



## PROMOS Experience Report

Australian Graduate School of Management  
at University of New South Wales  
Sydney, Australia

Academic Year: Winter Semester 2018/2019

Term Dates: 17/09/2018 – 14/12/2018



UNSW | AGSM  
Business School

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Completed courses at AGSM:

- Strategies for Growth
- Business Modelling
- Entrepreneurship from Inside

Contents

- 1. Australian Graduate School of Management..... 3
  - 1.1 Completed Courses ..... 3
  - 1.2 Special Requirements (i.e. Language or Academic Requirements)..... 4
- 2. Preparation of the Semester Abroad (Application Process) ..... 4
- 3. Accommodation ..... 4
- 4. Life in Sydney/ Australia ..... 5
  - 4.1. Leisure Activities and Travel Experiences..... 5
  - 4.2. Costs ..... 6
- 5. Recommendations..... 6

# 1. Australian Graduate School of Management

I just finished my semester abroad in Sydney at the Australian Graduate School of Management (AGSM) at the University of New South Wales (UNSW) and I am more than happy about my choice. In the following, I want to provide you with first, some information about the university courses I took and second, give you some insights about my personal experience in Sydney and Australia and depict, why you should definitely decide for the MBA programme in Sydney. 😊

## 1.1 Completed Courses

At AGSM I completed the following courses:

1. Strategies for Growth
2. Business Modelling (weekend intensive course)
3. Entrepreneurship from Inside (internship in a startup)

In the following I will give you a rough overview of the courses I visited in Sydney - regarding the content and regarding the structure of the courses.

### 1. Strategies for Growth

“Strategies for Growth will provide students with an understanding of how to think strategically for growth. The course is structured around different growth strategies available to managers, including internal research and development, corporate venturing programs and corporate venture capital, joint ventures, mergers and acquisitions, and globalization.”

The classes of this course are held on six Mondays. You have to write an individual assignment and do a group life case assignment. As you have this class only on a few Mondays, this class makes it easy to travel a lot during the semester. Next to that, nearly the entire cohort takes this class. This makes the classes really fun and you meet all your fellow students on Mondays.

### 2. Business Modelling (weekend intensive class)

“This course will equip you with the practical skills to design and structure decision-making models. Students will be presented with a design methodology and the associated modelling techniques necessary to build models that are clear to use, powerful in application and address specific needs. The models may be financial models, decision making models, costing models or operational models. Regardless of their purpose, the course will also equip you to visualise results in well structured dashboards that adhere to the needs of C-suite professionals and organisational decision makers. The techniques covered will focus on Microsoft Excel and would benefit anyone who wishes to better understand, build, analyse or maintain Excel based models.”

This course was a weekend intensive course. You have the classes on two weekends within the semester (Saturday & Sunday). This has the advantage that you are more flexible during the weeks of your semester abroad and it provides you with a lot of free time for e.g. visiting the many beaches of Sydney. 😊

As part of the course you need to build an excel business model. For this, you get an exact explanation. The model is a lot of work, but definitely manageable. Next to the business model you will write an exam at the end of the course, which is multiple choice.

### 3. Entrepreneurship from Inside

“This course provides a hands-on internship experience, allowing for immersion in a real-world startup environment. Students undertake an internship in a local startup, experiencing first-hand the thrill of growing an entrepreneurial business. The challenge in the course is to provide the startup with expertise that they may not have, while at the same time living and breathing the startup world from the inside.”

This class was my favorite class. I interned at Airtasker and went once a week to the office of Airtasker. During the time of my internship Airtasker had its annual conference at Central Coast and the CEO invited me to stay with them in the Pullman Resort for two days. I built up my international network and got deep insights into the Australian startup working culture. In the end of the course we did a final presentation in front of the professor and the main responsible person of the startup.

### 1.2 Special Requirements (i.e. Language or Academic Requirements)

There are no special requirements for the courses at AGSM. You need to be fluent in English – but this a requirement for the Master in Cologne anyway.

The level of the courses is manageable, and you will definitely handle it, if you succeed in Cologne. The workload, if you choose the right courses, is rather low in comparison to Cologne and you will have enough time to discover the Australian culture and lifestyle.

## 2. Preparation of the Semester Abroad (Application Process)

The two most important things you have to do before you go to Sydney are the booking of the flight and the purchase of the visa.

Just to give you a guidance. For my flight with Singapore Airlines I paid in total 1250€. This price did not only include the flight to Sydney and back, but also a flight to Bali in the end.

For the visa I can recommend you to take the tourist visa instead of the student visa or the work and holiday visa. The tourist visa is for free and you don't have to pay hundreds of dollars for it, as you have to do for the other two. With the tourist visa you are allowed to study up to three months in Australia (fits exactly with AGSM timetable). The only "downside" is that you are only allowed to stay in Australia for 90 days in a row and that you have to leave the country after it. But you can enter the country as often as you want within one year. So instead of putting my money into a visa, I invested it into a flight to New Zealand in the middle of the semester. And this was definitely one of the best things I could do. So if you haven't been to NZ until now, this is your chance! Do it 😊 (btw - no matter which visa you take)

## 3. Accommodation

For finding an accommodation it is recommended to search for it when you are in Sydney. Don't do it beforehand, because it can get way more expensive and there are a lot of bad flats in Sydney, which might look super good on pictures. It took me exactly one day and two inspections until I found my room. I used the platform: flatmates.com.au. The prices are always indicated on a weekly basis – take this in mind.

I decided to live in a shared room, as one spends most of the time outside and not at all in the room. The price of my shared room was 400€ per months. The other exchange students paid up to 3 times more than me, but they had their one room. My flat was located directly at Coogee beach. The room was two walking minutes away from the beach. Wow, this was probably my once in a lifetime opportunity to live at the beach. So I recommend you to have a look for a flat either on Coogee Beach or Bondi Beach. Surry Hills is as well a good area to live. Coogee Beach has the advantage that you can walk to university and most of my friends from university lived there.

