

Experience Report: WS 21/22 European Business School Paris

Mobilitätsprogramm	Erasmus
Partneruniversität	European Business School Paris
Besuchtes Studienfach	Business Administration and Management
Semester	3rd Semester
Name und E-Mail fakultativ	

Preparation

Before attending any Erasmus Exchange many things need to be prepared in advance. From choosing the guest university to find courses and make the draft for the first learning agreement, there are several tasks that take time and need to be done. The University of Liechtenstein organized a Pre-Departure Workshop where everything which will expect an exchange student abroad was explained. The workshop guided me through the application process and provided useful information for every kind of daily topic. Additionally, I prepared myself for the exchange by revising the French vocabulary I learned two years ago in high school.

It is helpful to know that the French bureaucracy system is not as fast as the Austrian one. Consequently, it is recommendable to organize things like bank accounts or student grants a long time before departure.

With reference to public transport, I would advise to buy a "Pass Navigo Etudiante". One can only purchase such a pass for a whole year or monthly/weekly. Therefore, if you plan to stay for only one semester like me I would suggest to buy the monthly version. It can be easily topped up by using your NFC compatible mobile device or at every metro station.

In addition to that, I would recommend to look out for a cheap bike on the internet or purchase a "Velib" card. Velib has bikes all around Paris and for a fee of 10 euros monthly, you can use all their bikes. They are usually situated around busy places such as Métro stations. Another option would be to use the Lime/Tier scooters which are available all-around town. You only need to create an account on your phone and connect it to your PayPal account. Afterwards you can use them and normally they are free for 30 minutes. If the 30 minutes are used up you need to pay about 15-30 cents per minute.

Housing

Finding an appropriate and centered appartement in Paris is a very difficult task. Most of the universities do not offer student homes, but there are many estate agents which provide student rooms for an affordable price. Many friends I met there were living in such student residences, and they were quite happy. The easiest way to find an apartment is through websites like AirBnB, Uniplaces etc. The problem in Paris is that accommodation prices normally are very high compared to student residences. Another option which worked out

for many students I met is Facebook groups. Many landlords offer their apartment for a much cheaper price there. The downside of this option is that they are private providers and you can easily be scammed.

I have booked my apartment together with a friend from Austria through AirBnB. We had an affordable price, but it was located in the south of Paris at the city's margins. A very quiet and safe location, but it took me a long drive to the university every morning, due to the fact that my university was located in the west near the Eiffel Tower. Consequently, I had to take the metro across Paris every morning.

University

The courses are very similar to the ones back in Vaduz at my home university. The classes start at 8:30. Usually, there are always some people missing. Even though attendance is mandatory, it is common to appear 5-15 minutes late in France, without consequences. An average class takes two hours and is divided into input from the teacher in the first unit and working on presentations or case studies in the second part of the lesson. In an ordinary week I attend courses about 3-4 times, mostly from 8:30 to 16:15 with lunchbreaks included. I am present at every class and most of them were very enriching and helped me to improve my business and management knowledge. On top of this, I spent much time in the library with the other students. The EBS does not really have a library, they just provide rooms for students to gather and learn. Thus, me and friends often met up at a public library in the Notre Dame area. There you could stay for three hours and afterwards you needed to pay 5 euros per hour.

Concerning the exams there are mostly continuous assessments. We had to prepare several presentations and case studies which were graded and were a part of the overall grade. Additionally, in some courses we had a final exam at the end of the term. EBS has organized the study year into three terms, each with a length of ten weeks. Doing this, it follows the organizational structure of British and US ivy league universities and is connectable to them and their students.

