

Name: Cosima Treichel

E-Mail: s7702294@stud.uni-frankfurt.de

Term: Winter 22/23

Guest University: Tongji University, SEM

Major: Marketing Analytics

Student Report

Last winter semester, I had the opportunity to complete my semester abroad at Tongji University. Due to the COVID-19 situation, it was an online study abroad semester that I partially completed from Thailand and Frankfurt. Therefore, I unfortunately cannot make any statements about the city of Shanghai, the country of China, or studying on campus at Tongji University.

Studies

After a successful application and uncomplicated enrollment, the university made our course selection very easy. If you engage in class and do everything like you would do at Goethe university, you will most likely get a good or very good grade. Just be careful when finding your group mates for **group assignments**. I would suggest that you pick students that are in a similar time zone as you, otherwise it can get quite complicated finding the time to meet up for a call. The assignments were very well distributed throughout the semester, so everything was quite stress-free, and some courses were already over in November. The communication with fellow students and professors is mainly done via **WeChat** and the classes are streamed via **VooV Meeting**. I chose the following courses (total = 36 ECTS):

- Academic Lectures & Seminars
 - Individual report - Would recommend
- Advanced Management
 - Exam, group presentations - Not very insightful if you already had previous management classes, but it's okay
- Applied Statistics
 - Individual excel assignments - Would recommend if you have a basic statistical understanding

- Business Negotiations
 - Group presentations, final report - Very interactive class, would recommend
- Global Supply Chain Management
 - Group assignments - Would recommend, not required to have any operation management knowledge prior
- Human Resource Management
 - Individual presentation, individual research proposal, group presentation - Time consuming but interesting, would also recommend
- Marketing in China
 - Individual case study assignments, group report, group presentation - Best class, would 100% recommend
- Research Methods
 - Exam, group presentation, group report using SPSS - Not very insightful if you already had previous methods classes

All in all, I can imagine that it would have been a great time in Shanghai, as everyone was super nice and very helpful. I highly appreciate that Tongji made it possible for us internationals to study there, despite the circumstances.

If you have any questions about the online semester abroad at Tongji, please feel free to contact me via mail (s7702294@stud.uni-frankfurt.de).