

繕打 **中文及英文** 心得報告，應包含下列項目

(**中文至少 1,000 字+英文至少 500 字**。赴中國交換者不需撰寫英文心得。)

A. 學校簡介

約翰·克卜勒林茲大學 (Johannes Kepler Universität Linz，簡稱 JKU) 創立於 1966 年，為奧地利具代表性的公立綜合型大學，座落於上奧地利邦首府、奧地利第三大城市林茲。自維也納機場出發，搭乘奧地利國鐵 ÖBB 約需 1.5 至 2 小時即可抵達，並可透過電車直達校園。

JKU 的學術領域涵蓋工程、自然科學、社會科學，其中亦包含經濟與商業領域，以及法律與醫學等多元範疇，其中以人工智慧、計算機科學、機械工程與商學領域尤具特色。此外，學校亦設立奧地利首個以醫學科技為核心的學院，展現其在跨領域研究與創新發展上的前瞻性。JKU 長期與企業及研究機構維持緊密的產學合作關係，並定期舉辦就業博覽會，提供學生累積實習與實務經驗的機會。在學習環境方面，JKU 具有高度國際化特色，學生來自世界各地，能透過課程與專案合作培養跨文化溝通與團隊合作能力。學校亦透過 Erasmus Student Network (ESN) 舉辦迎新與交流活動，協助交換生適應在地學習與生活。

B. 國外研修之課程學習 (課內)，推薦受益最多/最喜歡的課程

本次交換期間共修習三門課程，每門皆為 6 ECTS，分別為行銷管理(Introduction to Marketing Management)、高階領導、人力資源管理與組織變革 (Advances in Leadership, Human Resource Management, and Change)，以及創業理論與實務 (Entrepreneurship)。我最推薦的行銷管理主要由教授介紹核心行銷理論，並搭配實際案例分析，最終以小組形式製作影片，針對一間網路商店進行客群分析、定價以及行銷策略規劃。透過此課程的學習，我更理解行銷管理的核心概念，並學會將理論應用於實際情境中，同時也提升了跨文化小組合作與專案溝通的能力。

C. 國外研修之生活學習 (課外)

除了參與學生會所舉辦的一日遊與交流活動外，我亦利用課餘時間前往其他歐洲國家旅行，實地體驗不同國家的生活環境與文化樣貌。在住宿生活中，我曾與其他臺灣交換生邀請奧地利學生一同慶祝中秋節，透過介紹節慶文化、共享食物與桌遊互動，促進彼此交流，也拉近了與在地學生之間的距離。此外，我與來自不同國家的交換生經常在課後進行 tea time 或共進晚餐，透過輕鬆的聚會形式分享彼此的生活經驗與文化背景，建立跨國友誼，豐富了交換期間的課外生活。

D. 交換/研修之具體效益 (請條列式列舉)

- **拓展國際視野：**實際體驗不同教育體制與學習環境，加深對國際社會的理解。
- **體會文化差異：**在學習與生活中感受中西方文化與思維方式的不同。

- **建立國際人脈：**結識來自世界各地的同學與朋友，拓展跨國社交網絡。
- **培養跨文化溝通能力：**在多元文化環境進行交流合作，提升溝通與協作能力。
- **提升廚藝能力：**在海外生活中培養並精進日常料理與飲食安排的能力。

E. 海外生活期間是否曾遭遇困境，及是否解決問題？如是，請說明如何解決問題；如未解決，請說明事件最大的啟發及思考未來可以怎麼解決？

交換初期剛抵達奧地利時，主要困境來自語言適應。日常生活中無論是商店溝通、公共標示、公告資訊或超市標價，幾乎皆以德文呈現，缺乏英文翻譯，使我在初期高度仰賴手機翻譯。在宿舍生活方面，當遇到設備或行政問題前往櫃檯尋求協助時，亦因人員僅能以德文溝通而無法即時獲得協助，當下只能透過自行查詢資料、使用翻譯工具，或請鄰近住戶協助來解決問題。

後續先修德文課程後，學習基本單字與日常會話，使我能應付簡單生活情境，也提升了獨立處理問題的能力。此經驗讓我體認到，進入非英語系國家前，提前培養基礎語言能力與主動求助的態度，對於快速適應海外生活具有關鍵助益。

