
- How is the access to the computers?
limited
- How is IT used in the teaching or as a distributor of information?
Many, many e-mails

Description of Courses

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

- Name and code of the course
We did not have courses, just one big track called international marketing management
- Prerequisites, if any
Bachelors degree
- Exam form
Written exam
- Comments: Relevance, Difficult/easy, Practical/theoretical, Enrolment problems
A strange set-up. We were never sure what we were supposed to be learning, since it was all separate lecturers, speaking about their company. The group work was ok, but not proper feedback for the work nor was there proper information about what the work was supposed to entail. It was still overall interesting, and nice insight into french

business culture. It was mainly focused on France, not international. The final group project, the SESAME (13 ects) was great though, a consultancy project for a company.

Example:

<i>Course name:</i>	<i>Prereq.</i>	<i>Exam</i>	<i>Major at RU</i>	<i>Approved as</i> <i>(Common/elective/extra)</i>
<i>1234 finance</i>	<i>None</i>	<i>Written</i>	<i>Finance</i>	<i>Elective</i>

Please fill in all the courses you have taken

International marketing management – none – written – International business – common

Any other experiences you would like to talk about?

Overall a great experience. Toulouse is a great city, really fun, beautiful and many travel options. I would recommend taking the aerospace track, since it is well organized, has a lot of contacts, company visits and is interesting. Everyone was really nice, students, faculty and french people in general.

Names and e-mails:

The International Exchange Office will appreciate if you leave your e-mail address here, so that other students can contact you for more information.

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