

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

- Intercultural Management: This course is a part of your orientation week. This integration seminar is about our understanding of ourselves, how culture impacts our personalities, and our perceptions of others. Then we discussed some tools to help students better understand behaviour and attitudes whenever working and living abroad. 40% of our grade was based on participation and 60% was based on a group project. For the group project, each group received a question they had to answer and make a presentation about. The topics included teamwork, integration in a new country, and so on. The presentation needed to be about 10 minutes long. This course occurred over three 6-hour days, making a total of 18 hours. This course is worth 2.5 ECTS.
- Brand Management: This course discusses the nature of brands and the ways they can be managed. After defining the nature of brands, the course discusses various issues: brand legitimation, brand stretching, co-branding, brand communities management, etc. It is worth 2.5 ECTS. 20% of your grade is from a group project and 80% of your grade is based on the final exam (which is a case study). Basically, at the end of every class, a group project is assigned, related to the topic that you just learned about. You have to research a company, answer questions on the topic, and create a slideshow. You have to submit these slideshows every time they are assigned, but you will only present one time. You are obviously graded on the slideshow that you end up presenting. We had this class 4 times, and they are 3-hour lectures, making a total of 12 hours. This course is worth 2.5 ECTS.
- Channel & Retail Marketing: This is a fourth-year course in the marketing specialization that aims to increase the students' understanding of how organizations build and manage their access to markets and of the most relevant retail management issues. It builds on the fundamentals of marketing on the "p – place" management and introduces concepts of channel and retail marketing. The deliverables in this course are: 2 team case studies (one worth 20%, the other worth 30%), an individual exam (worth 50%). Your participation in the course can also affect your grade by +/- 3%. The case studies require a long written report and a presentation. This course happened over four 6-hour days, making a total of 24 hours of class time. This course is worth 5 ECTS as it is a specialization course.
- Digital Marketing: This course goes over a range of topics including: key issues of content, usability, navigation and design, and how you can improve your website user experience; search marketing; social network, marketing and analytics, predictive modelling, mobile

advertising and commerce, CRM strategy and digital advertising. The deliverables are: a Google Analytics for Beginners certification (10%), a 2-page individual case study report (10%), a group project (40%), and a final exam (30%). There is also 10% given for in-class participation. The group project break down is: 25% for a 10-page marketing plan, 10% for a 15-minute presentation, and 5% for the peer evaluation. This course is worth 5 ECTS and is 21 hours of class time.

- **Business Game International Business Development:** This is a simulation game where you and your team are essentially managing a firm and competing with the other teams to try to get the best results. The winner is the team with the highest cumulative total shareholder return. The game happens over 7 rounds representing 7 fiscal years, where you have to make financial decisions in each round based on the current market situation and other factors. This is an intensive 3-day game where you have to submit a 20-page report by the end of it, and prepare a 10-minute presentation in front of your peers. This course is worth 5 ECTS and is 27.5 hours of class time.
- **Digital Companies:** This 4th year course provides you with tools for launching your own simple digital company, and then you immediately start a group project where you launch that company. The goal of the project is just to gauge the public's interest in your digital company, to see if you should continue on with this venture. Most teams create a website and social media accounts to promote their company. At the end of the course, all teams presented their ideas and their results. This course is worth 5 ECTS and happened over 4 6-hour days making a total of 24 hours of class time.
- **Information & Digital Systems:** This course emphasizes the fact that information systems are at the core of a business, since they help with all other aspects of the business, such as marketing, project management, finance, etc. 30% of your grade is based on a multiple-choice test (only 17 questions), and 70% of it is based on a group project where you create a functional Information Systems mapping, which you'll learn about in a lecture. This course is worth 2.5 ECTS and was 12 hours.
- **Social Entrepreneurship:** This course discusses the social and solidarity economy and its global issues, with a focus on social entrepreneurship. This course also goes over the basics of the Social Business Plan and the main financing modalities. 20% of your grade is participation, 30% is a case study, 30% is a business plan, and 20% is the final exam. This course is worth 2.5 ECTS and 12 class hours.

B) The timetable (academic calendar, registration dates, orientation, beginning and end of classes, exams, holidays, number of semesters, etc.) Please submit the precise dates so students will know when to book their flights next year.

- Registration dates: They will e-mail you in the summer (around July) with a registration link.
- Semester start date: September 4th
- Orientation week: September 4th -7th
- Holidays: November 1st -2nd
- Exam week: December 10th -14th
- Semester end date: December 14th (The school originally told us that the end date was December 21st, so if you want to be on the safe side, buy a flight with date change included in the price.)

