

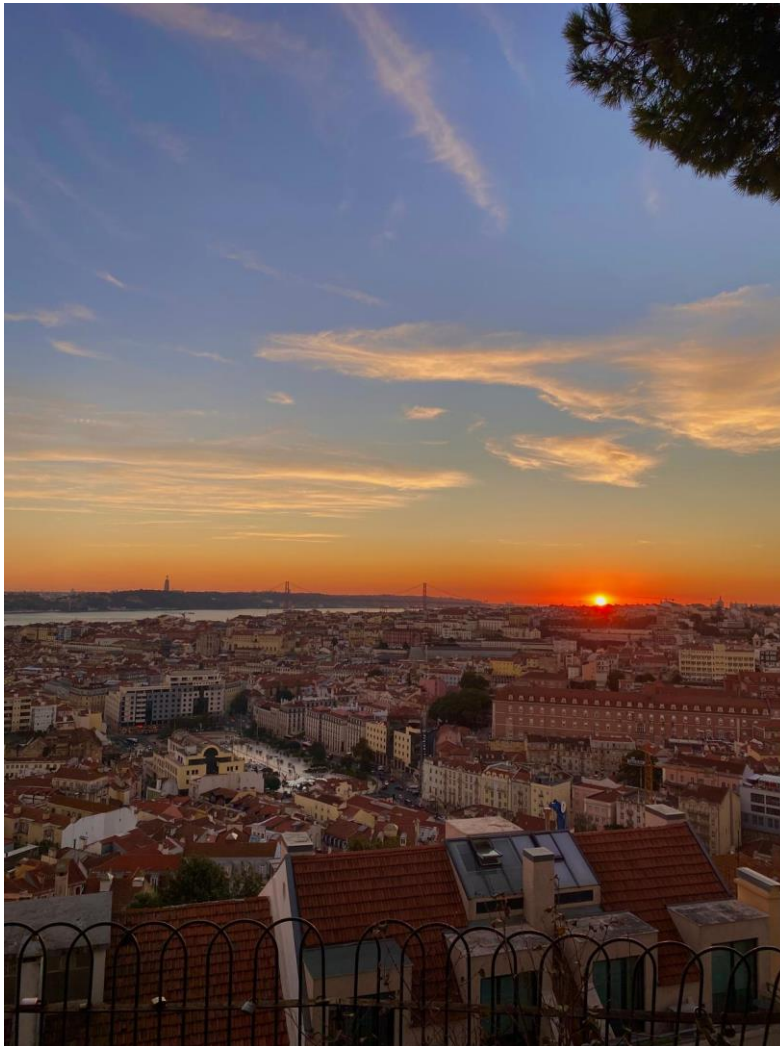
STAP Experience Report

ISEG - Universidade de Lisboa

Lisbon, Portugal

Fall semester 2024/2025

M.Sc. Business Administration – Marketing



Behavioural Lab (2 ECTS)

Leading People in the 21st Century (3 ECTS)

Excel & Python (3 ECTS)

Competitive Intelligence (6 ECTS)

Decision Making & Optimization (6 ECTS)

My name is Alexandra, I am 25 years old, and I am currently doing my master's degree in business administration with the major Marketing. I have spent one semester abroad at ISEG in Lisbon.

Preparation

Before coming to Lisbon, I needed to select the courses I want to attend at my host university. In order to get some information about the course offer, I have read the course manual in advance and looked at the time schedule for the courses. The selection of the courses took place at a specific time and the assignment of the courses was FCFS. Unfortunately, this was very challenging because most of the courses were full very quickly and thus many students needed to re-select their courses. I was quite lucky because I got most of the courses I planned to do and which ones I already indicated in my Learning Agreement but many students needed to decide for new courses and reconstruct their complete timetable. Apart from that, the organization and communication with ISEG was very comfortable, because the responsible coordinators replied very quickly to mails and there were no other complications.

Housing

I started to look for a flat 2-3 months in advance. The search for a flat was not that easy as many good options were already booked or too expensive for me. In addition, if you book via platforms like "Housinganywhere" or "Spotahome" you have to pay agency fees. In general, the rents were higher than I expected. Thus, I recommend you to start early to search for a flat. In the end, I booked my room via HOUZE. There you don't need to pay agency fees, you only pay one month rent and a deposit in order to book the room. I lived in a 7-people flat with 2 bathrooms and I paid 645€ per month for my room. My room was quite small but it was totally fine. The apartment was also fine, the only thing which was very annoying that we had a lot of problems with hot water and in general, it got very cold in the winter months. But I think this is a general problem with flats in Lisbon. In addition, there was a construction work going on all the time, thus we had a lot of noise. But I think for now the construction work is already over. I lived in Santos, which I can recommend a lot because it is a very nice neighbourhood with many cute cafés, bars and restaurants. Moreover, my house was very close to university. It took me only 8 minutes walk to go to class, which was very convenient. Other neighbourhoods which I can recommend to live in are Lapa, Principe Real, Chiado, Baixa, Bairro Alto, Campo Ourique. In general I think every neighbourhood which is close to the centre is good for living, except Martim Moniz. But if you are looking for a flat close to university, you should consider Lapa, Santos or Chiado. I really recommend to move into a shared flat, because this is the best way to get to know people and also make some friends. I became very close friends with my flatmates and we spend a lot of time together and went together on trips. However, I also know some people who did not get a long with their flatmates, so I guess you can be lucky or unlucky, but still I think it is a great opportunity.

