

26-1 學校簡介

阿姆斯特丹商學院屬於應用科技大學，藉由提供實作教學，例如專案執行與企業實習，來幫助學生獲取未來就業所需的技能。其由七個系所組成，分別是應用社會科學與法律系、商業與經濟系、數位媒體與創意產業系、教育系、健康管理系、運動與營養學系以及科技學系。值得一提的是，阿姆斯特丹商學院與其他 50 個不同的國家，共 250 個機構合作，目的為提供學生多樣化的教育資源，不管是校內課程的發展、交換學生與交換教師的制度以及工作機會等，都是以國際化為導向。

而為了使學生們更有效學習，其提供跨足學士、碩士以及其他相關學位共 92 種課程，其中有許多課程更是以英文授課，滿足國際生的需求。而在我的交換期間內確實能感受到這所學校的國際化，像是一個班級內就會有一半的學生是國際生，剩下一半才是荷蘭本地學生。此外，荷蘭教師普遍都能輕鬆地以全英授課，因此對於國際生來說，上課時不僅沒有語言上的障礙，還可以同時接觸到國際生和荷蘭本地學生，將出國研修的效益發揮到最大值。

26-2 國外研修之課程學習（課內）

我於交換期間共修習兩門課，分別是荷蘭語和策略行銷管理。對亞洲人而言，學習荷蘭語是有些吃力的，不巧的是班上有許多來自德國和瑞士的學生，其母語都和荷蘭語較為相似，因此學習速度很快，導致老師的教學速度也很快。雖然有時候沒有辦法及時接收老師教的內容，但只要認真聽課，回家複習筆記，有不懂的地方就上網找解答，如此一來也能順利通過期末的口說與寫作測驗了。

而策略行銷管理課程著重的是小組合作，老師會在課堂上給我們業界的案例，並分組討論。還記得在第一堂課時，老師就無預警地請我所屬的組別上台分享，雖然感到緊張但又覺得這是一個訓練自己靈機應變的機會，於是就自告奮勇的上台分享。當我發現自己能順利在沒有打草稿的情況下用英文在全班面前報告時，獲得的是滿滿的成就感。此外，因為這堂課有許多分組討論的機會，所以必須勇於發表自己的看法，積極參與討論，才能在這堂課中有所收穫。

26-3 國外研修之生活學習（課外）

除了選修上述兩門課外，我還加入了阿姆斯特丹商學院的學生大使團。身為大使的國際生們必須參加 5 場工作坊，並在期末運用工作坊所教的知識與技能，共同完成社群內容創作與工作坊。且每位大使必須創造出一項產品，向其他大使展示自己的學習成效。參加大使團讓我學到許多終身受用的技能，例如簡報技巧、說故事技巧、組織能力、隨機應變能力等。此外還能認識來自不同國家的交換生，彼此互相交流不同的看法，受益良多。

在上學與參加社團之餘，我也規畫到其他國家旅行，看看不同的風景、體驗不同的風土民情。許多人曾經問我，最喜歡哪一個國家？我總是回答不出來，因為每個地方都有屬於自己的特色，且都值得欣賞與學習，因此難以比較。在旅行的過程中也常常遇到其他旅人，有時只是小聊幾句，有時結伴同行，但不管相處的時間多寡，總能在這些旅人的身上學到東西。

