

Exchange Semester

EMLYON Business School

Fall 2024



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

Course Code	Course Name	Class Hours	Assignments/Exam	Description
4H3IB	International Business	12 Hours	40% Group Assignment 60% Final Exam	This course introduces students to the fundamentals of international business, covering both strategic and operational steps for companies looking to expand globally. Building on prior courses like Fundamentals of Marketing and Cross-Cultural Management, it explores how different company types, products, and target regions influence the internationalization process.
4H3CE	Customer Experience	12 Hours	40% Group Assignment 60% Final Exam	This course highlighted the shift from product-centered marketing to service-oriented strategies, emphasizing how experiences drive customer value. We examined common misconceptions, like the idea that “the customer is always right,” and learned that understanding complaints can be crucial for building true loyalty and enhancing the overall customer journey.
4H4DSM	Social Media Management	24 Hours	45% Final Exam 45% Group Assignment 10% Individual Project	After taking the Social Media Management course, I gained valuable insights into digital communication across platforms like Facebook, Instagram, and TikTok. It emphasized creativity in content creation and taught me how

				to analyze social media metrics and navigate influencer marketing and community management, blending theory with practical skills for effective social media management.
4H4DDC	Search Engine Marketing and Analytics	24 Hours	45% Final Exam 45% Group Assignment 10% Individual Project	This course focused on Search Engine Marketing, which is all about promoting businesses through search engines like Google. I learned to create effective marketing strategies and how to collect and analyze data from website visitors, which helps improve our marketing efforts and achieve business goals.
4H4DIM	Inbound Marketing	24 Hours	45% Final Exam 45% Group Assignment 10% Individual Project	In the Inbound Marketing course, I learned to use the customer journey concept to shape my customer relationship management strategy. I also designed and implemented a CRM strategy and worked on building a website, which is essential for effective digital marketing.
4H4DD M	Digital Marketing Overview	24 Hours	45% Final Exam 45% Group Assignment 10% Individual Project	In this course, I explored how digitization is transforming marketing strategies and how advertising budgets are increasingly focused on digital media. We covered essential topics like online business models, website content, usability, design, display advertising, and website analytics.

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

Academic calendar

Key dates

Arrival dates (including orientation days)

- Exchange Students arriving for Fall Semester: **August 26, 2024**
- Exchange Students arriving for Spring Semester: **January 2nd, 2025**
- Exchange Students arriving for Summer Session: **May 2nd, 2025**

Specific welcome arrangements are offered to exchange students. It is therefore imperative to be present at **emlyon** business school on the above mentioned dates.

Term dates (including final exams)

- Fall Semester (1S): **August 26, 2024 – December 14, 2024**
- Spring Semester (2S): **January 2nd, 2025 – April 24, 2025**
- Summer Session (3B): **May 2nd, 2025 – July 31, 2025**

Course registration in France typically takes place in the summer—my registration, for example, opened in early August. French schools are known for a more last minute approach, so don't be surprised if registration is only a few days before classes begin. Additionally, unlike in North America, there are no designated school holidays. You'll need to schedule any travel around weekends or breaks in your school timetable, as missing a class will result in an automatic course failure due to strict attendance policies.

The semester starts with an orientation day (mine was on September 2nd), where you learn about the school. However, there were no events planned for exchange students, so the school could have done better in this aspect. Keep in mind that you'll need to take the initiative in meeting people, as the school does not organize social events. Exams usually fall in December, but course scheduling here is also distinct: rather than spanning the whole semester, most courses are condensed, lasting one and a half to two months. You'll likely take six or seven courses, with some running from September to October and others beginning in October and concluding in December. This differs from the North American system, where each course typically runs from September to December.

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.*

The arrival process is quite straightforward. About two months before the semester starts, you'll receive an email with instructions for setting up your Microsoft accounts and logging into the school's Brightspace platform. Once you have access, there's a bit of administrative work that

should take no longer than an hour. This involves filling out online forms with personal details, uploading passport photos, providing emergency contact information, and other essentials.

Additionally, you'll have the option to enroll in various sports, which is a great perk, as sports are free at this school. You can select from a range of activities like basketball, football, rugby, and rowing—whether you're interested in competitive or recreational teams. Just express your interest on the online form, and the school will take care of the rest. Besides this, there are no other clubs or social events available at this school.

Course registration takes place about a month before classes begin. You'll receive an email with instructions to select your preferred courses.

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

Airplane Tickets: I booked both my tickets one way, since I did not know my return date at the time. I flew from Ottawa to Paris, then took a train from Paris to Lyon. The plane ticket was about \$800, then the train was \$150. However, I booked the train last minute, usually you can get a train ticket for about \$44-60. Then for the return, I flew out of Paris. Remember this when booking your flight tickets, since flying in and out of Paris will save you a lot of money. My return flight was \$420.

