

### Personal Information

**Full name:** Nir Zalts

**Email:** nirzalts1@gmail.com

**Degree Program at TAU:** MBA – Master of Business Administration

**Host University:** WHU – Otto Beisheim School of Management

**Exchange term (including the duration):** MBA European Summer Program 2024 (Two weeks) – “The Changing Environment for International Business in Europe”.

**Phone number:** +972-52-6234573

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### Exchange Experience

- **About the country and city**

**Germany** – The Federal Republic of Germany is located in the Heart of Europe. Germany is surrounded by 9 other countries: Denmark to the North, the Netherlands, Belgium, Luxembourg and France to the West, Switzerland and Austria to the South and the Czech Republic and Poland to the East. The Federal Republic of Germany covers an area of 357,000 km<sup>2</sup> and has a population of 82 million people. After Russia, Germany is the most populated country in Europe.

**Vallendar** – Vallendar is a lively small town located on the bank of the river Rhine, which unites the atmosphere of ancient tradition and typical regional charm. The town’s distinguishing feature – old bourgeois houses dating from the 17<sup>th</sup> and 18<sup>th</sup> centuries – are for the most part timber-framed buildings displaying exquisite beam carvings. The charming surrounding countryside offers many attractive walks and hiking routes. In the summer months, daily boat trips are operated along both the Rhine and the Moselle.

**I can promise that you will fall in love with this quiet and so beautiful town!**

**Koblenz** – about 7 km from Vallendar, can be reached by bus (you will get a bus card upon arrival and all information concerning transfer between Koblenz and Vallendar).

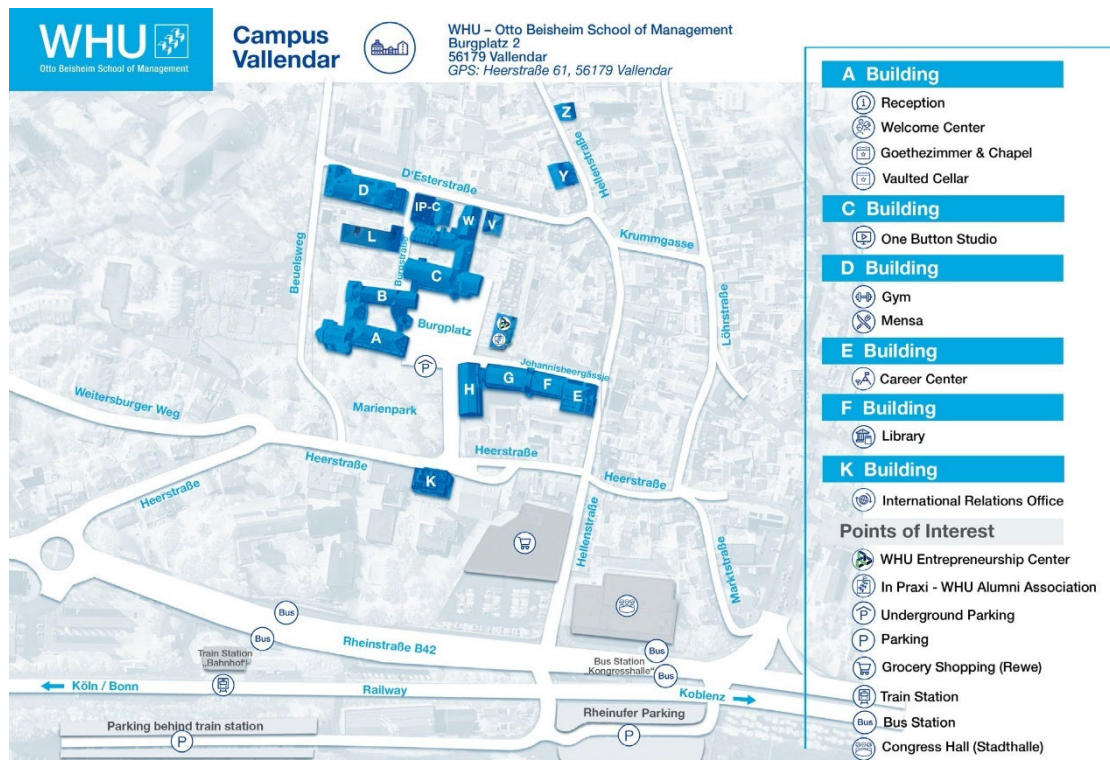
Situated in between the picturesque landscapes of the Rhine and Moselle and surrounded by 4 low mountain ranges is the 2000-year-old town of Koblenz. Its abundance of cultural monuments and historical buildings, the cozy little lanes and alleyways, the relaxed and happy atmospheres of its squares and river promenades make Koblenz a sympathetic town where its guests feel right at home. The view from high (118 meters) above the Rhine at Ehrenbreitstein Fortress across the "Deutsche Eck" (German Corner) with its re-erected monument, the "Reiterdenkmal". A meeting point for visitors from all over the world who are on their way to discover the fascinating landscape between the Rhine and Moselle.

