

Copenhagen Business School (CBS), Fall 2024

1. Your program of study (courses, assignments, course format). Add the exact number of class hours per course.

I am a 4th year student doing a bachelor's in commerce specialized in marketing in the COOP program. I kept 5 of my optional classes during my studies so I could use them for an international exchange. The classes I decided to take in Copenhagen are related to marketing and had to be approved by the university of Ottawa. It's important to know that here 4 classes are the equivalent to 5 classes in Ottawa, also note that they divide the two semesters in 4 quarters (Q1-Q4). The university offers classes only in those quarters which are condensed in 6 weeks or full semester classes. Therefore, I decided to take two classes in Q1 which ends mid-October and two classes full semester that will end before Christmas. Moreover, at CBS there aren't any midterms or quizzes, your grade solely depends on the final exam, there are some group assignments, but they aren't graded. Here are the classes I chose:

Brand Management (7.5 ECTS) Q1 – Online

This course aims to develop students' understanding of the importance of brand equity as well as how to build, measure, and manage brand equity. This class was fully online so we had pre-recorded videos to watch, and we had some live sessions where we could ask our questions. The final exam was a written paper of around 10 pages, we had to select an existing brand for which we conducted our own consumer research and applied our learnings from the course in order to assess the current state of the brand and provide recommendations for the brand going forward. We worked on the project during the 6 weeks, so it wasn't overwhelming in mid-October.

Marketing Communications (7.5 ECTS) Q1 – Online

The course culminates in Marketing Communications Plan, which will give the students hands-on experience with the intricacies of marketing communications that achieve marketing objectives. I had the same teacher for Marketing Communications and Brand Management so the directives were the same. The final exam was also a written paper of around 10 pages and we had to choose a particular brand as a case for which we developed our own Marketing Communications Plan by applying our learnings from the course in order to assess the target market and develop an appropriate marketing communications plan for the brand going forward. We also worked on the project during the 6 weeks, so it wasn't overwhelming in mid-October.

Event and Festival Management (7.5 ECTS) Full semester

The course aims at giving the students a full range introduction to elements that are crucial to planning and managing both big scale festivals, and small-scale events. There were some group assignments during the semester even though they weren't graded. The final exam was a written paper of 2-3 people around 10 pages and we had to write a festival/event proposal, addressed to an imagined, potential partner (such as a sponsor), in which we had to demonstrate our ability to apply and combine sales skills, creative thinking, practical skills, knowledge of marketing, budgetary skills, and general models and theories of the course.

Retail Marketing (7.5 ECTS) Full semester

The course helped me understand and analyse store concepts' competitive and shopper situation and based on this to formulate and design the store concepts' strategy and parameter mix. The final exam was an oral presentation based on a written product of 2-3 students of around 10 pages. The grade was based on an overall assessment of the written product and the individual oral performance.

2. The timetable (academic calendar, registration dates, orientation, beginning and end of classes, exams, holidays, number of semesters, etc.).

The academic calendar is similar to ours; the start of the semester is in September and ends in December. All of my exams were done before December 16. I looked on the CBS website of the courses available during the fall semester so I had a good idea which classes interested me before June 28th. It's normal for them to have classes that overlap, when the course timetable is published see if that bothers you or you can change classes until September 6th. When the exam schedule released on September 1st, I made sure that all my exams were done before Christmas because some exams can go until January.

May 14: CBS Housing application
June 28: Course timetables published
June 28 – September 6: Course add/drop period
August 19-23: Danish crash course week (optional, costs around 320\$)
August 26: Latest acceptable date of arrival
August 27-30: Introduction week (mandatory information sessions, optional social package which costs around \$100)
September 1: Exam dates announced and beginning of classes
October 14-19: Fall Break
Late October - Early November: Q1 exam period
November 23: End of classes

December: Semester classes exam period
January (some in December): Q2 exam period

3. Procedures to follow upon arrival. List and description of services offered by the International Exchange Office of the host institution. Registration and course selection. Social activities.

CBS offer the Buddy program, which I loved! CBS sent me an email on July 2nd wondering if I wanted to participate in the Buddy program and I had to fill a little form. They ask your preference of gender of Buddy if it helps you be more comfortable. The buddy is another CBS student that helps you if you have questions and even picks you up at the airport and shows you where you will be living. My buddy was at the airport and showed me how to take the metro to my residence, Porcelaenshaven. I strongly suggest you participate in the Introduction week; you have fun activities like a canal tour, Danish folk dancing, exchange Olympics, etc. You get to meet people that are on an exchange too so you have something in common, it helps you make friends before the school starts. I arrived on the 23rd, a couple of days before the intro week to beat the jet lag, get some groceries and settle in my residence. I also had to make an appointment at the international house Copenhagen to have my CPR number (Danish national identification number), CBS helps you out if you have questions about this procedure, but it's fairly simple.

4. Budget outlining the cost of studying abroad (i.e. airplane tickets, housing, vacation and daily travel costs, textbooks, meals, etc.).

