



Exchange report

5th Semester September-December,2023, Stuttgart

Host university: DHBW- Duale Hochschule Baden-Württemberg

Academic Experience

1. Where and when did you study abroad?

During the 4. semester of my study at Copenhagen School of Design and Technology, I took the 5. semester abroad at Duale Hochschule Baden-Wurttemberg in Stuttgart, Germany. The exchange semester started on 1. septmeber.2023 and ended on 22.12.2023.

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

Bachelor's in business economics and information technology.

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

I chose to take the following classes in Stuttgart, and the Intercultural negotiation and German course was mandatory in the host university. For the rest, I decided what I

found to be the most exciting subject for myself and what should be helpful for my future.

- International Marketing:
 - Focus on applying fundamental International Marketing theories.
 - Strategic business analysis for International Marketing objectives.
 - Formulating creative market entry strategies.
 - Topics include global markets, cultural environments, political considerations, market research, and branding.
 - Written Exam

- Applied Marketing Research:
 - Learn to develop questionnaires for problem identification and forecasting.
 - Utilize tools like SPSS.
 - The course emphasizes e-scooters and user behavior in e-mobility.
 - Exam: Presentation based on the survey and the research.

- International Management:
 - Equip students to handle challenges in global business operations.
 - Cover international trade, market strategies, and cross-cultural management.
 - Practical case studies on the internationalization of German companies.
 - Written exam: easy

- German Course A1: Mandatory
 - Essential German language learning for beginners.
 - Focus on German basics, basic grammar, and conversation.
 - Exam: Written, oral

- Financial Market in Germany
 - Overview of German financial markets focusing on the Stuttgart stock exchange.
 - Covers shares, bonds, investment funds, and macroeconomic influences.
 - Practical exercises involving fictitious capital to explore investment consequences.
 - Written exam multiple-choice

- Alternative Investment:
 - Broad understanding of different investments focusing on hedge funds and private equity.
 - Exploration of real estate, currency, commodity, and cryptocurrency markets.
 - Exam: multiple-choice

- Intercultural Negotiation: Mandatory
 - Develop intercultural competence.
 - Navigate potential pitfalls and prevent misunderstandings.
 - Practical learning through short presentations, discussions, and case studies.
 - Exam: written case study

- Leading Effectively
 - Insight into successful management through theory and real-life examples.
 - Development of skills to lead individuals and teams effectively.
 - Access to psychometric tests for self-insight.
 - Exam: a case study

- Service Management and Information Technology
 - Critical aspects of ITIL© V3 and IT Service Management Governance.
 - Insight into the ITSM lifecycle, process-oriented structures, and compliance with standards.
 - Covers IT services implementation, operational setup, outsourcing, contracts, and service level management.
 - Exam: Multiple choice and written.

1- **How helpful was the receiving school in choosing classes and settling you in?**

The DHBW International Office was beneficial and responsive. They demonstrated kindness, quick response to emails, and continuous support. Subject selection occurred well in advance of our arrival. During the welcome days in the first week, the international office provided comprehensive information, guiding us through

essential tasks in Germany, such as city registration and obtaining a German transportation ticket. They consistently informed us about class schedule changes and provided multiple time schedules.

2- What classes/study experiences did you find the most rewarding? Why?

The content covered in the Financial Market in Germany and Alternative Investment classes significantly expanded my understanding of this domain. Engaging in multiple tests during the classes reinforced the material and bolstered my confidence for the exams.

Leading effectively was an outstanding class. The professor, with extensive subject experience, provided a deep understanding of effective leadership through real-life examples. His engaging teaching style and encouragement for interaction made the subject enjoyable. I gained more insights than expected.

3- What classes/study experiences did you find least relevant or valuable? Why?
International marketing

I found the International Marketing course less valuable as much of the content was familiar and felt repetitive from my studies at KEA. Additionally, some information seemed random and readily available online or from other sources.

4- What classes would you advise other KEA students going to the receiving school to choose or not to choose?

For KEA students heading to the receiving school, I highly recommend "Leading Effectively" as an outstanding class. The professor's extensive experience provided a deep understanding of effective leadership, and the interactive teaching style made it enjoyable and enriching. This course exceeded my expectations, offering valuable insights.