Wandering through Koblenz will give you an idea of its fascinating character: romantic little lanes and historical squares intermingled with shops, restaurants, and cozy taverns. A walk from the marketplace "Florinsmarkt" to the square "Münzplatz" and from there on to "Jesuitenplatz" will take you past beautifully restored shops and offices, the churches "Florinskirche" and "Liebfrauenkirche" and numerous cultural monuments along the way.

Modern shopping centers are nestled into the historical surroundings of Koblenz. The city also offers an abundance of original wine bars that invite you to take a break at any time. The banks of the Rhine and the Moselle also invite people to relax in the open air or to stroll along the promenade amidst a wonderful landscape. Koblenz was given its name by the Romans with the construction of "Castellum apud Confluentes" (castle by the confluence). While exploring Koblenz' past, visitors will be impressed by the history of this town, which, over centuries, was first captured by the Franks then chosen as residence by the dukes and electoral princes, occupied by the French and finally ruled by Prussia. Fortress walls and towers, castles, residences, monuments, and parks paint a convincing picture of the town's eventful past. Emperors, dukes, and kings have resided in Koblenz. Visitors from all over the world discover the buildings and cultural heritage they have left behind. The notion that food and drink soothe the body and soul does not just apply to Koblenz. Nevertheless, savoring the specialties from this region is a particular and unique experience. Enjoy original dishes such as "Döppekoche" (savory potato cake made of grated potatoes, bacon, and onions), together with a young or mature wine from the steep slopes of the Moselle vineyards or the Rhine valley – simply irresistible.

- **About the host university – campus and school atmosphere, location, staff attention and care.**

Here you can find the map of the campus:



The main WHU building (A, B) is known as the Marienburg, and the lecture halls (C, H, G, K) are centrally located around a central square, the Burgplatz. This, together with the neighboring park, lends WHU the self-contained character provided by a real campus university. No more than a few offices are located in the immediate surrounding area.

All the university buildings, the library (F), computer rooms, lecture halls, departments, cafeteria, and administrative offices are within a short distance of one another. The Burgplatz is a pleasant place for relaxing, with its benches nestling under shady trees and large fountain. The atmosphere is intimate and non-intimidating. It's easy to meet up for a chat, to meet new people or to relax between lectures. Those looking for peace and quiet will find it among the large old trees of the park bordering the Marienburg.

WHU – Otto Beisheim School of Management is an internationally oriented and privately financed business school. Since its establishment in 1984, WHU has proved itself a paragon of future-oriented research and teaching in business administration.

Rankings – According to 'Financial Times', WHU offers number 1-degree programs in Germany and #13 worldwide according to 'Financial Times' master's in management ranking 2023.

The range of courses includes a Bachelor and Master of Science Program, a full- and part-time MBA Program and the Kellogg-WHU Executive MBA Program. In addition to these courses, WHU offers customized programs for management that are tailored to the needs of the particular enterprise. WHU also has the authority to award PhDs and professorships.

WHU's international network includes more than 200 partner universities with which there are exchanges of lecturers and students, as well as cooperation in research worldwide. WHU is regularly certified by EQUIS and has been granted the AACSB accreditation, which guarantees the excellent standard of courses and a high degree of internationalization. In addition, WHU is the only private business school in Germany, which is a member of the German Research Association (DFG). In both national and international rankings WHU – Otto Beisheim School of Management continues to occupy leading positions.

**WHU-Card** – The WHU-Card is a multifunction card serving as admission card for the library, copy card, entrance card to the buildings (and the gym) as well as student identity card. You will receive it upon arrival. Note that the card has to be returned at the end of the program. The main entrance to WHU is open from Mondays through Fridays from 8 a.m. to 6 p.m. Outside these times and on weekends the doors close automatically, meaning it is only possible to open the doors with your WHU Card.

