



## Fachbereich Wirtschafts- und Sozialwissenschaften Nürnberg FAU Erlangen-Nürnberg

### Erfahrungsbericht Auslandsstudium

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Angaben zum Auslandsaufenthalt	
Studiengang an der WiSo:	International Business B.Sc.
Gastuniversität:	Tongji University, Shanghai
Gastland:	China
Studiengang an der Gastuniversität:	College of Design & Innovation
Aufenthaltszeitraum (Semester und Jahr):	WiSe 2022/23 (September 2022 – Januar 2023)
Darf der Bericht veröffentlicht werden?*	JA

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In this short report, I, bachelor student in the 5th semester of International Business B.Sc., would like to describe my freemover experience of my online semester abroad at the Tongji University College of Design & Innovation Shanghai, China, during the winter semester 2022/23.

I applied for a freemover spot at Tongji Design & Innovation around April. After the successful application for my semester abroad, I received the visa restrictions notification and the information that the courses would also be held online. Around mid-August, the university told me that the Bachelor courses would only be in Chinese and the Master courses would be in English. Unfortunately, there were only six courses to choose from, and due to time overlaps, exactly three courses were possible. 1 Tongji credit is worth 2.5 ECTS points. By taking 8 Tongji credits, I had precisely the needed 20 ECTS points. In addition to the limited choice of courses, there were also course participation restrictions. Fortunately, I could attend all three chosen courses to fulfill the FAU requirements for my semester abroad.

The semester started on the 01st of September 2022, and the lectures started on the 12th of September. The course Design Studio 3: Co-creation Project lasted almost the whole semester. Service Design Methods and Tools started at the end of October and lasted only about a month until the end of November. Studio 1: Specialized Design Project - Product Service System Design Studio started at the end of November and lasted until the beginning of January 2023.

Design Studio 3: Co-creation Project was held in collaboration with a company. Participants could choose between projects in the areas of Web3, sustainable living, and sustainable fashion. Unfortunately, all the lectures were in Chinese, so I confusedly went straight to my study coordinator in the first lecture. She referred me to the professor, who recommended an English group on Sustainable living. From then on, I worked in a group with a Brazilian and a Chinese people on how abundant and unused spaces could be flexibly converted into living spaces.

Furthermore, we explored how community life could be shaped in the future, for example, through events. This whole project was the so-called "box community". Everyone was able to contribute their skills and background. For example, I brought in economic aspects for the company's further development and how it could be implemented in Germany. In addition, there were weekly meetings to present the current research and the next steps. At the end of the course, the most critical findings, results, and elaborations were presented, and an A3 poster with the most essential facts was compiled.

In Service Design Methods and Tools, seven innovation methods were taught, including Personas, System Maps, and Motivation Matrix. This topic was particularly interesting because it was about teaching theoretical basics and working on these tools directly in the group. As the basis for all these innovative tools, we conducted interviews with Chinese people in the dormitory at the beginning of the course. We then worked on challenges and developed a possible solution based on the information received. The results were regularly discussed with the teacher. Classes were held two to three times a week, and getting all the work done in this short time was tough. The examination consisted of two interim presentations, the submission of the group elaboration of six tools, and a personal tool elaboration.



Studio 1: Specialized Design Project - Product Service System Design Studio also lasted only about 1.5 months. This practical project involved developing a concept for a rural village in China to improve the standard of living of the local people. Interviews were conducted with five Chinese residents (including a government official, a prominent villager, and an operator of a restaurant) of the area and translated into English. Through these interviews, we had to identify current problems and design a service system that would enable this rural village to increase its income while maintaining its values and identity. I contributed mainly with management methods such as change management, SWOT analysis, financial analysis, and risk management. This course was also very sporty. Two to three weekly meetings were scheduled to discuss the current status and the next steps with our teacher. In addition, there were group meetings to synergize the independently created content into the group work. The course was strictly followed, even over Christmas and New Year's Eve. In the end, the presentation was shown to our teacher and two companies and a local government official.

In summary, I can say that the organization around the semester was quite chaotic, but the content was extremely valuable.

The organizational chaos was especially noticeable during the application phase (getting all the information, finding the right contacts, the short notice information about the English Master courses), as well as during the time because, in two of the three courses, the expected examination work was only clearly communicated a few days before the exam. However, the valuable content will probably positively affect further university and professional work. Furthermore, the semester abroad at Tongji University showed me how successful online collaboration with different cultures in different time zones could be.