

## University of Ottawa Study Abroad Questionnaire

Institution attended: Lancaster University

Semester: Winter 2018

I took 4 courses as they fulfilled the requirement of 32 ECTS credits that I needed to fulfill on my exchange.

**Course 1:** *Social Context of Entrepreneurship*, ENSI 315, 4 US credits/ 8 ECTS credits:

Description: The main focus is on contexts that combine social and commercial objectives, including social enterprises, co-operatives, social entrepreneurship and families in business. Your own interests are built on as you research an organisation and a conceptual issue that provide insights into entrepreneurship in a social context. Issues such as the power and dominance of the enterprise discourse, performance measurement, tensions between objectives and mission drift are explored, alongside implications for policy makers.

- ➔ This class had both a lecture (1 hour) and a seminar/workshop (2 hours) each week.
- ➔ Assignments: Reflective essay and two group presentations, no final exam

**Course 2:** *Routes to Market*, MKTG 229, 4 US credits/ 8 ECTS credits:

Description: The course aims to provide you with an introduction to supply chains and channels: buyer and supplier behavior, purchasing and purchasing strategies, customer value propositions and the problematics of their delivery and deployment, comprehension of the value-in-use/total cost of ownership pricing approach and the analysis of opportunities/value propositions, an understanding of retailers as a particular form of supply chains, particularly in the context of brand management in fast-moving consumer goods contexts, and a basic understanding of business selling and key account management.

- ➔ This class had both a lecture (2 hours) each week and a seminar (1 hour) every other week.
- ➔ Assignments: Essay and a final exam

**Course 3:** *Advertising*, MKTG 232, 4 US credits/ 8 ECTS credits:

Description: The overall aim of this course is to develop an appreciation and understanding of the fast-moving and multi-faceted world of advertising from both a theoretical and managerial perspective. This course will focus on advertising within the private sector and will cover a number of contemporary issues in advertising, including social and ethical issues, international advertising and advertising regulation. On completion of this course, students should be able to demonstrate a clear understanding of advertising theory, strategy and execution.

- ➔ This class had a lecture (2 hours) each week and I had to attend 5 workshops (each 1 hour) over the course of the semester.
- ➔ Assignments: Project and a final exam

**Course 4:** *Ethical Responsibility in Business*, OWT 314, 4 US credits/ 8 ECTS credits:

Description: The objective of this module is to attempt to develop moral sensibility and practical reasoning in the context of managerial everyday action in organisations. The module will be concerned with morality in action, as it happens, rather than a removed reflection on codes and principles of ethics and CSR (corporate social responsibility). The module will aim to show that ethics and CSR in action is diffused and difficult. Nevertheless, managers and employees have a responsibility to ‘work it out’ for themselves. The module will use a number of case studies as a basis to develop this moral sensibility so that managers will be able to act in a morally appropriate manner as part of their ongoing organisational action.

- ➔ This class had a lecture (1 hour) and a seminar (2 hours) each week.
- ➔ Assignments: Group Report and a final exam

**Term Breakdown:** There are 2 terms, but it is common that all of the course content is covered during the Lent term.

- Lent Term: 12 January 2018 – 23 March 2018
  - All of my classes ended as of March 23<sup>rd</sup>
- Easter Vacation: 24 March 2018 – 19 April 2018
- Summer Term: 20 April 2018 – 29 June 2018
  - This term I had 1 “revision lecture” for my Routes to Market class, but the rest of the term is meant for studying for exams and the exams itself. My exams ran from May 15<sup>th</sup> until June 11<sup>th</sup>.

**Orientation Week:**

- 09 January 2018 – 12 January 2018
  - It was put on by the International Exchange Office and was extremely informative and helpful and allows you to meet most of the other exchange students from around the world.
  - The registration for classes was also during this week.

**Procedures to follow upon arrival:**

- I got to the University a day earlier than recommended so I made sure that there would be someone to give me my key for my accommodation.
- Once you arrive, go straight to the college that you are assigned to and find the Porter’s office. They will give you the key to your room and even be able to show you where your exact residence building is if they are not too busy.
- I was in Furness College and they were not able to offer me bedding for the first night I was in residence. I arrived early and was able to bus to town and buy bedding so that I was comfortable for my first night.

- The first day of orientation there was an optional dinner that I recommend going to. It's a free dinner and you get the chance to meet the International Exchange Office staff and meet other exchange students.