**Cafeteria/Mensa** – WHU's Cafeteria (D building) is open Mondays to Fridays from 11:30 a.m. to 1:45 p.m. You can buy snacks and salads directly in the cafeteria. The registration fee of the program includes a daily lunch from Monday to Friday. The cafeteria also offers vegetarian and vegan meals.

**Library** – WHU has a modern library with a current stock of around 41,300 books (including approx. 4,600 e-Books), 250 journals in print and 61,000 online journals. Approximately two thirds of the journals are in English. In addition, there are journals in other languages. The library and the reading room are available to every student 24 hours a day, also on weekends. Librarians are available to assist you during the following hours: Monday through Friday: 8:30 a.m. to 4:00 p.m.

**WHU Gym** – The WHU Gym is open from 6 a.m. to 4 a.m. and can be accessed with your WHU Card. It is located in the basement of the D-building.

**The PC Lab** – You will easily find it in building F (2<sup>nd</sup> Floor). Around 40 PCs are available to every student 24 hours a day with all standard Microsoft office tools needed. Every PC is connected to a printer (printing costs 5 cent/page or 25 cent/colored page). Printing is also possible in the library. As most of the communication at WHU is via email, check your email accounts regularly!

**I have to say that the school atmosphere is absolutely amazing, so relaxing and cool place to study!**

**Also, the staff attention and care to the students is so wonderful.**

**All of them make the effort so you can study and enjoy your time there!**

## ▪ Courses and professors

The WHU MBA European Summer Program comprises a two-week course on 'The Changing Environment for International Business in Europe' on the attractive campus in Vallendar, located just outside of Koblenz in the valley of the Rhine River. The program is designed for MBA students of WHU's partner schools in their second year who are interested in International Business, Finance, and Corporate Strategy. As an alternative to an exchange semester, the program offers a targeted and compact insight into international business in Europe. It offers a well-balanced combination of lectures, group work, company visits, and cultural experiences.

For this program you can choose to participate in one of two available sessions during May. The program, directed by Professor Dr. Michael Frenkel, focuses on the following topics:

1. European Trade Integration and the Euro
2. Competing in European Markets
3. European Aspects of Family Business
4. The Business Tax Environment in Europe
5. Business Environment and Strategies of FDI Investors in Central and Eastern Europe
6. Entrepreneurship from a European Perspective
7. The Relevance of Family Businesses in Europe
8. Raising Capital in European Capital Markets

The program comprises 48 academic hours plus around 22 contact hours of a cultural program.

The program is made up of a series of lectures, study periods, review sessions and company visits.

In general, you will participate in the lectures, then be split into groups to discuss a case study / group project, then re-group to participate in a review session which may involve giving a presentation of your work etc.

The group work will be graded and is worth 50% (10% per group work) of the overall grade, and the other 50% will be based on a final exam.

You will receive **pre-readings** before arriving in Vallendar, which you will be expected to have read before participating in the classes. You will receive a WHU email account with your login-data (e-mail address and password). To access the Pre-readings and all the other lecture materials, you have to login on **Moodle**. Note that the pre-readings will be provided electronically only, and you will need to bring a laptop with you for the group work. You are expected to have read the pre-readings before the lectures take place.

- **Extra curricula – orientation, social activities, student union, etc.**

There are some of extra activities besides of the lectures, during the program:

- **Company Visits** – Integrated into the program are several company visits, including a visit to the 'European Central Bank', a local German family business and financial institution like 'Allianz Global Investors'.
- **Cultural Activities** – Included as part of the two weeks program are several cultural and social activities, such as – welcome and farewell dinners, castle visit, guided city tour to Koblenz, boat tour along the Rhine River, winery tour and tasting.

- **Career center (if applicable)**

There is a Career Center in WHU, in building E, but of course I didn't check it due to the short and the intensive program. If you go to full semester, you can check it.

- **Business and Network Development**

Due to the short program, I made the effort on the network development with the other members of the program.

▪ **Accommodation – dorms and other solutions**

There are two dorms solution from the university. They have arranged the following accommodations that are remarkably close to the campus, modern and reasonably priced.

