

學校簡介

延世大學是位於首爾，韓國的私立研究型大學。成立於1885年，是韓國最古老、最有名望的大學之一，以其堅強的學術課程和研究計畫而聞名。延世大學有四個校區：首爾的主校區、松島的國際校區、元州的醫學校區以及仁川的新校區。其首爾主校區擁有各種學院，包括國際研究生院(GSIS)和延世商學院(School of Business)等。

國外研修之課程學習（課內），另外推薦受益最多/最喜歡的課程

國際研究研究生院(GSIS)是延世大學的一個專業領域，以全球化和國際化視野為特色。學院的師資力量雄厚，擁有來自世界各地的專家和學者，提供高水平的教育和研究機會。在這裡，學生可以深入了解全球各地的政治、經濟、文化等多個方面的知識，並在國際研究的領域中取得卓越的成就。

在GSIS學習的「研討會：國際新聞分析」(Seminar on International News Analysis)課程是一個很好的機會，能夠幫助學生提高對國際新聞的分析能力。通過對當前國際事件的研究和分析，學生可以更加全面地了解世界各國的情況，並能夠更好地判斷各國的政治、經濟、文化等局勢。在這門課程中，我也學到了很多關於國際新聞分析的實用技巧和方法，這對我以後的工作和生活有很大的幫助。

延世大學商學院(School of Business)是該校的一個重要的學院，專注於商業教育。學院的專業領域涵蓋了市場營銷、管理學、財務等。學院擁有一支高水平的教師團隊，他們在各自的領域都有著豐富的知識和經驗。學院也積極地與企業合作，為學生提供實踐機會，幫助他們更好地融入職場。

我在延世大學商學院學習了「市場營銷學術討論：消費者行為」(Marketing Proseminar on Consumer Behavior)這門課程，這門課程對我來說非常有益。通過學習這門課程，我對消費者行為有了更深入的了解，了解了如何分析和評估消費者的需求和行為。同時，我也學到了如何運用市場營銷策略來滿足消費者的需求。

總的來說，我在延世大學商學院學習的經歷非常有益，為我的職業生涯帶來了很多機會。我強烈推薦大家考慮來延世大學學習，你一定不會後悔的！

國外研修之生活學習（課外）

雖然韓國基本物價比例上是比台灣平均值還要高些，但是因為經歷過疫情衝擊後，韓圓貶值相當嚴重，相對匯差之下，整體花費比較於歐洲國家負擔輕鬆。話雖如此，出門在外從每日飲食到交通等等花費還是需要妥善的安排，在日常生活與適度的旅遊行程去得平衡，這也是種在生活中學到的課題。

這段在韓國的時間，有以下幾點體會：

- 1, 這波疫情對於韓國各方面皆有不小的衝擊，延世大學所在的新村還算熱鬧，可是隔壁的梨花女子大學所在的地區店家幾乎都關門歇業了，很慶幸台灣算是沒受到太多影響。
- 2, 經歷過梨泰院事件後，深深領悟到我們更應該把握當下，認真充實地好好度過每一天。
- 3, 雖然韓國，尤其首爾相當的現代化，但是整體來說還是對外國人士不算太方便，尤其是不會韓語，日常生活會有相當程度的各種不便，果然語言能力還是很重要的一點。
- 4, 韓國整體民族性非常強，團結，而且以自己的文化為傲，路上可見車輛9成都是國產車。
- 5, 雖然看起來五花八門，但是其實飲食種類相當貧乏，尤其是蔬菜類，個人第二個月開始就對台灣多樣的美食想念不已。

最後，韓國相當重視流行文化，行銷包裝能力非常強大，這點很值得我們學習。只是包裝之下有時候還是會看到華而不實的一面，這一點也值得我們引以為鑑。

交換/研修之具體效益（請條列式列舉）

- 1, 開拓視野
- 2, 離開舒適圈，增加適應能力。
- 3, 嘗試過往未曾做過的各項新事物，挑戰。
- 4, 更加的時間、金錢等等各種自我管理。
- 5, 以不同的視角反過來檢視自己在專業科目的能力。
- 6, 知道在國外日常生活與自己國家的不同，而非從電視節目看到的表面。
- 7, 學會了我們無須妄自菲薄。

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?

因為等待ARC才能開戶，信用卡又被盜刷所以只能先辦停卡，期間一度差點用光盤纏，後來是請託同樣在韓國的台灣同學幫忙提領現金得以度過。
解決方案，出國前預備好足夠現金，除了在台灣銀行換好韓圓也能帶美金過去，並且再三確認自己的提款卡已經開啟海外提領功能。

海外生活期間是否曾遭遇文化衝擊，您如何去面對及適應?

如果不會韓語，在韓國會遇到各種不方便，整體來說對不會韓語的外國來說不算友善(各項設施、環境、人之間互動等等)
解決方案就是要更多點耐心，善用手邊各種資源(翻譯、google資料)

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?

再次確認凡事真的不能只看外表，看待事物要盡量屏除先入為主的觀念，把握活在當下的每一刻。

您認為獎學金對您海外研修最大的幫助是什麼? 有無獎學金是否會改變您的出國計畫?

