

Country: France  
University abroad: Neoma Business School  
Beginning of lectures and end of exams abroad: 04/10/2022 until 30/04/2023  
Study path at Viadrina: International Business Administration [ ] BA [X] MA



EUROPA-UNIVERSITÄT  
VIADRINA  
FRANKFURT (ODER)



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## Studying Abroad Experience Report

- 1) **Are we allowed to publish your report anonymously on our webpage (without your name and e-Mail)?**  
 Yes [ ] No
- 2) **Are we allowed to forward your report and contact information to a Viadrina student on request?**  
 Yes [ ] No
- 3) **Please confirm hereby that you did not mention names of a third party (lecturer, landlord etc.)**  
 Yes [ ] No – in this case your report won't be published
- 4) **Please be aware that all the published photos in this report have to be taken by you and are not the property of a third party. By sending this report you are giving us the legal right of use for your pictures (if we publish the report). The copyrights still belong to you after all.**  
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- **Preparation:** Recommendations about preparing to leave, for example (if applicable) Visa, insurance, travel? How was the application process at the university abroad? Were there any introduction events? Were they obligatory and when did they take place? Was there a Buddy program or tutors?

For students with a visa or residence permit within the European Union, it is not necessary to apply for an additional visa for France. However, if you have a temporary residence permit and you are going to stay more than 6 months outside Germany, it is necessary to apply for a permit at the German foreigners' office.

Regarding the medical insurance, if you already have a German medical insurance, it is not necessary to obtain an additional one since it covers you within the EU.

The application process to the university was relatively simple. Once you send the email requesting the exchange to the university you want to attend to the Viadrina, they immediately put you in contact with Neoma. This particular university has a very organized platform, where you can find very easily the step by step application process and in each section, it shows you which documents you need to attach. If you have any additional questions, they provide you with an email address where you can send any kind of question and you will always get a quick answer.

Once you have received your acceptance letter, you will be sent additional information regarding introductory events, classes, calendar, etc.

At the beginning of the semester there is a Welcome Day where they show you around the university, explain how the grading system works, classes, and other important things to keep in mind. They also do group activities and games so that you can meet new people and integrate with your future classmates. I don't remember if the university has a buddy program, however I believe that the whole process is well prepared so that by the beginning of classes you already know everything you need to know.

- **Accommodation:** How did you find your accommodation? Any tips about mistakes that should be avoided? Were there any special student accommodations? The cost of rent? Which area of living would you recommend?

The university has student residence halls, but keep in mind that Neoma is not located in the center of Rouen, it is located in Mont Saint Aignan. So depending on your desires and priorities you should make the decision to live in the university residences or in Rouen. The advantages of the residence halls are that they are quite cheap, you will always be surrounded by students and finally that they are 5-10 min walking distance from the university. However, although Rouen it is not far, if you decide to go to a party in the city center, you probably won't find buses to get home late at night.

On the other side, if your priority is to be in Rouen where you will find all the restaurants, bars, where the Erasmus activities and parties take place and where there is a more active life, the best option would be to look for an apartment there. From the city center of Rouen it takes about 20 minutes by bus to get to the university and the bus service works well (when they are not on strike). The only disadvantages in my opinion is that living in an apartment in Rouen is way more expensive than the university residences.

- **Studying at the university abroad:** How was the day to day life on campus? Was the attendance mandatory? Which courses did you take? Were you allowed to take courses from different faculties? Please attach links to the course list if possible. How did the exams take place? Were there any language courses? What is your overall opinion of the university in general? How well did the university take care of international/exchange students?

The university campus is big and very beautiful. There are many school groups where you can do any kind of activities, from sports, art, cooking to video games. Classes are compulsory and you have to have a minimum of attendance to pass the subject.

In my case I was in the Master of Science Marketing French Excellence program which focused on the French industry as a reference for marketing. I had the opportunity to explore many sectors such as services, b2b, fashion, luxury, cultural, distribution, etc from the marketing perspective, as well as complementary courses such as Brand Management, Market intelligence, Consumer behavior, millennial marketing, among others.

Normally, in this type of program the courses are already selected and there is no option to change or replace them with others. The university has a 50/50 practical and theoretical approach, which is what I liked the most, since you really put into practice the theory you learn through projects, presentations, and case studies that are quite interesting and



require a lot of creativity and group work. In some courses you will have to present an exam besides the group project and in some others a case study / project will be enough.

The professors at the university have been the best I have ever had because besides being excellent people and eliminating the barrier between teachers and students, they are always willing to help inside and outside the classroom. Besides that, most of them have a very entertaining and didactic teaching method that allows the classes to be enjoyable, while you learn. In academic terms, I recommend the university 100%.

- **Day to day life and free time:** How high are the costs of living in total? How much money should be accessible monthly? How much does the public transportation cost? What can an exchange student do in their free time? What did you do?

Regarding living costs, you have to keep in mind that living in Rouen or France in general is a bit more expensive than in Germany (supermarket, restaurants, etc). If you live in a shared apartment in the center of Rouen, the rent alone can be approximately 500-550 euros. Approximately per month including groceries, insurance, restaurants, Erasmus activities (parties, day trips, etc) it would be approximately 900 - 1200 euros depending on the life style of each person.

As I mentioned before, the university has many activities for students. The city, although it is relatively small, has many stores, restaurants, bars, clubs and everything you need to have a good time. In addition to that, the Rouen Erasmus Fun group organizes weekly activities for all exchange students so there will always be something to do. They also organize weekend and day trips near Rouen where you can get to know amazing places and make friends from all over the world. Finally, the city is less than 2 hours away from Paris by bus which is perfect to spend the day or plan a weekend there.

- **Conclusion:** worst and best experience

In conclusion, for me Rouen was an incredible experience, I made friends from all over the world, I started to learn a new language, I learned a lot at the university, I got to know a new culture and incredible places. I take with me the best memories of this Erasmus and to anyone who is reading this and has doubts about if this is the best option, the only thing I can say is that you wont regret it.



Rouen



Étretat



Mont Saint-Michel



Mont Saint-Michel



Paris



Rouen