- Vallendar, Höhrerstraße 34, 5 min. walking distance **north** to WHU. New and modern furnished with single bed, kitchenette and private bathroom, different sizes: single room apartments or shared apartments for 2, 4 or 5 students (with single room). Costs for two weeks:
  - 450 € for a single room apartment
  - 430 € for a single room in a shared apartment (2 students)
  - 380 € for a single room in a shared apartment (4 students)
  - 400 € for a single room in a shared apartment (5 students)
- Vallendar, **SmartFlats** Goethestraße (SFG), 5-8 min walking distance **east** to WHU. Newly built apartment house, single room with own bathroom and kitchenette. Costs for two weeks: 450€ (**This is the option I decided to choose. With these prices differences, single room is the best option**).

If you would like to stay in **hotel** – be aware prices vary but will most likely be much higher than the above-mentioned options. You will need to arrange booking, transport to WHU on your own. There are hotels situated in the Vallendar and of course also in Koblenz area.

Vallendar is a small and quiet town, with only a few amenities (including, however, a large supermarket) so you should remember that many of your neighbors may be elderly or families with young children.

I would also like to emphasize that the center of Vallendar (where the campus is situated) is about a 10-minute walk from the two options of the accommodation. So, there is no such difference.

You will have internet access at all dormitories and even most of the private apartments do offer internet W-Lan access. Anyway, you may have 24 h access – wireless LAN – at the WHU and there will be several computers at your disposal at the pc-lab.

**Check-in housing** – After the pick-up at Frankfurt Airport the bus will drive directly to Vallendar. In Vallendar, a member of the housing office and a team of students will be waiting for you and helping you with the check-in.

**Check-out housing** – Check-out will be one day after the course is over, until 12:00 pm.

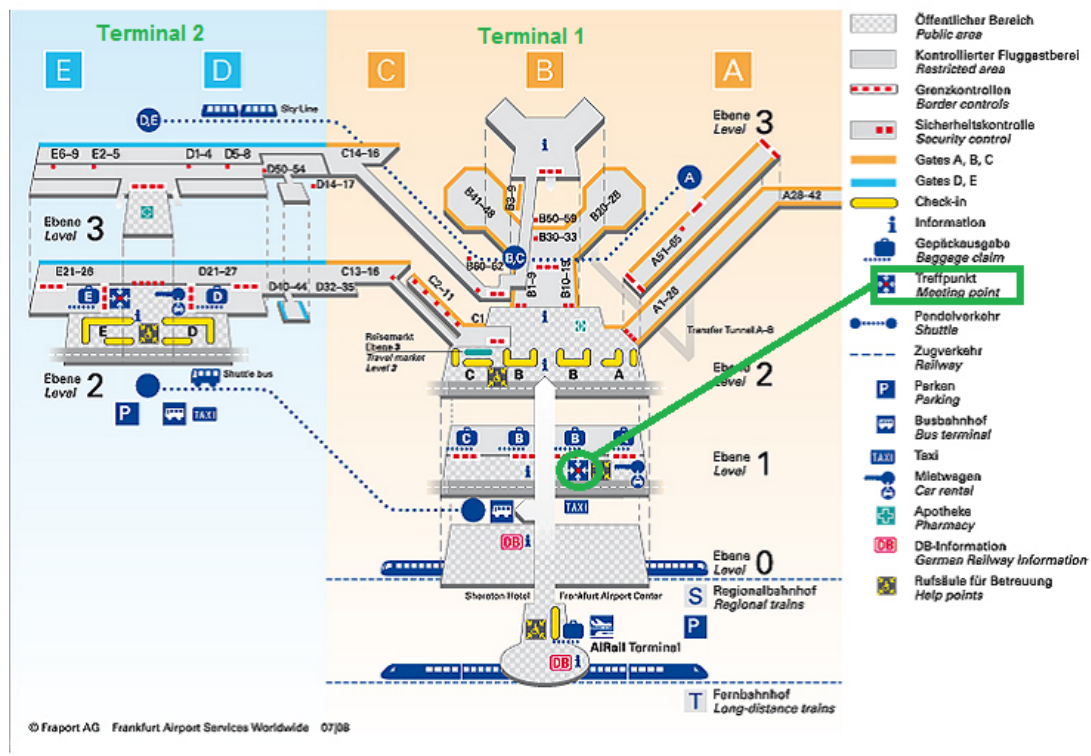
## ▪ Visa

Israeli-citizens in possession of a valid passport do not need a visa for stays up to 90 days. If you need, you could contact the local German Consulate or Embassy to determine whether a visa is required. So, for just two weeks, you don't need any special visa to enter the country. If you go to full semester, it's a different story.