Housing: Housing costed \$1,350 per month, with the initial service fee of \$1,200. The service fee is mandatory to pay. There is not much flexibility when it comes to paying this, most places will make you pay for this. In total for 4 months it was \$6,600. Lyon is incredibly expensive to live in, especially as an exchange student since you do not have access to government benefits. So plan accordingly whether it can fit in your financial situation.

Vacation: Travel expenses can vary significantly based on your personal values and plans. Your budget plays a crucial role in deciding whether you prefer the comfort of hotels or the affordability of hostels, and whether you opt for flying or taking the bus or train. Personally, I spent around \$5,500 on my travels.

I highly recommend booking your train and plane tickets in advance whenever possible. However, this isn't always feasible, as it often depends on your school schedule and course selections. In Europe, train travel is relatively affordable, and for short trips, Flixbus is a great option.

To save money while exploring new cities, consider purchasing ready-made meals from grocery stores. This not only cuts down on costs but also accommodates your busy schedule, as you

might not have much time or space for cooking. Eating in this way can help you avoid the expense of dining out, which can quickly add up.

Textbooks: \$0

Public Transport: Public transport is quite affordable, costing around \$37 per month. Once you arrive, it's essential to visit the TCL store, which is the public transport system in Lyon. They offer a monthly pass at a great price. Don't forget to bring your student card with you to take advantage of the discount!

Meals: If you are comfortable cooking, then monthly groceries will be very affordable. This again varies on your diet, values, and what you enjoy eating. I went out for food with friends a couple times a week, and would eat lunch on campus. Per week I spent about \$100.

Visa Application: The total cost was about \$250

Health Insurance: This costed be about \$700

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

Visa Process	First, make sure you have valid documents, and that your passport is valid for your study abroad period. This includes your acceptance letter from the French institution, proof of sufficient financial resources, and health insurance coverage. The issue I encountered was that you can not submit your application for the visa 3 months earlier than your arrival date. This means that you have one chance at submitting your visa, and if it gets rejected for any reason, you will not have enough time to go through the process again. The visa application is submitted online through the Campus France portal, after which you'll attend an in-person appointment at a French consulate or visa center. During this appointment, you'll provide biometric data and submit supporting documents. Visa fees and processing times can vary, but it's crucial to meet the deadlines and keep track of any updates from Campus France. Once approved, you'll receive a long-stay visa valid for your exchange period.
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<p>Course Registration</p>	<p>Course registration occurs a couple of weeks before the semester starts, which feels quite late compared to the University of Ottawa. You'll receive an email prompting you to select your courses, giving you just a few days to decide and explore the available options. The course structure here is unique, operating in two-month phases. From September to October, you have the freedom to choose any elective courses that interest you; for me, this included International Business and Customer Experience. Then, starting in November, you transition to your major-specific courses, with options like Marketing, Finance, Operations Management, and Data Analytics. I chose Marketing, so my major courses began in November and continued through December. While the workload during September and October is relatively lighter, the intensity ramps up once your major starts in November, with at least 30 hours of class each week, plus additional homework. Attendance is strictly enforced—arriving even 1 minute late can lead to an automatic fail—so it's essential to be punctual and fully committed to your studies. From Monday to Friday, you'll find that there's very little time to yourself, so be prepared for a demanding schedule! Classes can stretch from 10 AM all the way to 7 PM every day, leaving you with minimal breaks to grab lunch or even a quick snack. The long hours can be quite challenging, so it's important to take care of your mental health.</p>
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6. Address and description of housing. Cost of housing.

Finding housing in Lyon, France, proved to be quite challenging, especially since the school doesn't provide accommodation. Starting your search early is essential. I secured my place through a platform called Joivy, with a monthly rent of \$1,350 and an initial service fee of \$1,200. For a four-month stay, the total came to \$6,600—a cost that aligns with what most students typically pay. While it can be difficult to find housing near the school, Lyon's efficient transit system makes commuting straightforward. So, even if you end up living farther away, getting to campus via metro or bus is quite manageable.

7. Other comments or recommendations.

If you're considering applying for an exchange program in France, I highly recommend learning some French if you don't know it already. The locals truly appreciate it when you make an effort to speak their language, and it can significantly enhance your experience. I've found that French people can be a bit picky and tend to stick to their own groups. However, when you can engage with them in French, even at a basic level, it opens the door to meaningful conversations and connections. Not only does this help you expand your network of friends, but it also makes navigating daily life much easier. Learning the language can lead to deeper interactions and a more authentic experience, allowing you to immerse yourself fully in the culture.

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

Applying for an exchange program has truly been one of the best choices I've ever made. Although I was initially hesitant, as moving to a completely different country is a huge step, the experience has been incredibly rewarding. I've made amazing friends from around the world and explored places I never imagined I'd visit. This experience has made me more adaptable and confident, teaching me to embrace challenges and find comfort in new environments. Beyond academics, this journey has truly expanded my world in unforgettable ways, opening doors to future opportunities and connections that will last a lifetime.