有了獎學金很大程度的減輕了在海外的生活壓力，畢竟身處國外再努力控制也是處處需要花費，有了獎學金的幫助當然會大幅度提高參與出國計畫的意願。

感言及心得感想

其實，過往，高中時期在國際學校時就有過與韓國人相處的經驗，但是畢竟那情形是大家都在國外。這一趟的韓國行讓我對韓國文化有了更深的體會，也更理解到凡事真的不能只看表面。古語有云：三人行必有我師焉。韓國確實有不少地方值得我們學習，例如團結的民族性，但是也有很多地方可以讓我們當成前車之鑑，例如過度重視外在、過度自信、過度物化的價值觀...等等。簡言之，我們可以更好，我們要對自己多一點信心，而且要重視珍惜自己的每一天，好好的發揮自己的能力。很有幸能參與這次的交換計劃，上一次在國外生活已經是二十五年前的事，這一趟旅程讓我不管對自己專業能力還是人生的意義都有了更深一層的體悟。

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)

Introduction in General of the city and university

Seoul, the capital city of South Korea, is a vibrant metropolis that seamlessly blends ancient history with contemporary culture. Its rich heritage and thriving economy have made it a hub for education, innovation, and business.

Yonsei University, located in the heart of Seoul, is one of the oldest and most reputable universities in South Korea. Founded in 1885, it is a private research university known for its robust academic programs and research initiatives. With four campuses - the main campus in Seoul, the international campus in Songdo, the medical campus in Wonju, and a new campus in Incheon - Yonsei University is dedicated to providing students with a well-rounded education.

Introduction of the schools

The Graduate School of International Studies (GSIS) at Yonsei University offers Master's and PhD programs in international studies. As a student at GSIS, I have the chance to receive a comprehensive education in international affairs, preparing me for careers in government, international organizations, and the private sector. One of the standout courses at GSIS is the Seminar on International News Analysis, which teaches critical analysis of international news and helps develop the ability to think critically about global events. By taking this course, I am acquiring valuable skills that will be beneficial in my future endeavors.

The Yonsei School of Business is one of the top business schools in South Korea, offering undergraduate and graduate programs in business, including an MBA program. As a student at the School of Business, I appreciate the emphasis on hands-on experience and real-world problem-solving. The School has partnerships with numerous leading companies in South Korea and around the world, providing me with opportunities to apply what I learn in the classroom to practical situations. One of the courses that has caught my interest at the School of Business is the Marketing Proseminar on Consumer Behavior, which provides a comprehensive understanding of consumer behavior and its impact on marketing decisions. By taking this course, I am gaining valuable knowledge and skills that will aid me in my future career in marketing.

Learning through Life abroad

Although the basic commodity prices in South Korea are higher compared to the average in Taiwan, the South Korean won has devalued severely after the impact of the pandemic, making the overall expenses lighter compared to European countries with the relative exchange rate difference. Nevertheless, expenses such as daily food, transportation, and others still need to be properly arranged, and a balance must be found between daily life and moderate travel plans, which is also a learning lesson in life.

The following are some reflections during the time spent in South Korea:

1. The pandemic has had a significant impact on various aspects of South Korea, and although the area around Yonsei University in the city of Seongdong-gu is still lively, almost all the shops in the neighborhood around Ewha Womans University have closed down, and it is fortunate that Taiwan was not affected too much.
2. After experiencing the Itaewon incident, I deeply realized that we should cherish the present moment and spend each day in a meaningful and fulfilling way.
3. Although South Korea, particularly Seoul, is modern, it is not very convenient for foreigners, especially for those who do not speak Korean, and there will be various kinds of inconvenience in daily

life. Indeed, language ability is a crucial factor.

4. South Korea has a very strong national unity, proud of its own culture, and on the streets, 90% of the vehicles are domestically produced.

5. Although the food looks varied, in reality, the variety of food is quite limited, especially in vegetables. Personally, I started to miss the diverse and delicious cuisine of Taiwan after the second month.

Finally, South Korea attaches great importance to popular culture and has a strong marketing and packaging ability, which is worth learning. However, sometimes, behind the packaging, there is still a false and superficial side, which is also a lesson for us to remember.

The Specific Benefits of Exchange/Training:

1. Expanding Horizons
2. Stepping outside of comfort zones, increasing adaptability
3. Trying new things that have never been done before, challenging oneself
4. Improved self-management, including time, money, and more
5. Examining one's own abilities in professional subjects from a different perspective
6. Understanding the differences in daily life between one's own country and foreign countries, rather than just what is seen on television
7. Learning not to be overly self-critical.

Reflections and Suggestions

In the past, I had the experience of interacting with Koreans when I was in high school at an international school, but after all, everyone was abroad then. This trip to Korea allowed me to have a deeper understanding of Korean culture and also to understand that we shouldn't judge things just by appearance. An old saying goes, "In a group of three, there is always someone to learn from." There are indeed many things to learn from Korea, such as their unity as a nation, but there are also many things that we can take as lessons, such as their overemphasis on appearance, excessive self-confidence, and overly materialistic values.

In short, we can be better. We need to have more confidence in ourselves and value each and every day of our lives. We need to use our abilities to the best of our abilities. I am lucky to have been a part of this exchange program. The last time I lived abroad was 25 years ago and this journey has given me a deeper insight into my professional abilities and the meaning of life