Competence and Learning Success

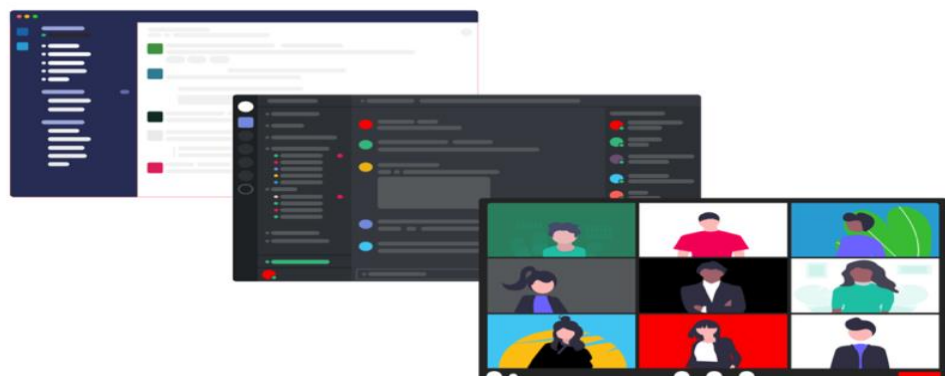
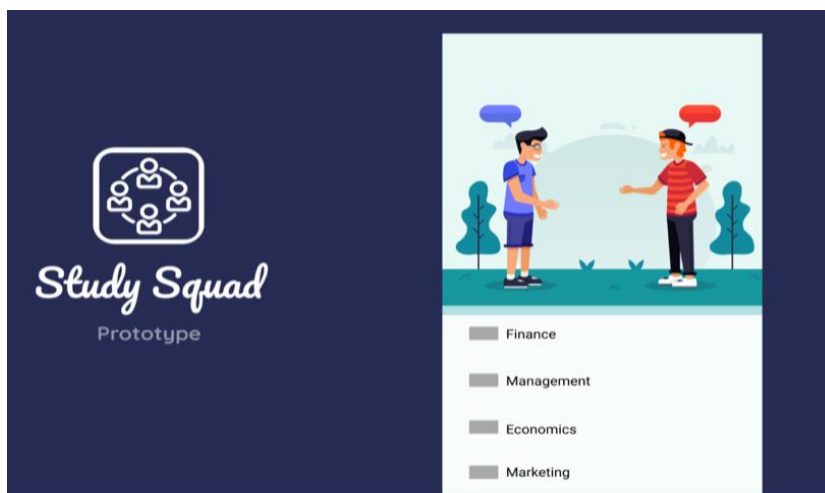
The quality and the learning increase were different from course to course. Generally, it can be said the courses are more practical and adapted to real life examples. By doing case studies on famous companies, we learned to use various marketing or entrepreneurial strategies to evaluate good and bad elements of companies. We learned how to adapt current strategies to changing market trends and to integrate completely new strategies into existing companies. Concluding, I learned many interesting things and new issues concerning management and leadership. Nevertheless, I already had extended knowledge on marketing

strategies before I arrived. Hence, I did not really learn something new in these courses, but it still helped me to revise and get new insights from the international point of view.

In summary I attended ten different courses with topics in Marketing, Management, Sustainable Development and Academic English. Here is a brief overview of all courses I was enrolled in:

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|-------------------------|-----------------------------|
| 6) Marketing Strategy | 1) Organizations Management |
| 7) Service Marketing | 2) Human Resources |
| 8) Innovation Marketing | 3) Project Management |
| 9) Customer Journey | 4) Sustainable Development |
| 10) Hackaton | 5) Academic English |

The most exiting course for me was the Hackaton. This course took place in October and lasted two whole days. We started at 8:30 and finished at 19:30. Our tasks were to establish a Startup and make a prototype of our service or product. Therefore, we had to put together all we learned from the ten courses. It was really entertaining and interesting to work in an international team, with people from France, Italy, Portugal and Spain. We ended up designing a learning platform for students. Attached are some pictures from our pitch and the prototype we established in these two days.



Everday Life and Leisure

Paris is a fantastic city to spend an Erasmus semester in the winter. The large number of cultural activities ensure that it is never boring there. Most of the museums can be visited for free as a student or as a person under the age of 26 or at least with a reduced entrance fee.

I enjoyed visiting the Centre Pompidou, Musée d'Orsay, Palais Garnier or the Foundation Louis Vuitton. But there is another endless abundance of smaller museums and galleries. On quefaire.paris, for example, you can get good tips for daily activities or simply keep an eye out for events on Facebook and Instagram. You can always find an exciting activity – for example, the free jazz concerts at La Gare. There are also discounted tickets for the theater, the opera or the philharmonic. When the weather is nice, however, it is usually enough to simply stroll through the area, sit by the Seine or have a picnic in one of the numerous parks.

Concerning culinary experiences in Paris, it must be said that it is much more expensive than in Austria. To drink a cappuccino for example you need to pay 7-8 euros depending on the area. However, I can definitely recommend the app Le Forke: it offers a 30-50% reduction at certain times in participating restaurants. If you want to save money, you should think about cooking yourself.

Cheap bars can be found mainly in the 11th arrondissements or further up in the north. But it is also nice in the Latin Quarter in one of the numerous restaurants and bars with the environmentally friendly radiant heaters, where you can even sit outside during the colder months.

Conclusion

Concluding, starting out in a new city is always difficult, but it was a very nice experience to make and to get to know so many different people in such a short time. I would suggest everyone to take part in an exchange program and make international friends, expand one's network and be part of a different culture.

