

Experience report

Fist and last name: Andrew
Study program: International Management
Bachelor or Master: Master
Host institution, country: Tulane University, United States of America
Period: Fall/Winter 2022.

Declaration of consent to the publication of the report

- I agree that the present report will be linked on the website of the ERASMUS office, so that future prospective customers can get first-hand information about my experiences at the university location abroad.
- I agree that my e-mail address will be available to prospective students who would like to get first-hand information about my experience at the university abroad, upon request to the Erasmus office.
- I agree that my **full name** / only **my first name** can be found in the published report.

Formalities: One Semester of Class Lectures, individual and group Assignments and Presentations, mid-term exams and final exams.

Motivation and preparation for mobility: My Motivation was to have a first hand experience and a personal feelings and connection with the world's biggest market (the US Market), their high paced capitalist economy, it's huge diversity, credit system, The people's culture, their huge purchasing power and mineability. This motivation was a kind of my preparation, as that experience enriched my mindset the more and helped me to connect more to my start-up idea. I went there with the exploration mindset and the pictures this exploration (together with the semester courses/classes) left in my mind is super rich.

Start of mobility: 15th August 2022.

During the mobility: Visited few cities and relatives (Houston, Dallas, Cincinnati, or course New Orleans - where our partner university is located) when I had the time, toured the cities, hanged out with old friends, relatives and the locals. Had a local girlfriend, went to a lot of festivals in New Orleans, going to Bourbon Street and Frenchmen Street in French quarters in New Orleans was almost like every weekend joint, where we enjoyed live music and clubs, pubs with the locals, visitors and tourist alike. Enjoyed the nice classroom atmosphere at University while attending classes and do class group work. By the End of the semester, I visited my mother, who is living in Cincinnati, Ohio and spent the whole of Christmas and New Year holidays with her in Cincinnati. It was a beautiful moment for me.

What have I learned and what am I taking with me from this time? :

- Executive Leadership in the business/company management context.
- A clearer understanding of business strategic management and its possible wide score and challenges.
- A better understanding of Human Resource Management, its possible wide score and challenges.
- A good understanding of Social Media and On-line Marketing and the magic it can create when properly and correctly executed.
- A better understanding of Marketing and its principles and adaptations.
- A good awareness of business laws and regulatory compliance, the risks lack of awareness and compliances can bring to a company, especially in a Country like the USA, Germany, EU, UK and of course globally.
- First hand experience of the American (US) high paced capitalist economy, it's huge diversity, credit system, The American people's culture, their huge purchasing power and mineability.

These great knowledge has boosted my confident in myself to Start-Up one of my Start-Up ideas and grow it to a multinational company, which is what I am going to venture into even before the end of my masters degree program (on September 2023.)

Green ERASMUS – How is the topic of the environment treated at the host institution & in the host country?

It was treated with high sense of importance but I feel the students awareness of it is low.

Impressions (photos, links etc....) : N/A