



Personal Information

Full name: Irit Gurevich

Email: Irit.gurvich@gmail.com

Degree Program at TAU: MBA

Host University: Erasmus University Rotterdam

Exchange term: Jan to May 2017

Exchange Experience

Erasmus University (Uni) is located in the east side of the city. It's an international campus with about 50% foreigners, so classes are in English. In the university there is a sports center which is very cheap and offers various activities.

The business school is very popular and exclusive BUT exchange students can't take electives from Business school, instead they can choose from various other masters e.g. Accounting & Financial Management, Business Information management, Marketing Management etc. It creates more diversity between classes.

Courses and Professors

Spring semester start on January and ends on May, The study metric there is by blocks (~7 weeks) and usually students write their thesis during the block and participating in a single elective. Therefore the Professors treat the students like they have only one elective during the block and expect to high engagement from students.

I stayed for 2 block and took 2 electives each block:

- Marketing Analytics
- Digital Marketing Strategy
- Pricing: Creating and Capturing Value
- Sustainable Business Models

Accommodation

The easiest way to find accommodation is through the students housing during early registration. In general, the accommodation in the city was not easy to find, a room in an apartment will cost ~500 € per month. Useful FB groups like:

- <https://www.facebook.com/groups/zoektkamerinrotterdam>
- <https://www.facebook.com/groups/kamer.in.rotterdam>
- <https://www.facebook.com/groups/apartments.rotterdam>

Visa

Israeli citizens who wish to study in the Netherlands for a period greater than three months have to get a visa that can be obtained at Netherlands embassy, after arrival you will get residence permit at immigration office after few days.

Transportation

Public transportation in Europe is very efficient but also not so cheap.

There are 3 kinds of transportation in the city: Train, Tram and metro.

Train (Central Station and Blaak) – the train will take you to all destinations outside of Rotterdam.

Tram & Metro lines all over the city

OV Chipkaart - Transportation card - can be purchased in all central train station for 7.5€, and can be used in all public transportation

An economic way to go by train is by acquiring **group ticket** (there are plenty FB groups that organize groups of people, these tickets valid only for 1 day and cost 7€ per person.

There is an option to use busses that goes to other cities outside of Netherland (<https://www.goeuro.com>). **Bike**, the best way to get around, so having your own pair is much recommended. Helpful FB group: <https://www.facebook.com/groups/marktrotterdam>

Living expenses

Total living per month will cost you approximately ~1200EUR:

500 €-600€ accommodation

300€ - food and drinks

300 € - General

Food

Every Thursday and Saturday there is a food& flower market next to the market hall in Blaak station. This is the best way to purchase fresh and tasty fruits and vegetables from all kinds.

Dutch people really like fried food, you can find Chips and Croquet in every bar and restaurant.

For me the best food in this country was the cheese, all kind of yummi hard and cottage cheese are available at Albert Heijn (most popular supermarket).

Some nice places to get food are:

Fenix Food Factory – the best place for beer and cheese

Very Italian Pizza

De Kleine – Asian food

V11 – restaurant inside a red boat

Night life

Rotterdam is not the best city for night life, there are some bars and pubs and also dance clubs.

- VIP - night club located next to some other clubs
- Aloha – Nice bar by the river with great view
- Beirgarten – Nice bar

Tips

- Dutch bank account is very helpful, you can open an account in **ING** bank once you get your student approval.
- Pre-paid sim card can be purchased from Vodafone, other companies requires at least one year of membership and a credit card.
- Every student gets a buddy – he is a student from the UNI who will help you with any question you have during your exchange period.
- The semester in Erasmus University and Tel Aviv are not synced with each other, I left Tel Aviv during first semester and returned during the second, so choose wisely your classes in Tel Aviv.