



## **IT University Travel Report**

*Dear Student, this is a template – the aim is to inspire other students who may wish to follow in your footsteps. You are free to give your report the shape you want and to go beyond the questions. You are also very welcome to include pictures and contact information – but you need not.*

*Note that by filling in and sending the report you automatically consent to publishing it on ITU student.*

**Host university:** City University of Hong Kong

**Study Programme at IT University:** Global Business Informatics

**Exchange agreement or Free mover:** Exchange agreement

**Courses studied abroad:** Operations Management, Corporate Social Responsibility, Advertising Management and Integrated Marketing Communications, Management Ethics, East Asia and Globalization **(5 courses in total)**

**Period studying abroad: semester (autumn/spring) autumn year 2025**

**If you wish to give advice to other students regarding your travels, please state your contact info here: [asec@itu.dk](mailto:asec@itu.dk) / [astrid.e.christensen@gmail.com](mailto:astrid.e.christensen@gmail.com)**

## **Your stay abroad**

**What was it like to study at the university (including choice of courses, academic level, social life at campus)?**

I can truly and honestly say that going on exchange to City University of Hong Kong (CityUHK) was the best choice that I ever could have made in regards of exchange. It was an incredible experience! I didn't really know what to expect, and I feel Hong Kong is an extremely underrated destination, but it was amazing. You get a true mix of city life with skyscrapers, beautiful nature with great hiking trails and beach life, because you will live close to the beach, if you go with an exchange agreement, as you will live at the Ma On Shan compound. Of course, you're also allowed to live on your own or share an apartment with others, which I know a few other exchange students did, but I just found it much easier, cheaper and better to live at campus. I paid approximately 10.000 DKK to share a dorm room for four months with a roommate, which you can share your own preferences for, if you want (like wishing for someone from the same country or similar to your own). You can also wish for a specific person, if you know someone or is going with someone of your same gender, as the dorms are divided between boys and girls. The social life at campus is truly great, there is something for everybody, and if you wish to use some of their facilities like the gym, you can sign up for it (which was a bit of a slow process) for free. Be prepared for having to travel 40 minutes – +1 hour daily, if you want to get to Central, as the compound is pretty far out, but honestly you get used to it pretty quickly. Plus you're taking the metro with friends or acquaintances often, so time goes by fast. Everybody wants to be a part of the community at the campus, so the social life is in general really good, but it's always what you make of

it. I made some great friends, and everyone was very sweet and open to socializing.

One of the reasons for why I chose Hong Kong was not only because of how diverse it is. I cannot explain it, because it really feels like a country of its own. But I also chose it, because of the academic freedom of getting to choose outside of what ITU has to offer. The academic level is generally not very high, compared to what I know back home. I had attendance for all my classes, a presentation for four of my classes, where the locals don't really show a high academic level in presenting either (everyone read aloud on their phones), and an individual or group assignment for four of those classes. All of this felt a bit like being back in 9<sup>th</sup> grade, but at least I got to choose my own classes with acceptance from ITU, which meant I only had one exam out of five courses, which was very nice, as it gave me a lot of freedom to travel on the other end. However, I had one class in advertising marketing, that made me figure out which direction I want to shape my professional career, so I am thankful that ITU were open to accepting the course.

**What was your initial motivation for going abroad and did your stay meet your expectations?**

For me it was a non-negotiable for when I applied to university in the beginning. I like studying abroad and have done so before. You get a better understanding of the world and other cultures, which I think is also really great, if you want to work in an international environment in the future. I was able to choose marketing courses with a focus on advertising, which was also something that was very important to me when choosing university.

**Please describe what you got out of your stay, both personally and academically, and how do you expect it to contribute to your further studies?**

On a personal level, I felt like a different person coming back from my stay. I felt more appreciative, even more than I had before. The whole experience of going on exchange experience is something that pushes you as a person, and despite not considering exchange on my master's, I now feel it is something I want to do. As already mentioned, I didn't feel the academic level was at a high-level, but it made me feel appreciative of how education is at a much higher-level back home, and people actually want to engage in class. It also made me sure of what I want to do careerwise.

## **Arranging your stay**

### **Please give a short description of the process of arranging your stay:**

It was quite easy and intuitive I would say. Once you get an acceptance letter from CityUHK, they help you with pretty much everything, as long as you got an exchange agreement. I had a friend who went as a freemover, and he had to do mostly everything himself, and the university didn't help him very much. He wasn't allowed to stay at campus with me and my other friend who got an exchange agreement, and they lacked to inform him of welcoming events for the Business department, which we were a part of.

### **What resources did you find helpful in planning your stay and which people did you use (if any)?**

I thought Anna (exchange coordinator) was a great help, and then a previous GBI student, who had gone the year before. Further, my friend whom I went with through the exchange agreement was huge help. I would really recommend using and supporting each other, if you are two or more going together. It makes the process ten times more manageable.

### **How did you arrange practicalities such as accommodation?**

CityUHK help us arrange accommodation at their campus on Ma On Shan (the only of the two campuses that exchange students can apply to). It's a completely new campus (2024), so everything is very new and in good shape.

## **Expenses and Financing**

### **Please comment on expenses connected to your stay abroad**

Honestly, I thought it was fairly cheap in Hong Kong, compared to many other big cities, even though they are expensive compared to China. It is cheap to eat out, but other stuff may be a little bit more pricy. It all depends on what you do and where you go. People that I knew, that had gone beforehand told me it was expensive, but I felt it may have been exaggerated a bit. You might be renting out your apartment and or working while you are abroad, and then you get to bring your SU with you, so honestly you won't spend that much more than what you bring. My friend actually ended up earning money more than spending. However, I chose to travel throughout my stay, which is very common, and most people do it during the semester, and that is what your highest spendings will go to, as you already have prepaid your accommodation if staying at the compound.

### **Did you apply for scholarships and would you recommend any ones in particular?**

I did apply for a few scholarships, and I was able to get one, but it wasn't much (it was a private fond, only applicable to few). Otherwise, I was granted the ITU Travel Pool, which was a small but nice addition too.

### **Recommendations for other students:**

Join the activities, take part in the social life, and be curious of Hong Kongs culture – it has so much to offer. Otherwise, reach out to me, I would love to give recommendations and tips for your exchange!