

Exchange Semester Winter 2024 - Grenoble École de Management

A) My Program of Study

While studying at Grenoble École de Management in the winter semester, all students must choose to study in one of the following majors:

- Global Management
- Finance and Accounting
- Marketing and Advertising
- Management of Fashion and Design Industry
- Entrepreneurship

Each of these programs has a total of 30 ECTS. I chose to study in the Marketing and Advertising major. This specific major had 6 set classes (classes 1-6 below), and I took 2 classes that were mandatory for all the international exchange students (French Business and Culture & Small Family Business). GEM makes your schedule for you, you do not get to pick your class times.

Course	Continuous Assessment	Exam	Duration of the course
International Advertising & Public Relations (2.5 ECTS)	100% (70% individual assignment, 30% group assignment)		15 hours
Brand Management (5 ECTS)	40% (15 minute group presentation on session 10 of class)	60% (2 hour exam in April)	30 hours
Digital Marketing (5 ECTS)	100% (40% group project, 40% individual report, 20% online google training)		30 hours
Sports Marketing & Events Management (5 ECTS)	40% (20% group presentation, 20% individual essay)	60% (2 hour exam in April)	30 hours
Sustainable Marketing (2.5 ECTS)	100% (60% Individual Assignment, 40% group exercises)		15 hours
French Business and Culture (5 ECTS)	80% (70% Group presentations, 10% participation)	20% (Quiz on the final class session)	30 hours
Small Family Business (5 ECTS)	100% Assessment (presentation, individual assignments, two team assignments)		30 hours

I thoroughly enjoyed my studies at Grenoble École de Management (GEM). Back home at Telfer School of Management, my major is International Management so it was very interesting to shift my focus to Marketing and Advertising for the semester, as this is also a field that deeply interests me. The professors were remarkably knowledgeable, coming from various corners of the world to teach us. With a smaller class size of 25 students, we had the opportunity to develop close relationships with both classmates and professors, fostering a deeper level of engagement and learning.

B) The timetable

Below is a screenshot of the GEM 2023-2024 Academic Calendar. This is likely subject to slight changes but this should give you an idea of approximately when to book flights, and how many holidays you get over the winter semester.



Bachelor in International Business (BIB) All years

2023-2024 ACADEMIC CALENDAR

04. – 08.09.2023	Induction for new September intake students
11.09.2023	Beginning of Autumn Semester classes for all students
01.11. - 03.11.2023	All Saints Day (Public Holiday) and long weekend
23.11.2023	Student Advisory Council (with Student Representatives)
04. - 08.12.2023	Revision week
11. – 15.12.2023	Exams
16.12.2023 – 09.01.2024	Christmas holidays
08. – 09.01.2024	Induction for new January intake students
10.01.2024	Beginning of Spring Semester classes for all Undergraduate students
12. – 16.02.2024	Resit Exams for Undergraduate students (incl language resit)
03.02.2024	Gala / Graduation Ceremony
22.02.2024	Student Advisory Council (with Student Representatives)
16. – 23.03.2024	Altigliss' (Optional student event, no classes during this period)
01.04.2024	Easter (Public Holiday)
15. – 19.04.2024	Revision week
22. - 26.04.2024	Exams for Undergraduate students
01.05.2024	Labor Day (Public Holiday)
08. – 09. 05.2024	Victory Day and Ascension (Public Holidays) and long weekend
20.05.2024	Pentecost (Public Holiday)
05 - 07.06.2024	Resit Exams for Undergraduate students
30.06.2024	End of Academic Year for Undergraduate students
<p>STUDENTS ARE REQUIRED TO BE AVAILABLE FOR CLASS AND/OR EXAMINATIONS WITHIN THE DATES SPECIFIED ABOVE (IRRESPECTIVE OF INDIVIDUAL PROGRAM SCHEDULES WHICH ARE SUBJECT TO CHANGE WITHOUT NOTICE).</p> <p>STUDENTS WHO CHOOSE TO MAKE TRAVEL ARRANGEMENTS THAT CLASH WITH THESE DATES, DO SO AT THEIR OWN RISK.</p>	

Note: This calendar is subject to change during the academic year and is not legally binding.

C) Procedures to follow upon arrival

- Upon arrival, GEM is dedicated to ensuring a seamless transition and integration into the school community. Upon acceptance, you'll receive regular newsletters detailing pre-arrival tasks such as housing applications, insurance procedures, required documents, and arrival dates.
- Within the first two weeks of classes, GEM requires you to upload specific documents to their online student portal, including your ID card or passport, civil liability insurance, copy of your visa, and a confirmation notice from the prefecture validating your long-stay visa.
- Since course selection is not within your control, there's no need to worry about course registration upon arrival. Typically, class schedules are distributed around three weeks before the semester starts

Social Activities:

- GEM offers excellent international student integration. On your orientation day, you have the opportunity to meet fellow international students over a welcome coffee.
- I also highly recommend joining the WhatsApp group chats that are linked in the welcome guides you will receive from GEM. There are constant events being organized by the different student organizations at GEM that are sent out in these chats. Attending these events is another great way to meet new people.

