

My semester abroad

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Introduction

I decided to study abroad in my 3rd semester in Barcelona at the university of Ramon Llull, LaSalle, because I wanted to experience a different culture and learn a new language. I was excited to explore the city and meet new people, while also taking courses that would challenge me and help me grow as a student. I expected to gain a lot of knowledge and skills from my time at LaSalle and to make memories that would last a lifetime. I was also looking forward to learning more about Spanish culture and the city of Barcelona. During my stay, I was able to take classes in business, design and technology and gain knowledge about Spanish culture and the city. I also had the opportunity to meet people from all over the world and to experience the vibrant atmosphere of the city. In this report, I will discuss my experiences at the host university, the courses I took, and the impact the experience had on my academic and personal growth.

During my semester abroad we took six courses that equaled 30 ECTS points. The courses focused mainly on business, design, and technologies.

Managing Emerging Technologies: This course focuses on the management of emerging technologies and the impact they have on business operations. It covers topics such as data analysis, artificial intelligence, robotics, and the Internet of Things.

Business Model Design: This course examines business models from a strategic perspective and provides students with the tools necessary to create and assess successful models. Topics such as market segmentation, customer value, and competitive positioning are discussed.

Managing by Design: This course looks at how organizations can use design thinking to create effective management strategies. Topics include identifying customer needs, creating customer-centric solutions, and developing innovative products and services.

Entrepreneurship and Capital Venture: This course examines the fundamentals of entrepreneurship and venture capital. It covers topics such as market research, fundraising, team building, and business planning.

Online Consumer Behavior: This course focuses on the impact of digital technology on consumer behavior. Topics include customer segmentation, customer engagement, and customer journey mapping.

Sales Management: This course looks at the fundamentals of sales management and provides students with the skills and knowledge necessary to maximize sales performance. Topics such as pricing strategies, sales channels, and customer service are discussed.

How helpful was the receiving school in the process of choosing classes and settling you in? We had an introduction day before we started our classes, where we could ask questions and meet the other Erasmus students who were going to study at LaSalle. We had some difficulties with making our schedule because there were limited spots on each course. But Lilliana, our coordinator from LaSalle, was very helpful. We gained access to a site called E-study where we could see all the information we needed. Everything went smoothly and if we needed help the teachers, students and international office were ready to assist.

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

I found online consumer behavior to be very rewarding. The fact that the modern world is only getting more and more digital, I find this course relevant for the future of sales and learning consumer behavior. Additionally, the course on Sales Management was also rewarding as it enabled me to gain a better understanding of how to effectively manage sales operations. Both courses had great teachers and allowed me to develop a better understanding of the business world, which I found to be very valuable as KEA only unfolds the surface of this topic.

What class experiences did you find least relevant or least valuable to you? Why?

I found the course on Managing Emerging Technologies to be least relevant as I did not feel it was necessary for my current level of understanding. The course was very technology based, which I did not feel was applicable to my current career path. Furthermore, I had difficulties understanding the professor, because of his accent and limited english.

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

I would advise other KEA students going to LaSalle Barcelona to choose the courses on Business Model Design, Online Consumer Behavior, and Sales Management. I think these courses provide students with the necessary knowledge and skills to manage and create successful businesses. I also think that the teachers in these courses were the most structured and the ones I learned the most from. Additionally, I would advise against taking the course on Managing by Design and Managing Emerging Technologies as I did not feel it lived up to my expectations and I had trouble understanding the task due to bad communication from the teachers. But overall i had a great experience at LaSalle.

A description of your social and cultural experiences.

I've learned a lot from studying abroad in Barcelona. On a cultural level, I've been exposed to Spanish language and Catalan culture, and I've been able to practice my language skills by interacting with locals in both languages. I've also gained an appreciation for the vibrant art, food, and music that Barcelona has to offer. On a social level, I've made friends from all over the world and have been able to learn about different cultures and experiences. I've also had the opportunity to explore the city and explore the nightlife and attractions. Overall, I would say that my experience in Barcelona has been incredibly valuable, and I feel like I have grown both socially and culturally as a result.

What to do in the city.

I have had a wonderful experience studying abroad in Barcelona. I have learned a great deal about Spanish language and culture and have had some amazing social and cultural experiences as well. I have enjoyed learning about the city's past and present and have had the chance to explore some of its beautiful historical sites. I have also had the opportunity to get to know the locals and have been lucky enough to make some great friends.

In terms of activities, there is so much to do in Barcelona. From the beaches and parks to the numerous museums and galleries, there are plenty of opportunities to explore the city. I also enjoyed visiting some of the local flea markets and restaurants, where I was able to sample some of the delicious Catalan cuisine. Additionally, there are plenty of sports and cultural activities to participate in, from football at Camp Nou to the famous flamenco dancing.

How to find friends and how to network. Practical experiences

We were very fortunate to meet a lot of great people on campus. We also knew a lot of people from Denmark who also did their exchange in Barcelona that we became very close with. My top 3 advice to meet new friends is:

1. **Join Online Communities:** There are many online communities for exchange students in Barcelona. Try joining some of these to connect with other exchange students in the city. You can join Facebook Groups arranged by Erasmus which is dedicated to exchange students in Barcelona.
2. **Attend Events and Gatherings:** There are many events and gatherings in Barcelona that are specifically aimed at exchange students. Check out local meetups and

gatherings near you to meet fellow exchange students. I went with a group to play beach volleyball which was very nice. We also went for a coffee afterwards.

3. Visit Popular Hangouts: Check out some of the popular hangouts that exchange students in Barcelona go to. This could include bars, cafes, or parks. Our favorite bar was a bar called 3345. There were a lot of young local people that we talked to.

How did you travel to the country and city of study, where did you stay, where did you eat, what did it cost, etc. Conclusion

I travelled to Barcelona from Copenhagen by plane, which cost around 95€. I stayed in a Airbnb apartment in the center of the city, which cost around 600€ a month. I ate at a variety of places, ranging from small local cafes to more expensive restaurants. It cost me around 8€ to 20€ per meal. A coffee only cost 1.40€, so we drank a lot of coffee at cute cafes. Overall, my experience of studying abroad in Barcelona was truly amazing and I would highly recommend it to others. The cost of living and travelling in Barcelona was surprisingly affordable and I was able to experience the city and culture to the fullest.

To what extent were your expectations met, both professionally and culturally?

My expectations of Barcelona were met and exceeded, both professionally and culturally. Professionally, I was able to gain valuable experience working in a new environment and develop my skills in the field. Culturally, I had the opportunity to learn about and experience the unique culture of Barcelona, its people, and its history. I am very thankful for the opportunity to study abroad in Barcelona and am grateful for the experiences I had.



