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Lappeenranta **University of Technology**

School of Business and Management

TRAVEL REPORT
Stockholm, Spring 2018

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Preparation

I got to know that I got into Stockholm University in October and at the same time there was a possibility to apply for student housing, which should be done as soon as possible when receiving the message. Housing is not guaranteed for everyone so it is wise to check other apartments available in the city. The possibility to choose courses and apply for them started about one month after that in November. The university sent an email with all of the courses exchange students could apply for in the spring semester. I got in into every course I chose, so I was lucky, which I know is not the case for everyone. The university sent also information about exchange orientation during the fall.

Housing

Housing situation is very difficult in Stockholm and available housing is difficult to find. Exchange students can apply for student housing through the university, but – as said before - there are no guarantees of getting an apartment. It is a bit easier to get an apartment during the spring term and I was lucky enough to find an apartment from student housing in Lappis. Lappis was a perfect place to stay during my exchange due to the fact that apartments are located within a few minutes walk from the main campus and the student life was partly located in there. It was a bit difficult to make friends from the Business School courses, and I was one of a very few

exchange students in the courses. It was easier to find friends from the language course among other exchange students and from Lappis, where everyone who lived there spent a lot of time together.

Academic calendar

The spring term started in 15th January 2018 and ended 3rd of June 2018. The term consisted of 4 periods, each of which last about one month. Usually there is one course, that is 7,5 ECTS and lasts for one period. In my case the first course I had lasted until almost the end of the 2nd period and therefore I had 2 courses at the same time. When I was choosing courses, there seemed to be 2 courses that are chosen for periods 3 and 4, and they are at least partly at the same time. The course I had during those periods did not have that strict timetable, so I would consider it to be not too hard to have two courses at the same time during those periods.

Orientation week

The orientation week was on the very first week of the term. There were two days when the Stockholm University and Stockholm Business School held their orientation, told facts about studying and what you need to know about studying in Sweden and had some stands in the hallways representing for example language courses in the school, language cafés and sports for students. It was good to get all the necessary information at one time, so you did not need to search for it afterwards. Also, there were other activities in the orientation week from which you could choose where you want to go. There was for example a trip to IKEA and a sightseeing bus tour around the city.

Language course

I attended a Swedish language course, which was made for international students. In the beginning everybody needed to take a test, which would clarify which level Swedish course they needed to take. There was a wide offering of different level Swedish courses, which guaranteed that everybody would find a course that would be challenging enough for them. Courses were offered also to people, who had never studied Swedish language before. The classes were during evenings, usually from 6pm to 9pm, so there was no overlapping with other courses, which were held usually during the daytime. The course is not mandatory, so the structure of the course is not that strict. During the lectures, in addition to traditional teaching, we listened to a lot of Swedish music and read Swedish novels. In the end we had an oral exam and a writing exam, which were about the topics we had discussed in the lectures during the course. My teacher was very nice and professional so I would recommend this course to everybody despite the evening lectures. It was worth it!

Courses

All of the courses I chose had a group work/s and an individual essay, which was usually in the form of a learning diary. There were no examinations.

Consumer Behavior; Cultural and Psychological perspectives

My first course was the marketing course of Consumer Behaviour, which focused on the cultural and psychological perspectives. The course consisted of lectures and a group work, where we conducted a research about consumer behaviour. This was a very enlightening course and

looked at marketing from the consumer's point-of-view. We researched a lot about the individual and their characteristics, which I considered to be a very interesting perspective.

Power, Resistance and Change in Organizations

The second course I started was a management course, which researched the power structures of our world and society with every seminar focusing always on a more narrow perspective towards the power, resistance and change in organizations, which highlight also the structures of the society. This was a particularly enlightening course, showing the structures we rarely notice and think about in our surrounding world. It definitely opened my mind to think more critically the structures we are experiencing each day. This course was the heaviest with work load, due to my first course still continued half of the time this course was ongoing. To each seminar we needed to read lots of material and make assignments. In my opinion, even if this would have been my only course, it would have taken all of my time due to seminars were held each week and we had only a few days to read the articles and make the assignments.

Politics of Consumption

The last course was also a marketing course, where we focused on the politics of consumption and researched the consumer. The whole course focused on the researching of the consumer and various ways how marketing is trying to appeal to a consumer.

We focused on a few perspectives and topics during the course; capitalism, neoliberalism, marketing managerialism, gender theory, bio-political theory and the datafication of our lives. Each topic highlighted how marketing defines a consumer and due to that also delimits the crowd it is trying to appeal to. The course gave information about modern ways of marketing and

its stumbling blocks. It also taught me how to make more sustainable marketing. This was my favourite course so far and I recommend it to everybody who are interested in the topic.

Stockholm as a city

Stockholm as a city was very lovely, just as I imagined. The price level of the city is high, similar to Finland. Going out costs a lot more, especially in case you are going to the city center, Östermalm. The city offers a wide variety of activities and events. Spring term was a very good time to go there due to many places opened up near summer months and many festivals and events were happening all around the city. In Lappis there were also some events for students, such as barbequing and flea markets.