26-4 交換/研修之具體效益（請條列式列舉）

- 大幅增加英語會話能力

當初會想要選擇到荷蘭交換的原因之一，就是因為英文在荷蘭的普及率非常高。果不其然大部分的荷蘭人都能講著一口流利的英文，因此半年下來我的英語能力也大幅增加了。

- 確立未來志向

我本身就讀行銷傳播專業，想要出國交換的原因之一，就是為了拓展自己的視野，讓自己學

著跳脫框架，以便未來在行銷產業中能更有創造力。而在交換期間，每當我看到許多有趣且新穎的行銷手法而有所收穫時，都一次次的確立自己真的喜歡行銷傳播工作。

- 增加解決問題的能力

一個人在國外就必須學習自己解決問題，像是水槽堵住了、旅行時迷路了、班機被取消、在超商看不懂荷蘭文標籤或受到不平等對待等，都必須自己想辦法解決。

- 學會煮飯

在荷蘭吃外食是很昂貴的，所以不得不自己煮飯。經過半年的訓練，我終於從完全不會煮飯到可以料理三餐！

26-5 感想與建議

到歐洲交換能夠體驗到和台灣截然不同的風土民情，既然有了到國外生活的機會，就不能夠虛度時光。不管是在上學中、旅行中還是走在路上，我都會不斷的觀察周遭的人事物，並試著了解這些差異。我聽過一句話：「你到過的世界有多遠，心胸就有多寬廣。」我想這是真的，因為我們必須學習包容和自己極為不同的人事物，而這也是出國交換的有趣之處。

26-1 Introduction of AUAS

AUAS offers professional programs in the applied arts and sciences that prepare students for specific careers. Practical work experience through internships, and hands-on field projects are an important part of the study programs. AUAS consists of seven faculties which is Faculty of Applied Social Sciences and Law, Faculty of Business and Economics, Faculty of Digital Media and Creative Industries, Faculty of Education, Faculty of Health, Faculty of Sports and Nutrition, Faculty of Technology. AUAS has 250 partner institutes across 50 different countries and contribute to various international educational projects such as curriculum development, research projects, student/lecturer exchanges and work placements. This ensures that the education, and research activities, provided by AUAS are internationally orientated. Also, in order to benefit for international students, AUAS has offered 92 Bachelor's, Master's and Associate degree programs, many of which are available in English.

26-2 Courses

I had two classes during the exchange period which is “Dutch for international students” and “Strategy marketing management”. It is kind of difficult to learn Dutch for Asian people. Though I couldn't understand the content which the teacher taught us immediately sometimes, I still passed the oral and written exams by listening the teacher carefully, reviewing the notes after classes and searching the information online.

“Strategy marketing management” was focus on group work. The lecturer gave us some cases and let us discuss about them. At the first lesson, the lecturer designated my group to give a presentation, I felt really nerves but on the other hand it was the opportunity to train myself for the abilities of logical thinking and improvisation. Therefore, I was the volunteer to give everybody a share. When I found out I could present in English very well without having the preparation in advance, I felt the sense of achievement. I think speaking out ideas and interacting with others positively are the ways to learn things in this course.

26-3 Extracurricular activities

I am a student ambassador of AUAS. All the ambassador had to attend five workshops, and complete the social media content and a workshop which was called “Going international” together. Besides, each of us had to create a product to show what we learned from the workshops. I had learned a lot from this ambassador program, like presentation skill, story-telling skill, organization skill and improvisation skill.

Except going to school and work for ambassador program, I also traveled a lot. People always ask me which country do I like most? But my point is I saw difference things in difference countries, and each of them was beautiful and worth learning, so they are hard to be compared. I met people during my trips, sometimes we just talked for a while, sometimes we decided to travel together. No matter how many times we spent together, I could always learn something from these people.

26-4 Specific benefits of exchange program

- Improvement of my English speaking.

Dutch people can speak English very well, so after living in Netherlands for half year, my English conversation ability is better now.

- Conformation of my career.

When I saw some interesting marketing skills during the exchange period, I was sure about my career in the future which is being a marketing personnel.

- Ability of problem solving.

When I was alone abroad, I had to solve the problems by my own. Like the sink clogged, losing the way while traveling, the flights were cancelled, couldn't read the dutch mark in the supermarket or encountering some unfair treatments...etc.

- Improvement of my cooking skill.

It's very expensive to go to a restaurant in Netherlands, therefore I cooked for myself. After half year practicing, my cooking skill is better and better now.

26-5 Suggestion

You can experience difference culture when being an exchange student. No matter what are you doing, remember to keep observing the surroundings and try to understand the differences between you and others. There is a saying I learn from a movie” how far you have been to, how broad your mind is” I think it's truth, because you have to learn to understand the things which is beyond your cognition. This is also the reason that make the exchange program worthy.



▲荷蘭最具特色的街景就是運河了！