



Anja FORŠTNER

University of Ljubljana, Slovenia

Winter programme 2020

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How did you hear about the Winter programme? Why did you choose to apply?

Every year I try to find a program abroad where I can broaden my horizons. Last year, I checked my university's exchange programme partners and found Audencia Business school. I was attracted by the programme because it offers mobility through European Union (3 cities and 2 countries), new knowledge in my major and new international connections and acquaintances.

What is your major at home? What did you think about the level of classe/way of teaching?

My major at the School of Economics and Business in Ljubljana is management. I was surprised by the classes at Audencia, because the Slovenian way of lecturing is different. But surely, for me, the class in Paris was the best one I have ever had. The professor introduced us with new concepts of branding and innovation, and combined theory and practice in the most interesting way.

Did your university recognize the credits earned during the programme?

Yes, my university recognized the credits earned during the program (8 ECTS in two weeks).

What did you think about the group of students you were studying with? Was it a challenge to work with fellow students from different academic and cultural backgrounds?

At first, it was a little bit challenging, because we didn't know each other that well, and we were all coming from a different educational background. But in the end, we became inseparable in and out of the classroom, and finished the group assignment with flying colors.

Did this experience help you better define your expectations for the future? Your perception of your studies / way of teaching?

This experience of studying with international students changed my perspective on how diversified school systems are around the world. During this programme, I've met more than 20 people with different school backgrounds. Most of them weren't from the European Union, which made this experience even more interesting, because their perspective on the EU was nothing like they discovered. The programme helped me define the importance of cultural diversity and upgrade my knowledge of marketing, politics and EU institutions.



Where did you stay during the programme?

In Paris and Brussels, I took Airbnb accommodation. In Paris, I was staying with a family and a big cat named Mickey in the apartment that was only 200 meters from the school. During both stays, I have learned that it is better to pay extra money to be closer to the school, because of the traffic and the traveling costs.

What is your professional plan?

I haven't figured out what my professional plan is, but I'm leaning towards digital marketing and technology management. The course in Paris definitely opened my eyes to new possibilities. The professor showed us the importance of good branding and marketing strategy used in well-known brand companies.

What did you like the most about the Winter programme?

Everything! I know that it's hard to believe that I don't have any bad comments, but this programme is one of a kind. You can travel to a new city every week, have free weekends, meet new friends, listen to knowledgeable professors, visit top EU institutions, increase your knowledge daily alongside international people with international people... Is there anything better?

Would you like to share with us your best memory from the programme?

I have a lot of unforgettable memories! But one of the best is on the third day in Paris. The professor said after the break: "Pack your things we are going to the *Champs-Élysées*". We were all very surprised... I mean how is he going to take more than 30 students on the other side of Paris and what are we going to do there? When we arrived he stood on a bench and gave us the instructions for the group project, which was to analyse top brands in real stores. We had the entire afternoon to visit and observe stores like Lancôme, Nike, Renault, Apple, etc.

Any advice for students who are thinking about joining the Winter programme at Audencia?

I would recommend this program to anyone who likes to explore and is eager to learn new things on an international level. Don't be afraid to apply by yourself! This programme will enable you to meet individuals from all over the world who share the same ambition and motivation. Moreover, it will give you unforgettable memories and long-lasting friendships.



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