

# Experience Report

Newcastle upon Tyne, England, United Kingdom

Fall Term (Semester 1) 2024/25

09.09.2024-17.01.2025



Name: [REDACTED]

Course: B.SC. Business Administration (5<sup>th</sup> Semester)

Exchange Program: STAP Program – WiSo Faculty – University of Cologne

Completed Courses:

BUS2038 Introduction to Sustainability – Theory and Practice

BUS2040 Human Resource Management and the Future of Work

MKT 3099 New Product and Service Development

MKT 3101 Global Advertising and Brand Promotion

## **Preparation, Arrival and Accommodation**

Studying abroad had always been a dream of mine, and when the opportunity finally came to choose a destination, I knew I wanted to go to a northern country. England, in particular, has always held a special place in my heart, so I was excited and grateful to see my application accepted. To prepare for the semester, I knew I needed to meet the language requirements, which was one of the first hurdles. In addition to holding a Cambridge Certificate, I enrolled in a Business English course at university to further improve my language skills, specifically for business communication. To gain more insight into what my semester abroad would be like, I participated in several informational events organized by the university. These events were invaluable, as they provided practical advice on everything from cultural differences to tips on living and studying in the UK. Fortunately, I didn't need a visa for my stay, which made the process a bit easier. However, securing accommodation turned out to be one of the more challenging aspects of my preparation. The university has limited on-campus housing available, and it is allocated on a first-come, first-served basis. This meant that I had to act quickly to secure a spot in the dormitory. Unfortunately, despite my best efforts, I couldn't secure a place in university accommodation. The alternative housing options, such as Airbnb or private rentals, were exorbitantly expensive and far beyond my budget. After extensive searching, I found a room through ErasmusLiving, a platform designed to help international students find housing. The room was in a shared house in a popular and vibrant neighborhood in Newcastle, which was perfect for me. The house was well-located, making it easy to get to the university and explore the city during my free time. To ensure that I would be well-prepared for the start of the semester, I arrived in Newcastle a week before the university year officially began. This extra time allowed me to settle in, familiarize myself with the city, and get comfortable with the local transportation system. I also used the time to explore the area and get to know the essentials, such as nearby shops, cafes, and restaurants. This early arrival made the transition much smoother, as I felt much more at ease once the semester started.

## **Studying at NUBS – Newcastle University Business School**

One of the first places I visited upon arriving in Newcastle was, of course, the university. The main campus is located in the heart of the city and is absolutely stunning. It has a magical, almost Hogwarts-like atmosphere, with its grand, historic buildings and picturesque courtyards. Walking around the campus for the first time was like stepping into a different world. In contrast, the business campus is much more modern, with sleek, contemporary architecture. Situated right next to the iconic football stadium, it offers a vibrant atmosphere and is an exciting place to study, especially for sports fans.

Newcastle University is known for its diverse and active campus life. There is an impressive range of clubs and societies available, many of which are open to international students. Whether you're interested in sports, music, volunteering, or cultural events, there's always something happening. I joined a few societies to meet new people, and it was a great way to integrate into both the international student community and the local student scene.

When it comes to academics, the variety of modules offered is truly overwhelming. There are countless options to choose from, allowing students to tailor their studies to their specific interests. The range of assessment methods was also diverse, with some modules focused on

exams, while others were more project-based or required presentations and coursework. This mix of assessment types kept things interesting and gave me the chance to develop a variety of skills. In terms of teaching styles, I noticed several differences compared to my home university. The professors at Newcastle University encouraged a more interactive and discussion-based approach in many of the classes, which allowed for more direct engagement with the material. There were also plenty of opportunities for independent study, with a focus on self-directed learning, which I found both challenging and rewarding.

Overall, my experience studying at Newcastle University was intellectually stimulating and rewarding, with a blend of traditional and modern teaching methods. The campus itself, combined with the extensive range of academic options and the lively student culture, made for a memorable and fulfilling semester.