## 4. Life in Sydney/ Australia

The culture difference between Australia and Germany is not that big, so you won't have any problems to adjust to the life in Australia. Sydney is a brilliant city that offers something for anyone. You have on the one hand the impressive CBD in the city center and on the other hand all the different beautiful beaches. At Coogee Beach you rather feel like living in a little holiday village than in one of the biggest cities of the world. A real difference you will notice in comparison to Germany are the people. You can really look forward meeting all the open and extremely friendly people. 😊

### 4.1. Leisure Activities and Travel Experiences

During your exchange semester in Sydney you have many opportunities for leisure activities and luckily you also have enough free time to take advantage of it. 😊

- I took my first surfing classes at Bondi Beach. This is a really good spot for starting your surfing experience. Another beach I can recommend for surfing is Maroubra. It's the beach south to Coogee beach and offers perfect conditions also for advanced surfers.
- When you live in Sydney take advantage of all the beautiful beaches along the coast. You can do awesome coastal walks (e.g. "Bondi to Coogee Walk" or "Spit to Manly Walk") or make great BBQs with your friends, as you can find public BBQ stations at all beaches.
- If you are into Salsa, you are lucky. Sydney has a big salsa scene and every evening another big club offers a Salsa and Bachata night.
- In general, Sydney has a very sportive atmosphere and you can find a lot of sport opportunities everywhere.
- For going out in Sydney you can find many different fancy bars or clubs. Most of the time the entry is for free if you come before a certain time. But what you need to take in mind is that the night life starts super early in Australia and does end extremely early. Most clubs close at around 2 a.m.. In the beginning this was a bit confusing, but you get used to it and start seeing the advantages of it (as for example being fit on the next day).
- Alcohol is rather expensive, and you are not allowed to drink outside in the public. Australia is really strict about this. But as always, there are ways and e.g. Aldi offers good and really affordable wine and beers. 😊

To give you some inspiration, these are the travel destinations I visited during and after my exchange semester:

- Melbourne
- Great Ocean Road
- New Zealand (Roadtrip on the South Island for 2 weeks)
- Blue Mountains
- Jervis Bay
- Palm Beach
- Manly
- East Coast of Australia (Cairns to Sydney in 5 weeks)

Sundays you pay only up to 2.70\$ for the public transport for the entire day. This makes trips really cheap, e.g. to the Blue Mountains.

## 4.2. Costs

Expenses in Australia are higher than in Germany, but not as bad as I expected it to be. The rent for the flat is as always the highest expense. So if you find a cheap room, you will be fine. My expenses per month (without the travelling, but with the rent of the flat) were below 900€.

## 5. Recommendations

I want to end my report with some recommendations. ☺

- Of all the supermarkets in Australia, Aldi is the cheapest one. It also offers prepaid mobil phone cards with really good conditions. Take them.
- Apply for the PROMOS scholarship. It's a good financial help for the time abroad in Australia.
- If you want to rent a car for roadtrips, doesn't matter if it is in Australia or New Zealand, I can recommend you to take "Jucy". They are the cheapest agency and offer a really good and easy service. We all just had good experiences with them
- Bring warm clothes and an umbrella. You may not expect it, but in September/ October and even November Sydney can be really cold during night times and you definitely need a jacket. Next to that October can get really rainy.
- Make a bank account at an Australian bank. It makes everything a lot easier. I took the Commonwealth Bank which offers a free bank account for students. With Transfer Wise you can easily transfer your money onto the account.

And finally:

I can recommend you, if you have enough work experience for a MBA programme, decide for the MBA instead of the normal exchange semester at the University of Sydney!

- ➔ You skip the Australian winter, which can be really freezy, as you arrive in September when the spring starts (instead of July).
- ➔ You meet more international people from all around the world. Normally you can find 95% chinese people in Australian university classes. In my MBA programme we had students from South America, the States, Europe, Nepal, India etc. This makes it really interesting and you can find friends from all around the world. Next to that there was not one German full-time student. Although we were some Germans in the exchange students group.
- ➔ The workload is a lot smaller than in the exchange semester at the University of Sydney. The students spent nearly four months in the library while I was enjoying the good weather outside. But this does not mean that you learn less. The professors at AGSM are very competent. Moreover, they are really interested in the students. The contact to the professor is a lot more personal than in Cologne and you will have interesting talks with the professors.
- ➔ The international office of the AGSM offers a brilliant service. In advance before I arrived in Sydney, they were already caring a lot and answered all my e-mails quickly and in a tendered way.
- ➔ You have the opportunity to intern in an Australian start-up. This would probably not be possible without the connection of AGSM and for such a short time.
- ➔ The full-time MBA students are all super open and welcoming. As they came from all around the world for the MBA, they are open to make new friends and to go out with you. Most of them are between 27 and 32 years old. The MBA cohort has a common room at AGSM. This makes reunions really easy and we had some nice after-study parties there. I didn't expect to make so many friends and I was happy that the group of exchange students and full-time MBA students matched so good. One event the MBA students organised for example, was a big boat party. We rented a boat in the Sydney harbour and celebrated the entire afternoon with the

whole cohort. As the MBA students receive a budget from the university, this event was sponsored.



As you might have noticed, I really fell in love with Sydney and the time abroad. The last weeks were an incredible experience and I discovered so many new things, I did not know before. I would definitely choose this MBA programme again and I can really recommend it to anyone! You will enjoy it, I am sure!

If you have any questions, please don't hesitate to contact me. I am happy to help you with anything.

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