## ▪ Transportation

- An airport pick-up is organized for you on the first day of each session from Frankfurt Airport. Additionally, an airport drop-off is organized for you in the morning after the end of each session.
- Make sure to book a flight to Frankfurt Airport (IATA: FRA) and not Frankfurt Hahn Airport (IATA: HHN) which is located 100 km away from Frankfurt.
- I highly recommend making use of this service, as it is the easiest and most comfortable way to travel to WHU. Additionally, arriving individually may cause difficulties when checking into housing.
- If you are interested in taking the pick-up/drop-off – which is highly recommended, you should organize your flights accordingly.

## Airport Map –





### **Travelling to and from Vallendar –**

- **By plane** – the easiest way is to fly into Frankfurt/Main, Cologne/Bonn or Düsseldorf Airport and then take the train.
- **By train** – The train station at Frankfurt Airport is called Fernbahnhof (for long-distance trains IC, ICE, EC) or Regionalbahnhof (for regional trains RB, RE). You can buy tickets online via [www.bahn.de](http://www.bahn.de) or via the “DB Navigator” App, or in person at the vending machines at the station or Reisezentrum DB. Ticket prices can vary a lot, it is advisable to buy them as early as possible. Timetables for all connections throughout Germany (and some European countries) can also be checked on the website and the app.
- **Public Transportation** – There is a particularly good bus connection between Vallendar and downtown Koblenz (bus line 8). Bus tickets for bus line 8 between Vallendar and Koblenz are provided upon your arrival at WHU. Your ticket allows you to ride the bus at any time, just show your ticket to the driver upon entering the bus. You can also use the train for travel from/to Vallendar-Koblenz.

### ▪ **Insurance and health services**

Of course, I recommend purchasing travel insurance, like any other trip abroad. I'm using travel insurance via "Hafenix Smart Travel", but you can choose any company you would like.

### ▪ **Living expenses**

During this two-weeks program, you don't have many living expenses. Of course, you need to book and pay for the –

1. **Flight** – around 400\$ for the route of Tel-Aviv to Frankfurt. I took a flight to and from with "Lufthansa". Try to organize and book your flight ASAP.
2. **Accommodation** – 450€ for single apartment
3. **Program cost** – 495€

As you get lunch in the university Cafeteria during the weekdays (except of Saturday and Sunday), you need to pay just for the breakfast and dinner. The cost of food in this area is cheaper than the relative cost in Israel. For example, you can get a main dish in good restaurants for 10€-15€.

So, 25€-40€ should be enough for your daily breakfast and dinner (and of course coffee during the day), depend on the level of the restaurants and food you would like to have.

We also got a free transportation ticket. So, if you get it, you can travel by train or bus free!

Therefore, I don't think you will have any other special living expenses, besides of buying some groceries to your apartment and shopping that you plan to do there.

## ▪ Food

Germany is a traditional meat-and-potatoes country. However, besides this traditional cooking, you will find a wide range of international restaurants with all styles of food. A classic German breakfast includes rolls, jam, cheese, cold meats, chocolate spreads, hard-boiled eggs and coffee or tea. Beer is the national beverage, and it is one cultural phenomenon that must be adequately explored.

### Restaurants

- Ristorante Rialto Italian restaurant – also take-out, Löhrrstraße 77 (closed Sundays & Mondays)
- Ristorante Petrocelli Italian restaurant, Heerstraße 40 (closed Tuesdays)
- Mediterraneo Ristorante Italian restaurant, Rheinufer 6 (closed Wednesdays)
- **GrillTime Grilled specialties – also take-out, Goethestraße 4 – near to the SmartFlats apartments (Great choice for dinner).**
- City Döner Vallendar Turkish restaurant – also take-out, Markstraße 5
- **Phuong Dong Asian Bistro – also take-out, Heerstraße 20 – near to the SmartFlats apartments (Great choice for dinner).**
- Goldene Ente Asian Bistro – also take-out, Hellenstraße 17
- **Die Traube German restaurant, Rathausplatz 12 (closed Sundays & Mondays) – we went there for dinner. Amazing fine-dining restaurant!**
- Herzog von Nassau German/Croatian Restaurant, Höhrer Straße 1 (closed Mondays)
- Kristin's Fries, Burgers, Sandwiches, and cakes, Heerstraße 51 (only open Fridays to Mondays)
- **Bäckerei Klingseisen bakery, Heerstraße 30 – highly recommended for quick breakfast.**
- Bäckerei Geisen bakery, Rheinstraße 101