### **Services offered by the International Exchange Office:**

- Orientation Week:
  - o They provide you with a packet of important dates and deadlines and informative pamphlets
  - o Course registration
  - o Campus tour
  - o Tour of the city centre of Lancaster
  - o Detailed information sessions
- Social activities:
  - o Quiz nights at various pubs on campus
  - o A trip to the town of Chester the day before school starts

### **Budget:**

*Flight:* Ottawa → Manchester, Dublin → Ottawa

- USD \$ 1,250.00

### **Housing:**

- The cost of my Superior Ensuite from January 8<sup>th</sup> until June 30<sup>th</sup> was £3,212.96.

### **Food:**

- I purchased groceries once a week and sometimes went out to eat or bought a meal on campus. A rough cost of food from January 9<sup>th</sup> until June 30<sup>th</sup> would be £800.

*Travel:* When writing this I have only travelled to Scotland, and the Netherlands, and within England.

- The trains within England and Scotland and not normally too expensive and flights can be very cheap with Ryanair. Everyone has a different mindset with travelling, but I allocated about \$1,700 CAD to my travels within my six months in Europe.

### **Textbooks:**

- My professors uploaded powerpoint slides for their lectures and recommended readings that could either be found online or at the library so I did not have to purchase any books during my term.

### **Application procedure before arrival:**

- The International Exchange Office is very organized with sending out emails and reminders of deadlines for course registration and paying the housing deposit.
- In terms of applying for a visa, I applied for the short term study student visa that lasts six months. The appointment was very smooth and straight forward and my visa took about two weeks to be accepted and sent back to me.
  - o It is important that the visa be submitted as soon as possible so that the lowest fee just has to be paid and the actual visa in the passport comes in time for your departure.
  - o There are many documents that are required for this type of visa. The application website for the visa is fairly straight forward and explains the different documentation needed
    - <https://www.visa4uk.fco.gov.uk/account/register>

### **Housing:**

I was in Furness College, specifically the Hawkshead building which is situated across the path from the Porter's building near Alexandra Square which is the middle of campus. I stayed in a Superior Ensuite style room and recommend this type of room. The Superior Ensuite is available in all colleges and ranges from £136.01-£144.97 per week. From the website it states that around 65% of the accommodation is ensuite, with residents enjoying their own private toilet, washbasin and shower. Lonsdale and Cartmel Colleges offer entirely Superior Ensuite accommodation, with Furness Central, Fylde, County South, Grizedale and Pendle West also offering large quantities. Bowland Tower also has a small supply of this room type. All offer 40 week lets, and a weekly fee of £136.01. Additionally there are a handful of larger rooms in Lonsdale, County, Fylde and Cartmel (36 week let only), costing £144.97 per week. Between six and eight students share kitchen/dining facilities in our Superior Ensuite accommodation, except Bowland Tower where five share each floor and its associated communal facilities.

- The cost for me to stay in Furness College from January 8<sup>th</sup> until June 30<sup>th</sup> was £3,212.96

### **Recommendations:**

- Fly into Manchester and book a direct train from the airport to Lancaster. From the train station it is easiest when you first arrive to take a taxi with your luggage to the University.
- Arrive early in the day so there is time to bus to town and buy bedding.

- Join the Study Abroad Society (LUSAS): they offer fun day trips at a low cost and I met some of my best friends in this society. They also offer weekly events such as a tea time during the week.
- England is quite diverse in terms of landscape and the country has a lot to offer. Don't be limited to just travelling to London and the major cities. Explore the smaller towns and specifically the Lake District.
- There is a free bus to and from Sainsburys (the local grocery store) every Wednesday that runs at various times. That was the most convenient and inexpensive way for me to get groceries once a week
- Complete all of your assignments and projects before the Easter break so you have as much time to travel and be with friends and family as possible,

### **Summary of my experience:**

Going on exchange has been the most exciting experience of my life so far. It has helped me to grow in various ways such as time management, to have a greater dependence and understanding of my own abilities, and to have a greater respect and understanding for how other cultures interact, view the world, and conduct business. I was anxious about going on my exchange, but after a few weeks of being at Lancaster University I made some amazing friends and had an easy time settling into my classes and handling the course load. I have travelled within England, but have also been to Scotland and the Netherlands and hope to continue my travels to see as much of Europe as possible. Most flights are fairly cheap and are not very long in time so I recommend to take advantage of being in Europe and exploring as many countries as you want to and are financially able to (keeping in mind your studies and budget).