## **Courses**

*BUS2038: Introduction to Sustainability – Theory and Practice:* This course was particularly relevant to my studies and personal interests. It provided a comprehensive overview of sustainability frameworks and practices, encouraging us to analyze both current and future approaches to sustainability. The assessment for this module required me to write an essay reflecting on my personal sustainability practices and exploring how they could evolve in the future. This assignment was insightful, as it pushed me to evaluate my own behavior and consider how I could contribute to a more sustainable world, both personally and professionally.

*BUS2040: Human Resource Management and the Future of Work:* This module was an eye-opener in terms of understanding the dynamic and rapidly changing landscape of work. The assessment was based on a case study about BCG's gender-related workplace issues. The module encouraged us to think about how organizations can adapt to new technologies, changing work environments, and evolving employee expectations. I found it fascinating to explore the future of work, especially with topics like remote work, automation, and workforce diversity.

*MKT 3099: New Product and Service Development:* This module was especially engaging, as it focused on the entire process of creating new products and services, from ideation to market launch. The assessment involved preparing and presenting a video pitch for a new product or service, which was a great exercise in creativity and communication. It was exciting to think about innovative concepts and how to effectively market them to a global audience.

*MKT 3101: Global Advertising and Brand Promotion:* This module gave me an in-depth understanding of advertising strategies on a global scale. The assessment required us to analyze various advertisements, focusing on the message, target audience, and the overall effectiveness of the campaign. It was a valuable exercise in understanding how brands position themselves in different markets and how advertising influences consumer behavior. I particularly enjoyed the critical thinking involved in evaluating the strategies behind successful ad campaigns.

## **Living in Newcastle and Traveling**

Living in Newcastle was an incredible experience, made even better by the city's warm and welcoming atmosphere. Newcastle is known as the "party capital of England," and while there's no denying that the nightlife is vibrant, the city offers so much more than just partying. It's full of diverse events and activities, so whether you're into socializing, exploring, or just relaxing, there's something for everyone. The student community here is especially open and friendly, making it easy to meet new people from all over the world.

The city itself is absolutely beautiful. One of my favorite places to visit was Tynemouth, a charming coastal area with stunning beaches. Tynemouth is only a short journey from Newcastle, making it a perfect spot for a day trip. Every Sunday, there are large markets in both Tynemouth and Newcastle, where you can find everything from local produce to vintage items. It's a great way to spend a leisurely afternoon while exploring the city's local culture.

Newcastle is also a perfect base for outdoor enthusiasts. The surrounding area offers some amazing hiking opportunities, with scenic trails just outside the city. There are numerous day trips you can take to explore the UK and beyond. For example, you can visit iconic Harry Potter filming locations, ancient castles, or nearby cities like Durham, York, and Manchester. If you're in the mood for an international adventure, Dublin is just a short flight away. For nature lovers, the Lake District and Scottish Highlands (my personal favorites!) are must-visit destinations. During my time there, I took part in an organized tour for international students to the Highlands, which turned out to be my personal highlight. The breathtaking landscapes, the tranquility of the area, and the rich cultural history made it an unforgettable experience.

Overall, Newcastle offers a fantastic mix of urban life, natural beauty, and cultural experiences, all within easy reach of the city. Whether you enjoy exploring new places, hiking through picturesque landscapes, or just soaking in the local atmosphere, there's always something exciting to do.

## **Conclusion**

My semester abroad at Newcastle University was an enriching and unforgettable experience. The university's stunning mix of historic and modern campuses, combined with a wide variety of modules, provided both academic depth and practical insights. Living in Newcastle was equally rewarding, with the city offering a vibrant student life, beautiful spots like Tynemouth, and plenty of outdoor activities. The organized trips allowed me to explore iconic destinations like the Highlands, which became a personal highlight. Overall, this semester not only enhanced my academic knowledge but also allowed me to immerse myself in a new culture and make lasting memories. I would highly recommend studying at Newcastle University to anyone looking for a dynamic study abroad experience.