### Pubs

- Irish Pub (Burgstraße 7) – For Guinness drinkers. Great events, including Pub Quiz and Karaoke night.
- Joe's Winkel (Am Plan) – Unbelievably narrow. View of the Moselle.
- Gecko Lounge Cocktailbar (Gemüsegrasse 14a) – Cozy atmosphere in the vaulted cellar. Jazz on Thursdays!
- Café Pfefferminzje (Mehlgasse 12) – Very small. Tasty cheap snacks during the day.
- Mephisto (Eltzerhofstraße 3) – Loud, smoky, narrow. Young crowd, so you'll meet a lot of WHU students.
- Havana Restaurant & Cocktail Bar (Kornfortstraße 6) – Cuban restaurant & bar. Cocktails and food, Cuban music.
- Taquitos Cantina y Bar (Münzplatz 6) – Mexican food, full bar with a variety of cocktails. Happy hour!

## **Good Weather suggestions**

- Jesuitenplatz in Koblenz – Ice cream parlors (eGelosia Laden is one of the best in Germany) and beer at Alex or Einstein.
- Königsbacher Biergarten am Deutschen Eck – A large beer garden surrounded by trees directly next to the Rhine and close to the famous “German corner.”
- Maximilians Brauwiesen (Lahnstein) – If you’ve been to the Oktoberfest in Munich, you will see certain similarities. Homemade beer, and it tastes good. You can even take a small barrel home with you.
- Gretchen’s Garten (Urbar) – Nice place on the Rhine, between Vallendar and Koblenz.
- Gutsschänke Schaaf (Fährstraße 6, Winningen) – 25-minute ride by train or car, on the left bank of the Moselle. Nice wine village, inner court with art gallery. Regional wine. Closed on Thursdays.

## ▪ **Night life**

There is not so much "night life" in Vallendar. There are very few pubs and except of the students from WHU, most of the people are families and elderly people in this town. So, if you want more options for having fun, it would be better to check options in Koblenz, as I mentioned above.

▪ **Tips**

- Remember to bring your **adapters/converters!** It isn't easy to get these in Vallendar if you forget them. You would need to go to Koblenz, which is pretty easy, but takes a bit of time and the first couple of days are pretty busy with activities. In Germany, all electrical outlet points are designed for 220-volt, 50 HZ, AC, and two-prong plugs. Any adapters you may need can be bought in electronics shops, but ideally, you should bring some with you.
- It is helpful to bring a **water bottle**. There aren't drinking fountains and water costs money in Europe, so I found it helpful to brought own water bottles to fill in the room.
- Remember that your room is an apartment (not a hotel), and you will likely need to purchase things like **hand soap, garbage bags**, etc.
- In most supermarkets you will be able to pay with debit card or credit card. However, not all stores accept cards or only starting from a certain amount. It is always good to have **cash** on you in Germany! It is a clever idea to bring some cash with you for the first few days in case your cards do not work yet.
- Stores are closed on Sundays. There will be restaurants open, but keep in mind that if you need anything from a store you will likely need to wait until Monday.
- There is a supermarket walking distance from campus where you can buy groceries and basic toiletries – it is open Monday-Saturday from 7am-10pm (it's called **REWE**).
- Generally, lunch is provided on weekdays at WHU, but you are responsible for all other meals. There are a few dinners on the schedule that are included as well.
- It is important to be on time. Germany is a very punctual culture, so it is not unlikely that you will be left behind if you are late. Try to eliminate the "Israeli time" from your mindset while you're here and make sure the school is represented favorably among your peers from the other schools and the faculty/staff at WHU by your actions and conversations.
- If you miss the shuttle from the airport, there is a train station in Frankfurt airport where you can book a train to Koblenz (there is a travel center in the airport that can help you). From Koblenz, you can either take a taxi (about 20 euros) or a bus (line 8) to campus. If you take taxis, I'd suggest telling the taxi driver to take you to either REWE (the supermarket by campus) or Sparkasse (a bank next to WHU) in Vallendar.
- There is an amazing bakery that I recommend – the bakery "**Klingseisen**" (Heerstraße 30, on the way to WHU). I went there literally every morning for quick breakfast before class. The sandwiches, pretzels, croissants, and other baked goods have all been delicious! The amazing chocolate bread and chocolate rolls – be sure to try them!

