

# Exchange Report

## Sheffield Hallam University, United Kingdom

Where and when did you study abroad?

I went on exchange in the spring of 2023. I went to England, United Kingdom to study at Sheffield Hallam University (SHU).

What KEA program did you attend at the time?

I studied a PBA in Design & Business specialised in Fashion Management at my sixth semester.

What classes did you take during your semester abroad?

I was in the Fashion Management and Communication program joining their second-year students. The semester I attended was Fashion Communication 2, where we were researching and forecasting trends. During the semester we had six assignments, which we got handed in the beginning. We each found a microtrend to work with throughout the semester. The coursework consisted of, a trend book, a trend film, a trend poster, a brand concept proposal, a research file, and a career readiness portfolio.

### Academic Experience

How helpful was the receiving school in the process of choosing classes and settling you in?

SHU is a super helpful school, and they have advisors to help you with anything you might need. Everyone is super nice, and wanting to help you getting settled in. At my program there were no choosing classes, as I just joined the Fashion Management and Communication course with pre-selected learning objectives.

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

As I only had the one class, I am going to talk about my assignments instead. I found the work with my trend book most rewarding, as it was very individual, and you had a lot of freedom to express yourself. I had the space and time to work on my creative skills. Also, my graphic skills improved.

All in all, I really enjoyed working with trend forecasting, as the research process can be relevant in other regards as well.

What classes/study experiences did you find least relevant or least valuable to you?

Why?

All in all, I would say that Fashion Management and Communication at SHU is not equivalent to Fashion Management at KEA, as it is way more business/logistics oriented in Denmark and more creative/artistic in England. So even though, I have enjoyed my projects in England, I am not sure how relevant it has been for my program in Denmark.

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

I think all the programs at SHU are good, the quality of education is high. But I would be aware what the exact learning objectives are for the respective program before choosing SHU, as I am not sure that Fashion Management and Communication at SHU is relevant for every Fashion Management student from KEA. But my program has all in all been really rewarding, I have learned a lot, I am just not sure how relevant it is regarding my education in Denmark.

## Practical Experience

How was the application process? a. What did KEA help you with? b. What help did you receive from your school abroad?

The application process was easy, I have done it before with Portugal, and it was easier the second time around. SHU is very helpful, and they have offices and advisors for everything you may need – also personal matters.

Did you have any practical difficulties settling down in at your destination? a. How helpful was the receiving school in this process?

Before starting at my program, I was a bit confused where and when I was supposed to go the first day, as I was the only international student joining this class. I could have e-mailed my respective teachers before and cleared it up better. After I started, my teachers were really helpful, and you can always talk to them.

Where did you live? a. Was it difficult to find accommodation? b. Was it expensive?

I lived at the student accommodation, The Trigon, which was set up by SHU, it was very easy. The Trigon is the only accommodation, who accepts short term rentals, why all exchange students are living here. I would definitely recommend staying the same place as all the

other exchange students, as we gained a really good community here, and I always have someone to hangout, study, or travel with. It would have been more difficult for me to find friends, if I were not at a student accommodation. I was in a British class, and people were not so social or open compared to the internationals.

I paid 115 pounds weekly for my room. We live in flats with 5 rooms in each. You have your own room with a bathroom, and then you share your kitchen / living room with the others. We have a brick yard and a common room with television and games (where we threw a lot of parties)

What kind of expenses did you have in general? a. Did you spend more or less money than you budgeted with?

You always spent more money when you go abroad, but everything is cheaper in the UK than Denmark (especially in the North of England, as their income is lower). I spent money on groceries, restaurants, clubs, travels, and pints. Because Sheffield is very central in the UK, it is very easy to travel around, and I have seen some amazing sites here, both villages and nature.

What kind of income did you have during your exchange? a. Did you receive SU and/or Erasmus b. Did you apply for any grants and did you receive any?

I got SU every month, and I also got my Erasmus grant. Also, I received a grant from MFK Almene Fond.

It is not difficult to fund your stay here, as it is cheaper to live here than in Copenhagen.

## Cultural / Personal Experience

What challenges did you experience culturally while being abroad? a. How helpful was the receiving school in this process?

I have not experienced any challenges here culturally. I have been a bit confused about the British politeness. I have never gotten any negative feedback at school, and everyone is really nice, so when I did not get a good mark on my initial presentation, I was a bit confused about the way that they give feedback to you. It is easy to move to the UK, as the culture is quite similar to Denmark.

One challenge I had in the beginning was understanding Sheffield, as it may not look like much, when you first arrive. But there are so many good and cool places around town, you

just have to engage, look for events, and explore the many things, that Sheffield offer. I have recommendations if requested. There are a lot of indie, niche, cultural communities here, and also a very big vintage clothing scene, which I am a huge fan of.

Also, you have to get used to the Yorkshire accent.

[What was the best cultural/personal experience during your studies abroad?](#)

The best cultural experience has been meeting the Brits, they are very nice, polite, and helpful. I did not expect that, as I feel like the British have a worse stereotype, than I have actually experienced. Though, I have heard that the Northerners have reputation for being really nice and helpful.

Sheffield is right next to a big national park "The Peak District", where you can go hiking and experiencing great nature sites. If you travel a bit further, there are other national parks, like Lake District and Snowdonia, where you can climb mountains and see beautiful sites. I have enjoyed nature and travel a lot, while I have been here, which probably have been the most rewarding thing about my stay.

My best personal experience has probably been the group of friends that I got at The Trigon. Internationals are usually very open, and you can always text someone if they want to do something. If I had not stayed here or found an international group, I think, I would have become a bit more lonely.

[What advice would you give other KEA students going to study abroad at the receiving school?](#)

Make sure that the program is relevant for you.

Stay at student accommodation - do not find a flat by yourself.

Use everything that SHU has to offer.

Get out into nature, drink pints, and eat Sunday roast with your friends.