C) 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.

- Course selection is completed in an online form at the end of July. You can choose a mix of 3rd year and 4th year courses; they are all taught in English. If you miss the deadline, you can also complete course selection during the orientation week. If you want to sign up for a third language course other than French, you have to register once you arrive in September.
- The International Affairs Office will help you if you want to drop/add/swap a course. You can check with them that you are completing enough ECTS credits.
- Student Affairs Office deals with your administrative registration and will help you with the OFII process (they mail the OFII form for you, and you can ask them questions about it).
- World Connexions is a student-led association that organizes activities for students such as a party weekend in a mystery location, a trip to Paris, and more.
- You can register for a recreational sport, such as: badminton, boxing, salsa, dance, tennis, etc. Or you can register for a competitive sports e.g. basketball, rugby, soccer, etc.

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

Airplane (round-trip): \$1100

Housing: \$600/month approx. except December \$375 b/c less days. \$2130 for 4 months.

Vacation: Maybe \$300 a month. This obviously varies greatly from person to person, and also from month to month, depending on the length of trips and the distance.

Textbooks: N/A

Meals: Probably around \$45 for weekly groceries, sometimes less because I would eat at the cafeteria often. Caf lunches are about \$7.50, so this expense would depend on how many days of class I'd have that week (which can range drastically).

Phone plan: \$22/month. \$22 for the SIM card at first too.

Tram tickets: Would buy a \$15 tram pass valid for 10 tram trips. That's probably all you need per month if you live in walking distance to the school.

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

- Told you need to wait for admission letter before applying for visa, not true - just need for appointment. Apply on <https://france-visas.gouv.fr>. Book appointment on <https://online.vfsglobal.com>. Will prob be able to book appt a month in advance. Allow at least a month between appointment and flight. New VFS centre just opened in Ottawa.
- Documents required: appointment confirmation, visa application form, OFII (only top part filled-out), passport, proof of insurance, admission letter from host institution, nomination letter from home university, ID photo following Schengen visa guidelines, student ID, bank statements for 3 months prior to appt (include current balance)

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

- I stayed in a 2-bedroom Airbnb at 96 Rue Antoine-Durafour, St-Etienne, France 42100
- It was a 15-minute walk from the school and an 8 minute walk to the mall (which had a large grocery store).
- Rent was \$600/month, except for December which was \$375 since it was 3 weeks.

G) Work term (if applicable).

N/A

H) Other comments or recommendations.

- Buy a "Carte Jeune" to get discounts on train tickets. You can buy this at oui.sncf or at the train station. Costs \$74 and is valid for 1 year.
- Flixbus is also a good option for cheap transportation.
- You have to add a "0" before a French phone number in order for it to work.
- This school puts a huge emphasis on group projects, so it's better to take as many classes that are worth 5 ECTS as you can, so that you have fewer classes and in turn, fewer group projects to manage.

- If you have a co-op term following your exchange, you will have to do Skype interviews. Reserve the “boxes” at the school for a quiet place alone to do your interviews. Reserve them also for group meetings.
- Don’t expect the “Learning Hub” (essentially, their library, but not really) to be a quiet place to study.
- If you want to change classes, do it soon and quickly. You can only drop out of a class or join a new one if only 1 session has occurred so far.
- The school’s staff take their breaks seriously so don’t try to see International Affairs Office or the Student Affairs Office at lunch; instead, go during a class period where you don’t have class.
- Many of the professors don’t even have access to their class’s Brightspace page, so don’t expect all of the slideshows from lectures to be on there. Sometimes you can ask the teacher to put the Powerpoint presentation on your personal USB key, so remember to always carry around a USB.

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

This has been a great experience for me so far since I love to travel and hadn’t been travelling in a while before this. There are so many beautiful cities in France to discover with so much history and stunning architecture. The location of St-Etienne is very convenient since we are close to the city of Geneva in Switzerland, as well as Milan in Italy! There are many weeks that I only have 1 or 2 classes, so it’s easy to take advantage of all that free time for trips. Coming here with a friend has also made the experience all the more enjoyable, since I can always count on someone to be my side to share my travels with. Becoming friends with the other exchange students has also been great, since they’re all from different countries and they are going through the exact same experience as us. This experience has been a nice change from my regular life in Canada and is definitely an opportunity that I won’t regret taking.