- **Weather** – Germany is situated between the West winds of the Atlantic Ocean and the continental climate of the South. There is rainfall in every season. During winter, temperatures can drop to between 5°C and minus 15°C. The summer temperatures range between 18°C and 36°C. So, bring appropriate clothing for spring and summer – also sweaters and umbrellas/raincoats – **it can also be cold and rainy in summer! In May, the weather can be quite unpredictable!** Therefore, I recommend that you take light clothing but also pack some warmer ones with you in case it is colder than expected! You should also take closed-toe shoes with you.
- **Credit Cards** – All major international brands of plastic – MasterCard, Visa and American Express – are accepted, especially at major hotels, petrol stations and department stores. Don't assume that you'll be able to use your card to pay for meals though; inquire first. ATMs are ubiquitous in Germany, and you should have no problem accessing your credit or debit account back home. Foreign currency, including traveler checks, can be exchanged at banks and special exchange shops in larger towns.
- **Gratuities** – Service and VAT are included in the menu price in restaurants, bars, etc. all over Germany. Still, it is typical to round up the amount to some more-or-less round figures. A rule of thumb is to add 5-10%, generally ending with a full Euro amount. Caveat: it is not typical to be given a check, then leave your money on the table. You must let the cashier know the amount including tip you want to pay before you pay (via cash or credit card).
- **Shopping** –
  - Besides some smaller shops (butcher, bakery, flower shop etc.) there are also several supermarkets, such as Aldi, Netto or Lidl. Supermarkets are open from 7 or 8 a.m. to 8 or 10 p.m. from Monday to Friday, and on Saturdays from 8 a.m. to 8 p.m. The big supermarket Rewe, next to WHU, is open Mondays to Saturdays, from 7 a.m. to 10 p.m. All stores are closed on Sundays and public holidays, so be sure to plan your shopping accordingly. However, restaurants and gas stations will be open on Sundays.
  - Stores/supermarkets are closed on Sundays!
  - In supermarkets you will be able to pay with debit card or credit card. However, not all stores accept cards or only starting from a certain amount. It is always good to have cash on you.
  - Price tags used in Germany already include the value-added tax (VAT, "Mehrwertsteuer"/MwSt.). You can see the amount of the VAT on your receipt.
  - When using a shopping cart, you need a 2/1-Euro or a 50-cent coin.
  - When paying for your groceries you must pack them at the same time. This will not be done by the cashier or a bagger.
  - Shopping bags in grocery stores and supermarkets are not for free. Either you bring your own bag, or you must pay for every bag you need.
  - Most bottles in Germany (glass or plastic) have a bottle deposit. You get this deposit back when you return the bottles (it does not have to be the same store in which you bought them).
- **Banking** – There are two banks right in front of WHU – Sparkasse and Volksbank. Both, Sparkasse and Volksbank, accept Mastercard and Visa at the ATM. Most banks are open Mondays to Fridays from 8:30 a.m. to 12:30 p.m. and from 2 to 4 p.m. Unfortunately, exchanging money is not possible in Vallendar, only in Koblenz. You will also find more banks, such as Deutsche Bank or Commerzbank, in Koblenz. Plan accordingly before arrival.

- **Dress Code** – The dress code is smart casual during class (smart jeans / trousers / dress / skirt / polo-shirt / casual shirt) and business casual (shirt / smart trousers / skirt / dress / jacket / no jeans material) for company visits and events.
- **Laptop** – You will have full access to the computer facilities but bring your laptop with you! The slides will be provided electronically so you may use your laptop during class. However, professors will not appreciate it if you spend more time looking at the laptop than them, and you should not be accessing any material other than slides.
- **Course Material** – Before your arrival, you will be asked to prepare the first class with pre-readings. All slides, pre- and review readings for each day will also be made available online in advance.
- **Internet** – There is Wi-Fi available on campus and also in all housing options.
- General information about Germany/Vallendar living conditions – Vallendar and especially the peninsula Niederwerth are rather rural places to live. Always consider your neighbors: The German law regulates special rest times, from 10 p.m. to 6 a.m. during the night and 1 p.m. to 3 p.m. during the day (on Sundays). Germans are very sensible regarding this rule during nighttime and might even call the police if they feel this rule is being violated. So, keep this in mind should you decide to party, etc.
- Germans place a high value on punctuality especially if you have official meetings or appointments such as with a doctor, professor, or colleague.
- Enjoying a drink or meal in the restaurant might also involve some new insights. Restaurants do not serve tap water. You have to order bottled water which is mostly sparkling. Drinks are usually served without ice. Tips are given directly to the server and are not left on the table.
- In Germany, they are obliged to separate the trash; adequate trash cans are provided within most of the apartments. If the trash is not separated properly, the trash collectors will not dispose it.
- Air conditioning is not widely common in Germany. Therefore, you will not have an AC in your dorm.
- **Travel Tips** –
  - Bonn, Cologne (Köln), Düsseldorf, Trier, Frankfurt, Mainz, Saarbrücken or Luxembourg are not far away (via motorway A3/A61 or by train).
  - Paris is closer than Berlin, Brussels nearer than Munich (München).
  - The Netherlands, Belgium and Luxembourg are good weekend trips.
  - Groups of three or more travel cheaper on the weekends...book with a group discount!
  - ALWAYS ask for student prices...be sure to show your student ID!
  - Stay in a youth hostel or try private accommodations (e.g., AirBnB)
  - Be aware of thieves, especially in touristic areas. Keep your money in separate places.
  - Cheap Airfare: Ryanair flying from Cologne-Bonn.