University

The university is compared to the university of Cologne quite modern. Most of my classes were pretty small, around 20-30 people. But I also had two courses which took place in a bigger auditorium, with around 50-70 people. I liked the university campus, because everything was easy to find and in the classrooms every seat had a plug-in. However, I did not like the canteen, because the food is not good at all there. There is also a library on campus but I did not study there very often, because I did not like that one that much. I studied most of the time at the "Biblioteca Camoes" which is close to Bairro Alto.

Behavioural Lab (2 ECTS)

This course was only in the first half of the semester. It was a mix between theoretical and practical content. I really liked the teacher of this class, because he was very motivated and presented the content in an interesting and interactive way. We had a lot of discussions in class. Further, we needed to submit two small group works and hold a short presentation. In addition, we needed to write an essay about a leadership topic. This was the most work of this class, because the essay needed to be around 20 pages, which I felt was a bit too much work for 2 ECTS. But in total, I liked the class and can recommend it.

Leading People in the 21st Century (3 ECTS)

This class was held by the same teacher who also taught "Behavioural Lab". Thus, the content was overlapping sometimes. The class started in the second half of the semester. There was an opportunity of doing a voluntary group work in combination with the exam, such that both works would count 50%. I decided to take the exam 100%. I needed to study quite a lot, because there was a lot of content, but it was not difficult. The exam consisted of 20 single-choice questions and 5 development questions, out of which we needed to answer two.

Excel & Python (3 ECTS)

This class started as well in the second half of the semester and I think it was my favourite one. In the first half of the class, we did Excel and in the second half Python. For both parts, the teacher always worked on some example exercises on his computer and everyone could repeat the tasks on his own laptop. The Excel part was very understandable and easy to follow for me. The Python part was a bit more difficult, because I never worked with Python before. Thus, it was sometimes a bit difficult to follow, because the teacher was bit too fast. But in the end, it was fun to learn it. There were also two voluntary homework, one with Excel and one with Python, we could submit in order to enhance our final grade. I did not study that much for the exam. In the Excel part, we needed to write the Excel commands, and the Python part was single-choice. The exam was very fair and not too difficult.

Competitive Intelligence (6 ECTS)

This class was during the whole semester. The teacher was very motivated and he had a lot of practical experience, because he was working full-time in a company. We discussed every week different company cases and analysed the company and sector. The final grade consisted of 50% group work and 50% exam. For the group work we needed to choose a company of our choice and needed to solve different questions and tasks regarding this company, and held two presentations. This group work was my favourite one, because it was very practical. I did not study for the exam, because it was open book and we were allowed to bring everything from class. The exam was very application-related. However, it was very stressful because we needed to work on three different company cases and we got a lot of information to read, but the time was very limited. In the end, I was not able to finish all the tasks, but I still got a good grade in the exam.

Decision Making & Optimization (6 ECTS)

This class was during the whole semester and it was the most difficult one for me. It was a lot about mathematics, algorithms and heuristics and I needed to study a lot for the exam. Here, we also needed to work on two group projects, which were both weighted 30%, and the final exam which was weighted 40%. Although it was a lot to study, I liked the course, because it was fun to have one class where I needed to calculate and not learn everything by heart. The final exam was very fair and not too difficult.

Leisure activities

Lisbon is a very beautiful city and it has a lot to offer. There are many nice bars, cafés, restaurants and places to party. In my free-time, I spend a lot of time with my friends. I would recommend you, to participate in the beginning in many Erasmus and university events in order to get to know many people. In the first weeks, I went to a lot of parties and events. My friends and me we also spend a lot of time in Bairro Alto, which is the place to be for student nightlife. There are a lot of bars which offer XXL cocktails for 5€ and free shots. But it is also a bit “trashy”, but you should still go there some time, because it is fun and a must-do in Lisbon! But there are also many nice chill and fancy bars, where you can have good drinks and nice music. I would recommend to try many bars, cafés and restaurants. Moreover, I did a lot of sports in my free-time. I have an Urban Sports Club membership, and with that it was possible to try many studios in Lisbon. You can also go to them if you have a membership with ClassPass. My favourite studios are “Amplify”, “studiorise” and “The Kynd Space”. In addition, my friends and me we played a lot of Padel, which is very popular in Lisbon. Furthermore, I tried surfing for the first time in Lisbon and I really liked it, and thus I continued to do it the whole semester. There is a surf school where all Erasmus students go to. If you have the ESN or ELL card, you only pay 15€ (during the week) and 20€ (on the weekend) for a surf lesson, equipment included. The surf teachers there were very funny and friendly. In the warm months, we spend also a lot of days at the beach. There are many beautiful beaches close to Lisbon, and the closest one is only 30min by train.

Apart from my time in Lisbon, I travelled a lot around Portugal. Portugal is a very beautiful country and has a lot to offer. I travelled to the Algarve, Porto, Azores, Peniche and Madeira. I can recommend all of them and I would suggest you travel and see as much of the country as possible. In addition, I also did some day trips to Ericeira, Sintra and Nazaré. In Nazaré you can see giant waves in the winter months some days, you only need to check the forecast before.

In general, I really enjoyed my time in Lisbon. Most of the time we had great weather, it is almost everyday sunny and even in the winter months we had around 15-17 degrees some days. The people are very friendly and open-minded and there are a lot of activities to do and things to see. So don't miss this opportunity and go to Lisbon for your semester abroad! 😊