F. 海外生活期間是否曾遭遇文化衝擊，您如何去面對及適應？

宿舍附近的超市較早結束營業，且週日通常不營業，與臺灣便利的消費環境有所不同。此外，奧地利的國定假日安排亦與臺灣不盡相同，若未事先留意，容易在需要採買或辦理事務時才發現店家暫停營業。為因應此情況，我逐漸養成提前規劃採買行程的習慣，以確保日常生活順利進行。

G. 海外生活歷練是否為您人生帶來不一樣的改變或者個人特質上的轉變，最大的成長是什麼？

過去的我習慣事前將所有事情規劃完善，並在心中反覆推演流程，對於不熟悉或充滿變數的情境容易感到焦慮。然而，在歐洲旅行與生活期間，經常遇到交通延誤甚至臨時取消的狀況，使我逐漸學會在不確定中保持冷靜，專注於當下可行的解決方案，並彈性調整原有安排。這段經驗讓我開始能夠擁抱未知，提升了面對突發狀況時的應變能力與心理彈性。

H. 感想與建議

交通方面，ÖBB 多數火車班次車廂入口階梯較高，攜帶大型行李上下車較為不便，建議優先選擇以 IC 開頭的班次，對旅客相對友善。整體而言，交換期間亦是一段持續學習跨越障礙、適應陌生環境與擁抱未知的過程。在歐洲的學習與生活中，無論是與朋友聊天或進行小組討論，溝通方式多半較為直接，不需過度委婉或擔心因明確表達而冒犯他人，反而有助於提升溝通效率，也讓我重新思考並調整自身的溝通習慣。

I. 英文心得(包含學校簡介、課程學習、生活學習、具體效益、心得感想等等) 500 字以上

Johannes Kepler University Linz (JKU) is a public comprehensive university in Linz, Upper Austria,

known for its strong academic focus in fields such as engineering, business, social sciences, and technology. The campus is easily accessible from Vienna by train and tram, and JKU also offers an international learning environment supported by exchange programs and student organizations, which helps visiting students adapt to both academic and daily life.

During my exchange period, I completed three courses at JKU, each worth 6 ECTS: Introduction to Marketing Management, Advances in Leadership, Human Resource Management and Change, and Entrepreneurship. Among these, Introduction to Marketing Management proved most beneficial and memorable. The course introduced core marketing theories alongside practical case analyses, enabling students to connect conceptual frameworks with real business situations. The final group project required us to produce a video presentation analyzing an online store, focusing on customer segmentation, pricing strategies, and marketing planning. Through this process, I developed a clearer understanding of fundamental marketing concepts and learned how to apply theory to practice, while also enhancing my cross-cultural teamwork and communication skills.

Beyond coursework, my overseas experience was enriched through a variety of extracurricular and daily-life activities. In addition to joining one-day trips and social events organized by ESN, I traveled to other European countries in my free time to experience firsthand the lifestyles and cultural backgrounds of different nations. In my dorm, several Taiwanese exchange students and I invited Austrian students to celebrate the Mid-Autumn Festival with us. By introducing traditional customs, sharing food, and playing board games, we fostered meaningful cultural exchanges and strengthened connections with locals. I also regularly met with some exchange students for tea time and shared dinners, where we exchanged personal experiences and cultural perspectives, forming lasting international friendships.

This exchange experience brought several concrete benefits, including broadening my international perspective, deepening my understanding of cultural differences, and building a diverse global network. Living independently abroad also helped me develop practical life skills like managing daily meals.

One of the main challenges I faced at the beginning of my stay was language adaptation. Daily life in Austria largely operates in German, including public signage, supermarket information, and administrative services. Initially, I relied heavily on translation tools, self-directed problem-solving, and assistance from nearby residents. After completing a German pre-semester course and learning basic vocabulary and everyday expressions, I became more confident in handling common situations independently. This experience highlighted the importance of basic local language preparation and proactive problem-solving in

a non-English-speaking environment.

Cultural differences also appeared in everyday routines. Supermarkets near my dormitory closed relatively early and were usually closed on Sundays, which required planning for shopping. Over time, I adapted by adjusting my habits and organizing errands more efficiently.

Overall, this overseas experience led to significant personal growth. I used to rely heavily on detailed planning and felt anxious when facing uncertainty. However, frequent travel delays and unexpected changes in Europe taught me to remain calm, focus on feasible solutions, and adjust plans flexibly. I also noticed that communication styles in Europe tend to be more direct, whether in casual conversations or group discussions. Learning to express ideas clearly without excessive hesitation improved both communication efficiency and my own confidence. This exchange period ultimately became a meaningful journey of adaptation, resilience, and self-development.