- WHU provides you a **complimentary bus pass** to get from Vallendar to Koblenz – it is great to have!
- **Deutschland ticket** – We also received a so called “Deutschlandticket” for the stay at WHU for free travel in the German public transportation –
  - With the Deutschlandticket you will be able to use busses, metros, and trams in every city in Germany and don’t have to buy a specific ticket for it anymore.
  - With the Deutschlandticket you will also be able to travel throughout Germany with Regional Trains (RE/RB), but **not with long-distance trains (ICE, IC/EC).**
  - Note that long-distance trains and busses from external companies such as FlixTrain or FlixBus are not included, but most of the public transport in Germany is anyways operated by the Deutsche Bahn.
  - All important information can be found in detail on the website of the Deutsche Bahn, so make sure to check it out.
  - To use the Deutschlandticket you will need to download an app called **“koveb D-Ticket.”**
  - When you are in Germany and you use any public transport which is included in this ticket, show this ticket to the driver (in a bus) or to the ticket inspector (train). Also make sure to always have an ID with you to verify your identity.
  - You don’t have to buy anything yourselves, once you received the login-details you can log in to the app “Koveb D-Ticket” (which you first must download) and then you can access the Deutschlandticket. With this ticket you can travel in Germany and use public transport except long-distance trains such as ICE and IC.
- **Always be ready with your self-introduction to the “tell me about yourself” question! – What is your background, what do you like to do, what is your own story, what is your message and the “baggage” that you are bringing with you, why you have arrived at the exchange students’ program, etc.**
- **You need to be prepared with tools how to “break the ice”!**
- **To any hard question, you can use the ARM tool to answer the question-**
  - **Answer the question + Acknowledge – Validate some of the portion.**
  - **Reframe – Widen the frame of the conversation.**
  - **Message – End with your own message.**

- **How did this exchange experience add value to your studies at Collier?**

This exchange experience in WHU added value to my MBA studies in Collier by several ways –

1. **Global Perspective:** The exchange provided exposure to a different educational environment, in a different country and diverse cultural setting. This exposure likely broadened my perspectives on business practices, cultural nuances, and global economic dynamics.
2. **Networking Opportunities:** I had the chance to meet and collaborate with students from diverse backgrounds. These connections could have expanded my professional network, providing opportunities for future collaborations and insights into global business practices.
3. **Academic Enrichment:** The course offered during the exchange covered topics that not all of them available at Collier, and also provided alternative viewpoints on subjects that I already studied. This exposure would have enriched my academic experience and deepened my understanding of relevant MBA topics.
4. **Personal Growth:** Living and studying abroad, even for a short period, often fosters personal growth. It challenges me to adapt to new situations, communicate effectively across cultural boundaries, and become more adaptable and resilient in unfamiliar environments.
5. **Career Development:** The international experience can enhance my resume, demonstrating to future employers my ability to thrive in diverse settings and my global mindset. It may also open doors to international job opportunities or roles requiring cross-cultural competence.
6. **Enhanced Learning Environment:** Experiencing different teaching methods and academic approaches can provide new perspectives on how to approach business challenges and opportunities. This exposure can lead to innovative thinking and a broader toolkit of strategies to apply in my future career.



- **Photos**























