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**Degree Program at TAU: Sofaer GMBA**

**Host University: ESSEC BUSINESS SCHOOL**

**Exchange term: two weeks (25-06-18 to 13-07-18)**

### **About the country and city**

ESSEC business school is located 30 mins from the city center of Paris. France gives the typical vibes of its rich culture about Europe and Africa as France have opened there gates to many African immigrants and it is so beautiful too see them mix together with the local French people and live peacefully in the country where every individual wants to prosper. Cergy is the city where ESSEC is located and Cergy is a very peaceful and fun loving country side city It is located 27.8 km (17.3 mi) from the center of Paris in the "[new town](#)" of [Cergy-Pontoise](#), created in the 1960s, of which it is the central and most populated commune.

### **ESSEC Business School**

All of the courses were in English in a period of 3 weeks 5 days a week from 9:00-16:00. The course evaluation was mainly on attending the classes every morning. It is a pass and fail course no grades. Mostly the course was focused on luxury brand management and various economical and entrepreneur aspects of Europe. I decided to join ESSEC mainly because of my love of luxury and fashion brands and it was very fascinating for me when I heard the story and the history of big brands such as Louis Vuitton , Chanel and etc and another important aspect that I took with me was about getting to know more about the European economy and there mind set on how to deal in the European market. The professors were very helpful in solving any questions we had and were very welcoming and it didn't take any time for the students to gel along the professors even though the time was limited . .

### **Accommodation – dorms and other solutions**

There is an option for the students to stay in the dorms which is controlled by the authorities of ESSEC, and there are many options to rent apartments for a short period of time through Air BNB and other platforms, I selected a apartment which was just across the entrance of the business school which was very convenient for me to commute to the class every day. And the campus area also has many gardens,

parks and museum nearby which was ideal to visit after the class got over. To live in Paris would not be ideal as the class starts very early in the morning which would be difficult.

### **Visa**

As a holder of the Chinese passport it was little bit complicated to get the visa from tel- Aviv but the process didn't take more then 3 weeks in total.

### **Transportation**

Cergy is served by three stations on Paris [RER line A](#) and on the Transition suburban rail line: [Cergy – Préfecture](#), [Cergy - Saint-Christophe](#), and [Cergy – Le Haut](#). Cergy is served by direct buses from [Charles de Gaulle Airport](#).<sup>[3]</sup>

The bus company [STIVO](#) provides 17 lines of buses to travel within the agglomeration of Cergy.

The metros are very easy and convenient to use and obviously the taxis and uber are also at our disposal.

### **Food and nightlife**

The cafeteria in ESSEC is really good and there is a Starbucks very nearby. The nearby supermarket was so convenient as it had every thing but there is a catch it is not open on Sundays, majority of the restaurants and café are also closed during the Sunday as my suggestion would be to go to Paris during that time as the nightlife in Paris is one of the best and the bars and clubs are also very exciting . A lot of museums as well as you will start to love art and artists. All museums have a free day on the first Sunday of the month. In addition if you are a student and your age is less than 26 you will enter all of the museums anytime for free.

### **Conclusion**

It was an amazing experience for me specifically as I was blown away about knowing about the history and there business model of the various fashion brands . France is a fun-loving place and especially during my stay the country was going crazy as they were winning the world cup and the peoples were celebrating the victories outside in the streets which was a awesome experience to witness.