

# Santander 23/24



### **1. Where and when did you study abroad?**

- Spain, Santander.

September 2023 - January 2024

### **2. What KEA program did you attend at the time?**

- BEIT, Business Economics, and IT (INTERNATIONAL)

### **3. What classes did you take during your semester abroad? Please briefly explain what each class was about.**

#### **- Strategic Management**

The topic is about how companies thrive through creating and deciding the right strategic approach for a business, moreover, investigating the process of doing so.

#### **- Social Media**

Diving deeper in the thought process consumers have when purchasing products, furthermore, investigating how other big corporations' market themselves and their products.

#### **- International Business and Markets**

This subject subtracts numerous economic theories and is especially interesting due to the knowledge gathered in international trade. Also, you'll dive deep into regulations, foreign direct investments and so on.

#### **- Creating a winning business**

A very realistic approach to the creation of business and elements of thoughts that is required when actually starting a business.

## **Academic Experience**

### **1. How help full was the *receiving school* in the process of choosing classes and settling you in?**

- Spain was in general more calmly aligned with the timing and quality of required formalities and therefore is it a must to adjust accordingly. Cesine itself is not super-efficient but will get the job done, eventually.

## **2. What classes/study experiences did you find the most rewarding? Why?**

- The classes were not as rewarding compared to my home country (Denmark), but the most rewarding classes was “International business and markets” due to the content of the class.

## **3. What classes/study experiences did you find least relevant or least valuable to you? Why?**

- The least study experience giving was “social media” due to its irrelevance to my main study, but still with the giving of valuable insights.

## **4. What classes would you advice other KEA students going to the receiving school to choose or not to choose?**

- My biggest advice to future KEA students is to be optimistic and open when choosing topics. There are a lot of similarities in the provided topics and therefore is it necessary in my opinion to differentiate them as much as possible. Even if it's not the preference, but this will diminish the risk of “boring” classes that are too similar.

# **Practical Experience**

## **1. How was the application process?**

- The application process was effective with the use of “mobility online” website, giving of an overall overview.

### **a. What did KEA help you with?**

- KEA have been through my whole exchange very helpful, answering all questions and helping me through the full exchange. As mentioned, is the receiving university not the most efficient, KEA was therefore always adaptive to every occurred situation.

### **b. What help did you receive from your school abroad?**

- The receiving school was helpful in the adaption to the Spanish student life, introducing international students to each other and making the social life desirable.

## **2. Did you have any practical difficulties settling down in at your destination?**

It can be stressful to find accommodation in Santander due to the language barrier, but the city is not the biggest therefore making it more affordable, and overall easy.

### **a. How helpful was the receiving school in this process?**

- The receiving school was very helpful, in the means of providing a long list of accommodation with contact information and prices (that's how I found my apartment)

## **3. Where did you live?**

- I lived in Las Canteras in which suited me perfect due to being in between the beach "sardinero" and inner city.

### **a. Was it difficult to find accommodation? b. Was it expensive?**

- It was not difficult at all and very cheap, my rent was 288€ (800€ total) and lived with two other roommates.

## **4. What kind of expenses did you have in general?**

- The main cost was mainly the many small trips I took during my exchange (Marrakesh, Portugal and numerous cities around Spain, especially northern Spain.) The main costs were therefore experiences.

### **a. Did you spend more or less money than you budgeted with?**

- I have spent less than planned even though I did not have a budget, this is mainly because Santander is much cheaper than Copenhagen.

## **5. What kind of income did you have during your exchange?**

### **1. Did you receive SU and/or Erasmus**

- I have received both SU through my time in Santander and the grant from Erasmus.

### **2. Did you apply for any grants and did you receive any?**

- I have not applied therefore nor received any other grant besides Erasmus.

# Cultural/Personal Experience

## 1. What challenges did you experience culturally while being abroad?

There is a strong language barrier due to Santander is mainly locals, this was from the start very frustrating but later on very charming.

### a. How helpful was the receiving school in this process?

- The receiving school provides free Spanish courses which I would recommend attending.

## 2. What was the best cultural/personal experience during your studies abroad?

- The best cultural experience during my stay was definitely the charming city Santander with typical Spanish infrastructure and the population being mostly locals. I was very close to the Spanish culture and have even adapted few of the norms. Moreover, due to being a part of Erasmus was the people from all over the world a big part of my time abroad. I have met long life friends that makes everything worth my decision in going abroad.

## 3. What advice would you give other KEA students going to study abroad at the receiving school?

- My advice to future students traveling to Santander for their exchange is to attend the many Erasmus events and travel to the many small cities in the northern Spain.
- Recommended cities to visit is Santona, Lierganes, Cabarceno, Bilbao and Marrakesh (its close and cheap) Extra: Alsa is a app where you can buy all the small trips with bus.
- Also, things are not so fast paced in Spain; it is therefore also worth mentioning that being open to other cultures and norms is a must.