Additionally, "Applied Market Research," "Alternative Investment," and "Financial Market in Germany" are captivating choices. "Applied Market Research" equips you with practical survey development and data analysis skills, providing hands-on experience in professional research methods. "Alternative Investment" broadens your understanding of various investment types, with a focus on hedge funds and

private equity. "Financial Market in Germany" offers valuable insights into the German financial markets, covering shares, bonds, investment funds, and macroeconomic influences. These classes proved engaging and relevant and contributed significantly to my knowledge and skills.

Practical Experience

1. How was the application process?

a. What did KEA help you with

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

a- The application process with KEA was smooth and well-guided. KEA provided valuable assistance with the necessary documentation, addressed application requirements inquiries, and offered prompt responses. Their support significantly eased the overall application experience. While the initial stages may feel overwhelming, persevere – everything eventually falls into place!

b- The school abroad was beneficial in explaining how to apply. They guided me on what documents I needed, the deadlines, and any specific requirements, making the application process clear and straightforward. Big thanks to Asita and Sarina from DHBW for their help!

3. Did you have any practical difficulties settling down at your destination?

- How helpful was the receiving school in this process?

Arriving at Stuttgart airport, I quickly navigated to my dorm using the U-Bahn and received my key. The dorm already had a new pillow and blanket, so I didn't have to worry about that. After a quick clean-up and grabbing some food for the upcoming days, I had a busy schedule, meeting my buddy and planning for the weekend. The receiving school's excellent support made settling in a breeze, providing practical advice on registration and valuable insights into local practices. Their proactive approach significantly contributed to a seamless transition and adjustment to my new environment.

4. Where did you live?

a. Was it difficult to find accommodation?

b. Was it expensive?

I lived with six other students in Heilmannstraße, a student dormitory close to the city center; it took around 8 minutes to walk to the central station, and by U-Bahn, it took almost the same time or a little bit less. The rent was not that expensive. I applied for accommodation three months before the semester started and got an offer after one month.

5. What kind of expenses did you have in general?

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

I adhered to my budget during my stay in Germany, where living costs are relatively cheaper than in Denmark. Fixed expenses include rent, Wi-Fi, transportation, and food. Variable spending increased when I traveled extensively or dined out frequently. I invested in a 50-euro monthly German ticket for comprehensive public transportation access, covering buses, S-Bahn, and U-Bahn, excluding ICE, which required a separate ticket.

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

I received SU and Erasmus during my stay in Germany; I did not apply for any other grants.

Cultural/Personal Experience

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

2. - How helpful was the receiving school in this process?

There have been no significant cultural challenges since I lived in Denmark, and many things work almost the same way.

In public places like supermarkets and public transport, sometimes it's hard to speak English. Even if they understand English, some people in Germany will prefer to respond in German, which is hard for beginners to understand and communicate. I

called Deutsche Bahn (DB); when I needed help, nobody could speak English with me and help me solve the problem.

Living in a culturally diverse dorm offered a unique perspective, fostering connections with people from various backgrounds. My roommate provided valuable assistance in navigating local amenities. We shared enjoyable moments, discussing diverse topics and tasting delicious food. This cultural exchange enriched my experience, offering a supportive community and quick resolutions to shared challenges.



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

The highlight of the exchange semester was meeting new people from around the world and forming numerous friendships. Right from my initial days in Stuttgart, I connected with many individuals, and it was incredibly enriching to learn from their diverse perspectives. We enjoyed fantastic experiences, exploring the city, going out, and joining various parties. The camaraderie and shared adventures made my exchange experience truly memorable and rewarding.



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

I recommend embracing the whole experience for all KEA students considering studying in Stuttgart at DHBW. Take the time to explore the city, make memories, and meet new people. Stuttgart is a charming city, especially in the summer, with warm weather and lots of sun. In December, you experience a wonderful winter atmosphere with impressive Christmas markets where people gather. Be open, don't hesitate to start conversations with new people, and be ready to form new friendships. Through these experiences and relationships, you will enrich your study time and create lifelong memories. But remember your studies. Be engaged in class, not only to learn academically but also to build relationships with your fellow students. Active class participation is a great way to get to know your fellow students and create lasting friendships.

