國立中山大學出國交換/研修(含寒暑期課程)/獎助學生
返國報告書

為期一學期的出國交換，旅居、國外留學的生活體驗像是一場夢，回憶細節沒辦法一一細數，影響卻潛移默化的在心底萌芽。我選擇在法國 KEDGE 商學院進行交換，除了在學校排名上考量 KEDGE 商學院是一所著名的商業學院，注重國際化教育因而有多堂英語授課的課程可以選擇，對於法語能力還未能達 B2 水準的交換生來說較友善。另外，擁有波爾多和馬賽等主要城市的校區也是考量的主要原因之一，波爾多身為第五大城也是大學城，城市人口年輕且多學生讓就學的日子裡不無聊，提供課內課外豐富的多文化交流機會。地理位置於南法，天氣怡人離海近，治安好、市容相對乾淨、市區交通便利、建築優雅，有小巴黎之稱，因盛產葡萄酒、可麗露(Canele´)發源地聞名，而在 TGV 通車後更是只要兩小時就能抵達巴黎，整體而言是非常宜居且學生友善的城市。

而針對國外研修之課程學習（課內），KEDGE 商學院馬賽校區的強項課程是 finance，而波爾多強的是 marketing 跟 supply chain(較多我有興趣的課程)，在波爾多校區有遇到來攻讀 marketing 跟 supply chain 碩士課程的台灣人。所以在課堂學習方面，我選擇了與品牌管理和跨文化交流相關的課程。特別是《Luxury in Asia》和《Brand & Communication》這兩門課程讓我受益匪淺。《Luxury in Asia》讓我深入了解了亞洲奢侈品市場的運作和文化背景，對品牌在亞洲市場的策略有了更深刻的認識。而《Brand & Communication》則讓我學到了最新的品牌傳播技巧和實踐經驗，比較有趣的是法國身為奢侈品牌發源地，課堂中的報告個案都是法國本地奢侈品品牌，由教授去描述品牌故事搭配法國人一概的行事風格或戲劇化的劇情讓教學氛圍非常活躍生動。

除了課堂學習，我其實更積極參加課外活動。比起在法國唸研究所，我的目標比較偏向未來能夠在歐洲工作，所以比起了解教育體制和科系，我會更希望能夠融入法國當地的社交圈，而非單純和學校內的國際生或甚至台灣交換生一起旅遊。法國人的社交文化體現在咖啡廳與酒吧之間，在台灣我們只和自己的同桌好友聊天，但法國卻是認識其他桌或甚至在派對一起跳舞一起在沙灘或公園野餐，另外我還有培養新興趣攀岩，算是法國在高中時都會體驗過的國民運動，非常好玩也很容易認識當地人。不如刻板印象法國人的英文差，在交換期間其實認識非常多能以英語溝通的法國人，就算口音文法不佳但他們都非常有趣且樂於表達，作為台灣人我認為我們可以學習他們的自信、嘗試勇敢開口。

在校內認識了來自不同國家的同學，這不僅幫助我擴展了國際視野，在校外認識的當地人，也讓我更快地融入了當地社會。這段時間的交換經歷不只讓我學習獨立，面對困難能夠臨危不亂、處變不驚，對法國和其他國家的文化有了更深的理解，這擴展了我的全球視野與包容度，能夠更兼容不同的意見也學會自信地發表，雖然語言、文化、生活的方方面面可能會面臨挑戰，但海外經歷讓我在很多方面都成長了。我變得更加獨立和自信，學會了如何在多文化的環境中靈活應對各種挑戰。我對未來的職業規劃有了更清晰的方向，也更加堅定了自己在品牌管理領域發展的目標。

During my exchange program at KEDGE Business School in France, I had an incredible experience that truly shaped my academic and personal growth. KEDGE is a well-regarded business school with campuses in major French cities like Bordeaux and Marseille. It’s known for its international approach to education and its focus on developing future business leaders. The school offers advanced facilities and a blend of practical and theoretical learning, which provides a great platform for cross-cultural exchange.

In terms of coursework, I took classes related to brand management and cross-cultural communication. The most impactful courses were "Luxury in Asia" and "Brand & Communication." "Luxury in Asia" provided me with a deep understanding of the luxury market dynamics in Asia and its cultural context, which is crucial for brand strategies in that region. "Brand & Communication" focused on contemporary trends and practical skills in brand communication, offering valuable hands-on experience through case studies and exercises, which will be beneficial for my future career.

Outside of academics, I actively engaged in various cultural and social activities. I participated in French cultural events, which allowed me to experience local cuisine and lifestyle. Joining international student associations helped me connect with peers from around the world, which enriched my understanding of French culture and improved my ability to navigate a multicultural environment.

The exchange program brought several specific benefits. Academically, I gained enhanced knowledge and skills in brand management and cross-cultural communication. Culturally, I developed a deeper appreciation for French and other international cultures, broadening my global perspective. I also improved my French language skills, which are essential for effective communication in an international context. Building a network of friends and professional connections from various countries has expanded my global network and will be valuable for my career.

I faced some challenges during my stay, such as language barriers and cultural adaptation. Initially, communicating in fast-paced French conversations was difficult. To address this, I actively participated in language classes and sought opportunities to practice with native speakers. Additionally, I had to adapt to local customs and social norms, which were different from what I was used to. Engaging with local traditions and learning about French etiquette helped me adjust more smoothly.

This experience significantly impacted my personal growth. I became more independent and confident, learning to navigate and thrive in diverse cultural settings. It clarified my career goals and strengthened my commitment to a career in brand management.

Overall, this exchange program was a transformative experience. For future exchange students, I recommend thoroughly researching the host institution, actively participating in cultural and social activities, and maintaining an open mindset to embrace new challenges. This approach will help you adapt quickly and make the most of your exchange experience.