D) Budget outline (in CAD)

- Plane tickets = \$1,200 round-trip
- Rent = \$863 / month
- Electricity and Heat = \$90 / month
- Phone Plan = \$30 / month (unlimited calling / SMS and 250G of data)
- Groceries = approximately \$60 / week
- Restaurant meal = approximately \$25-30 depending on the restaurant
- Average cost of a drink = \$6 for a bottle of wine, \$4 for a pint of beer, and \$4.5 for a cappuccino
- 1 day of skiing (for day pass and ski rentals) = \$80
- Traveling total expenses (including transportation, hotels, food while travelling, and souvenirs) = approximately \$3,000
 - I travelled to 16 cities all over Europe, it is possible to spend a lot less than this on travels

E) Application procedures before your arrival

Getting your visa sorted out before arrival is essential. The application process is relatively simple; you can download the PDF application from the France Visa Consulate website (<https://france-visas.gouv.fr/en/web/france-visas/online-application>), which includes a checklist of required documents.

I strongly advise booking your visa appointment early. For example, I had to travel to Montreal because all appointment slots in Ottawa were filled for the month of December. Make sure you

have your official acceptance letter from your exchange school, like I received from GEM in early December. You should aim to book your visa appointment at LEAST a month before your departure. You'll need to leave your passport with the consulate until your visa is processed, and you'll receive it (along with your visa) via mail.

Housing payments are another aspect to consider. If you choose to stay in a student residence, you are generally obliged to pay a deposit fee as well as the first month's rent before arriving in France. To do so, you might need to talk to your bank to transfer money internationally.

Also, keep an eye on your emails, as the coordinator will reach out to guide you through the GEM program application process. It's straightforward; they'll provide clear instructions on how to register. Then, you'll just need to wait until you receive your acceptance letter.

F) Address and description of housing. Cost of housing.

During my time in Grenoble, I stayed in the *Stendhal Résidences Étudiantes - Campus Cardinal*. The address was 5 Rue du Docteur Mazet; it is located right by the water and in the centre of the city. I absolutely loved this apartment and this is mainly due to its location. It was only a 12 minute walk from the GEM campus, and it was within walking distance of everything you needed (grocery stores, train station, shopping, popular student bars and restaurants, you name it). There is access to a tram to get around, but I never needed to take it anywhere.

I booked the apartment off Studapart, which is the platform GEM works with since they do not offer student residence of any kind. This website was very easy to navigate and offered many different types of accommodations (student residences like the one I chose, flats, rooms in apartments, etc.). I do recommend paying for the guarantor service the platform provides; the landlords take your requests much more seriously when they see you have that status.

My apartment was a **T1 20m²** studio apartment for 1 person. It included:

- A fitted kitchen with a fridge, 2 hot plates and a microwave
- A single bed with storage drawers on the bottom, 2 desks, and a closet
- The bathroom was equipped with a shower, a sink and a toilet



- Some kitchen appliances were provided, but only very sparingly.
- Washer and Dryer in the basement (however, you had to pay 4 euros to use it)
- Free wifi
- Cold water

Stuff I had to buy/bring

- Electricity and Hot water
- Pillow and pillow case
- Sheets + Bedding
- Towels (Towels for the shower, dish towels, bath mat)

Although my studio apartment was small, it did everything I needed it to and once I decorated it a little, it had a nice charm to it. I never had any issues with the appliances, and the apartment was recently renovated, which was a plus. I paid 591 euros for rent (approximately \$860 CAD), which might seem a bit high, but this is because of its prime location. There are other areas of town that offer rent at a lower price.

H) Other comments or recommendations.

- If you're thinking of traveling, I suggest flying from either Lyon or Geneva airports. Grenoble has its own airport, but it's small, has fewer flights, and is harder to get to, plus tickets are usually more expensive. To reach Lyon or Geneva, you can take a bus for 1-3 hours, which is quite affordable, usually under 20 euros (I used Flixbus or Blablacar).
- Even if you've never skied before, I highly recommend that you still go up to one of the nearby ski resorts (Alpes d'Huez, Chamrousse, Les Deux Alpes, etc.) and give skiing a try. Many of the ski resorts offer lessons in either French or English, and skiing on those Alpes is truly an incredible, breath-taking experience.

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

My semester abroad in Grenoble was truly incredible. I fell in love with its people, culture, cuisine, educational opportunities, breathtaking scenery, and every other aspect. Choosing Grenoble was one of the best decisions I've made; it's a vibrant city with endless delights. My time there has been transformative, fostering personal growth, forging international bonds, and deepening my immersion in diverse cultures. Without hesitation, I wholeheartedly recommend experiencing a semester exchange in Grenoble to anyone seeking an enriching adventure.