Visa: 870\$
Airplane ticket: 1800\$
CBS housing: 1166\$/month + 1151\$ of services + 1033\$ deposit = total of 6848\$
Refundable housing deposit: +1033\$ - deposits are refunded approximately 8 weeks after the end of the rental period
Bicycle: 47.8\$/month + 60\$ to cancel my subscription whenever I want
Metro: A single ticket is 5\$ but it's cheaper with the rejsekort app
Laundry: Have access to washers and dryers in the basement of the residence, a wash is 3.4\$ and drying is 2.8\$.
Groceries: I go to Fotex near my residence and this grocery store is considered average price compared to Netto and Rema1000 that are the cheaper options. I've heard before leaving that Copenhagen is really expensive but honestly think that you can find food for the same price or cheaper than in Canada. You have to calculate a bit at first (always dividing the price by 5 to have the Canadian equivalent) but I really think you can have nice products for cheap.
Flights from CPH: between 60\$ and 200\$ depending on where you go, the cheapest destinations to name a few are Poland, France, Lithuania, UK and Italy.

Textbooks: The classes that I chose didn't require me to purchase textbooks, it was optional, so I didn't spend anything on class material.

Going out: Having a night out with your friends in Copenhagen can be really expensive, especially if you buy some drinks (around 20\$ a drink). There are some restaurants that are not too expensive, a tip is to look online the menu and the prices before going.

5. Application procedures before your arrival (visa deadlines, documents required for visa, course registration, housing deposit, etc.).

I applied for my visa at the VFS Global office in Ottawa on April 8th. I received my permit on April 22nd. My process was really fast, but some students had to wait 2 months, so I recommend to book your appointment as soon as you can just to play safe. Keep in mind that it might take about 2 weeks to get an appointment at VFS.

For your VFS appointment you need to have:

- valid passport (must be valid at least 6 months when you apply for the visa),
- a copy of your passport (front and back page),
- evidence of financial means (around \$6000 is the required amount),
- visa fees payment receipt,
- your letter of acceptance and the ST1 application from CBS which you will receive at the beginning of April.

The housing asks for 2 installments for the whole semester. The first housing installment (3000\$) I had to do was June 12th, which included the deposit of 1033\$. The second installment was the October 1st of 3865\$. You can also pay the full amount in June but I decided to do the two installments. Also, the service of 1151\$ includes a start pack (duvet, pillow, mattress pad, pillow cover, duvet cover, sheet, towels, and tea towel). It's great because when I arrived to my room on August 22nd everything was there, I didn't have to go shopping for bed sheets. It also includes, in-depth cleaning of bathroom and room before you arrive, internet, cleaning of floors in common areas, access to laundry facilities (payment of washes excluded), room furnished with a set of basic furniture, in-room kitchen equipped with a set of basic kitchen utensils (2 plates, 2 bowls, 1 cutting board, 2 pots, 2 glasses, 2 mugs, scissors, etc).

6. Address and description of housing. Cost of housing.

The CBS housing I chose is Porcelaeshaven, the address is Porcelæns Haven 28, 2000 Frederiksberg. The rent cost 1200\$/month and I also had to pay a 1033\$ deposit that I will get back around February. I had a medium room with a shared bathroom with one other girl. Each room has its own fully functional kitchenette with refrigerator/freezer, stove top and microwave oven within the room. Laundry facilities (washers and dryers)

were provided and located in the basement. The cost of laundry was not included in my rent. The residence was on campus and a 10 min walk from my classes. The Frederiksberg Have is right next to the residence, which I loved to go outside and get some exercise. There's also a Zoo in the park and you can see the elephants for free, it was my favorite place to relax.

7. Other comments or recommendations.

Copenhagen is an amazing city for a school exchange, as a girl I always felt secure walking alone no matter the time. The metro is very clean and easy to use, it's also very safe even at night. If you are someone more active, then I would recommend getting a bike especially during the fall semester to bike around the city and explore its wonderful municipalities. Copenhagen in terms of groceries is not that much more expensive than Ottawa but concerning restaurants and clubs it's definitely more expensive so I would advise you to make a budget beforehand. I would recommend taking advantage of the dorms that CBS offers, that way you can meet other international students through the dorms and make yourself some friends for life.

If your budget allows you to, I highly recommend taking advantage of the cheap plane tickets and travel around Europe! Flights from Canada to Europe are so expensive so I took advantage of the good deals here and visited places like Iceland, Edinburgh, Paris and Ireland during my exchange.

8. Add a description of about five to seven sentences summarizing your experience.

For some of you it might be the first time you leave your home, your family and friends and it can definitely be challenging moving across the Atlantic, but in the end, I assure you it's all worth it! During those 4 months you'll grow so much as an independent young adult, and you'll return home a changed person. You'll create amazing new connections, I got to meet people from all around the world and after a month I already had a new best friend and she's all the way from Rio de Janeiro! Of course, you move abroad to experience a different school and learn from new professors, but the point of an exchange is also to broaden your horizons, meet new people, explore new cultures, travel and have fun!! CBS is definitely the school, where you can experience it all!