

交換心得

我所交換的學校為位於芬蘭赫爾辛基的漢肯經濟學院(Hanken School of Economics)，漢肯是一間瑞典語學校，由於芬蘭大部分人口都以芬蘭語溝通僅有約 4%人口以瑞典語為日常用語，因此，學校規模不大，僅有一棟五層樓的建築，但學生人數不少大約有三千人左右(包含交換生)。

學校開設英語課程比例相較於中山大學高出許多，但推測可能原因為科系數量少，因此在課程較中山少的情況下英語課程比例上升，但芬蘭本地學生有些必修課程是和交換生一起上的全英語課程，此外，他們在漢肯就學期間也規定必須出國交換，讓他們的學生培養國際觀，正因為如此，漢肯學生的英文能力都相當好，學校風氣也很國際化，在校園內隨處可見各地的學生聚在一起，宛如小小的地球村一般。

在出發至芬蘭前，漢肯國際處會提供完善的資訊，確保我們能夠順利開學，像是住宿、保險、簽證等，只要按照漢肯提供的指示進行安排就沒有問題，假使對國際處的資訊不清楚除了向他們詢問之外，基本上網路也都有相關的資訊分享，不需要擔心遺漏重要的事項。在和其他中山到其他國家交換的同學分享各自的交換生活後，發現漢肯大概是全歐洲最照顧交換生的學校了，從其他同學分享的經驗得知，大部分學校除了 **Orientation Days** 之外，接下來的活動幾乎都是由交換生自發性發起，而漢肯反而會主動舉辦各式活動，國際處會舉辦各種異國活動，例如：異國美食以及交換校的介紹等，讓大家都能夠體驗到不同的文化，而學生會舉辦的活動更是不勝枚舉，除了歐洲必備的各式派對外，每學期還有四趟旅行帶著學生到鄰近國家或極區探索，為我在芬蘭的生活增添了許多色彩。

交換過程中，我修的課程不多，主要都是以行銷課程為主，由於選課前沒有像在中山一樣有同學分享修課經驗，所以選的課程都是看了大綱後自己感興趣的，我修的課有：**Advertising and Promotion, Service Marketing, Swedish, Project Management, Digital Marketing, Business Terminology**。其中印象最深刻的課程是 **Digital Marketing**，這是一門研究所的課程，老師除了在課堂中教授理論外，也要求我們針對特定的議題製作出影片放置在社群平台上，讓我們以推廣的角度實際操作社群平台，更特別的是老師特地安排我們到赫爾辛基 **Google** 上關於社群行銷的課程，讓我們知道在操作社群平台時要如何分析受眾與產出符合受眾喜好的內容，除此之外，大部分的課程都和台灣相仿，不外乎就是考試與報告，值得注意的是在台灣，書面報告通常是針對報告主題提出自己看法，較少有搜尋參考文獻或相關研究的機會，來到芬蘭交換後，幾乎所有的報告，都需要透過研究論文等文獻佐證我們的看法，這對於我來說幫助不少，以往總是依照自己的看法完成報告，缺乏文獻佐證，而在交換課程中，查找資料，抓

出文章重點，支持自己的觀點反而讓我的報告架構更完整，以更宏觀的角度完成作業。

交換的具體效益：

1. 增進外語能力
2. 認識歐美文化
3. 拓展人際關係
4. 學會對自己負責
5. 提升危機管理的能力
6. 更珍惜自己的國家

感想與建議：

很可惜在交換時，遇到疫情影響導致必須提早回國，但很慶幸當初選擇交換一年讓我能夠在國外待較長的時間，能夠不疾不徐的拜訪許多國家，欣賞許多美景，體驗更多人事物，仔細回顧這七個月的歐洲生活，認識許多要好的朋友，甚至還曾到某位朋友的家鄉找他，在這趟交換旅程中深刻的體會到自己並不會比其他國家的人來得差，也不應該擔心與不同國家的人相處會有文化之間的隔閡，在我看來，既然都來到歐洲交換就應該放開心胸，融入歐洲生活，成為他們的一部分，這也是當初選擇歐洲交換的目的，再加上交換學校也提供這麼多的活動讓同學們參與，更應該把握機會認識新朋友，如果來到歐洲都和亞洲人甚至台灣人相處在一起，一定會對交換過程感到惋惜的。

As an exchange student in Finland, I think this was one of the best moments in my life even though there was no snow this winter in Helsinki. Studied in Finland, the country with the well-known education system, you can see lots of artistic and cultural architectures here. Finnish people were very kind. I remember the first time I was on my way to school, but I wasn't familiar with the route so I got lost. There was a man came to me and asked if I need any help. It gave me the first impression about Finnish people are the kindest people in the world. Beside the kindness here, people here are really good at English, so we don't really have any problem communicate with other people regardless wherever you are.

In the first two weeks, I was filled with curiosity about my brand new life in Helsinki. I kept exploring this lovely city to see scenes that I've never seen before. Helsinki is the capital of Finland, but living here just like living in a small town. There are lakes, rocks and forest everywhere plus the fresh air. Walking in the downtown, I never felt any intenseness. Everyone just walks on the street with a very slow speed. Sometimes I jogged around the lakes enjoyed the fresh air in the forest, I would say the life in

Finland was so chill. It'll always be my first choice to enjoy my retire life after I retire from work.

However, I was here for my study. To be honest, I took time to get used to the learning environment in the beginning. Afterwards, I found my way to study and interact with my coursemates. Hanken offered us lots of resource and held a bunch of activities for exchange student. There were tons of parties for sure, but the most interesting parts were the trips held by our student union. We had four trips to visit our neighbor countries and the north part of Finland every semester. One of these places was St. Petersburg, I've never thought I could travel to Russia and we took a whole night in a ferry to go there and another night to come back which was a really impressive journey.

On the other hand, I've visited lots of countries in Europe with my friends as well because I thought I should take advantage of studying in Europe to travel around. I involved in the culture of every countries when I traveled. For instance, when I was in Germany, I was participated in the Oktoberfest to experience how people celebrate this festival here, enjoy the atmosphere everybody singing and dancing together and I also went to BMW museum to visit their gorgeous motor industry.

I was fortunate that I've been to different countries before the pandemic. Even though I came back to Taiwan two months earlier than I planned, I still think I have the best seven months in Europe. I met a couple of amazing friends, experienced things I've never done before, explored the corner I've never visited before. There are tons of memories in my mind and I certainly grew up quite a lot during this exchange.



剛來到學校參加 Orientation Day 時，和學校招牌拍的照片



剛開學不久，我們隊伍拿下學生會舉辦的沙灘足球比賽第一名時拍的照片



受朋友邀請到他們家吃晚餐，體驗他們國家的美食