26-1 學校簡介

Emlyon business school 為歐洲排名前十、法國排名前三的老牌商學院，並榮獲三項國際認證(AACSB, EQUIS, AMBA)，校區包含法國、中國與印度，而研究生的校區在 Ecully，其距離里昂市中心約 40 分鐘車程，較快的方法為搭地鐵再轉公車，也可以直接搭公車到學校，此校區共有三棟樓，但主要活動範圍都在 A 棟，裡面包含教學教室、各主要辦公處室、咖啡吧與用餐區等。



說明:Emlyon 校園

26-2 國外研修之課程學習（課內）

交換生的可選的課程算是多元，課程包含財務、行銷廣告、企業管理、人資、供應鏈與程式設計等，我選擇了以下三堂課:

1. Advertising and communication

此門課最主要講授企業的廣告手法與行銷模式，講師的教學相當生動有趣，並以諸多例子來說明各式廣告手法，課堂中講師喜歡與學生互動，有時亦會請同學在課堂中分組討論並將想法寫在白板上再由講師帶著大家討論評析，然而此門課最大特色為有 P&G 集團行銷部門主管參與課程，分享 P&G 的廣告、行銷手法與品牌理念。此門課多以分組的形式完成作業，首先為閱讀期刊文章並製作相關研究報告，而期末會有一個份量不少的分組期末報告，這一次是要做特定產業的跨國跨品牌之比較，除了期末報告外，也會有期末考且期末考佔學期成績比例很重，一定要好好準備!



說明:上課狀況，老師請同學分組討論後再將想法寫於白板上與所有人討論

2. Corporate finance

此門課為線上授課，學生可自由分配學習時間與進度，也可以參考講師訂定之進度，每周講師會上傳作業至平台，作業成績雖不計入學期成績，但還是建議跟著每周進度完成，這樣才不會累積到期末考前有一堆進度要補。授課內容中規中矩，從最基本的公司理財觀念開始，最後亦會有個案討論與評析，期末考為統一時間線上考試，整體來說是一門負擔不會太重的一門課。

3. Mastering the fundamentals and analysis

此門課主要是在建立財務報表編制的觀念，上課以講師講授為主，三個小時的課程中，上半堂講師會講授基本觀念與一些例子，而下半堂課則由學生實作練習題，最後講師會講解練習題，每一周講授的內容不算少，建議最好要每周完成進度，而期末考主要以計算題為主，有一些題目與每周實作題的觀念差不多，每周跟著講師的進度練習即可。

26-3 國外研修之生活學習（課外）

這一部分最主要的便是熟悉並融入當地文化，法國是一個與台灣生活起來相當不同的國家，例如以日常生活來說，法國人相當重視禮貌，不論是進入商店或者餐廳、上下公車、遇到同社區的住戶等，主動打招呼是必備的，剛開始會覺得有點彆扭，但後來會發現這就是他們的習慣與文化，自己先釋出善意，其實對方也會熱情回覆你，久而久之就習慣也蠻喜歡這種感覺的！再者，法國人相當注重生活、

工時較台灣短，約莫晚上七、八點大部分商店就會關閉了，禮拜天也只開到中午，一開始會覺得有點不方便，但後來也習慣了，會記得在關門前要買好所需用品。然而，在法國要辦理一些生活上的事並不像在台灣那麼方便且有效率，像是之前在法國有開銀行戶頭，但後來被誤扣款項，銀行也沒有特別通知有收取一些額外費用，是自己查看帳戶才發現的，後來去了兩三次分行處理才終於等到他們退款，後來我養成了事情絕對要提早處理的習慣，因為非常有可能沒辦法一次就處理完畢。

26-4 交換/研修之具體效益（請條列式列舉）

1. 能更有自信地表達自己的想法:

   體驗到與台灣比較不同的教學方式，在台灣大多以講授類為主，而在法國上的課較多需要與教師或同學互動，且課堂風氣也不同，外國的學生普遍勇於也樂於發言，而大家也會尊重彼此的言論。

2. 更有自信與不同語言的人相處:

   生活在國外，每天接觸到的人多是講法文或英文，過去比較不敢開口與外國人對話，甚至擔心會面臨歧視的問題，但經過這次交換經驗發現外國人大部分都非常友善，使我更有信心能與外國人接觸、對話。

3. 培養獨立自主能力:

   在法國生活不比在台灣便利，除了習慣不同、語言也是需要克服的一大課題，生活上發生的大部分問題都要靠自己去解決，即使有時面臨到語言不通或是可能被刁難的時候，也只能告訴自己要更勇敢，這個時候只有自己能夠幫助自己、替自己解決問題。

26-5 感想與建議

整體來說，我很喜歡這次的交換經驗，也很喜歡里昂這座城市，氣候舒適、經常是大藍天、居民普遍友善，有繁華熱鬧的一面也保有舊城區的歷史風情，每當旅行完回到里昂時，總有種回到家的歸屬感，但這些是在我熟悉與適應當地文化後才愛上的。法國是一個不太愛講英文的國家，特別是要在這邊生活四、五個月，非常建議來法國前可以先學一點法文，這會讓你在法國一開始的生活輕鬆很多，像是打招呼、問候、買東西或點餐時，有時候先用法文問候當地人，他們便會對你非常友善，即使你後來都是說英文，或者遇到聽不太懂英文的人，可以跟他們說法文關鍵字，他們大部分時候也能了解你的意思，久而久之就會懂得如何在法國輕鬆、開心的生活了。最後，交換時間只有四到五個月一定要好好把握，最重要的是要記得與實踐自己當初申請交換的理由。



說明:里昂的白萊果廣場，附近相當熱鬧與便利，亦鄰近里昂舊城區。

Being the exchange student in France is the most precious experience of my life. Lyon is a charming city and the cuisines in Lyon are the best. I really enjoy all daily life there. I think Emlyon business school is the best choice to study. Courses there are very professional, the campus in Ecully is so pleasant and all staffs are so nice to help us to solve the problems.

The course I recommend most is Advertising and Communication. Teresa ,the teacher of the course, introduces the theories and application of advertisements in interesting way. It help us to realize the marketing and adverting more easily. The most special of this course is P&G experts are also invited to share their marketing experiences to all students. In this class, we are divided into many groups. It's a good chance to cooperate and communicate with other international students from different countries. The final report is to analyze and evaluate the advertisements you choose from two different companies in two different countries. To finish the final report, we spent so much time sharing ideas to each other in the team and discussing about it. We had to represent in the last class, it makes me so nervous at that time. Because it's my first time to represent in English. I think this course really helps me make great progress.

There are so many different things between living in France and in Taiwan. In addition, you have to rely on yourself to deal with everything in your daily life, such as finding accommodation, applying credit account, preparing meals and so on. To be honest, learning some basic French before you come to France is necessary and it will make you live in France

more easily. On the other hand, security is the most serious problem you have to pay more attention to. Once you aren't careful enough, you may lose your important items ,such as wallet or passport. It's important to do something to avoid being stolen. It's highly recommended to put something valuable in a small carry bag which is on your chest. To do so, you could make sure to pay the most attention to keeping your valuable items.

Overall, I really enjoy this exchange experience very much, and I also like the city of Lyon. The climate is comfortable, often the blue sky and the residents are generally friendly. There are not only the bustling and lively side but also retaining the historical style of the old town. When I return to Lyon after traveling other countries in Europe, there is always a sense of belonging when I return home, but these fell in love after I became familiar with and adapted to the local culture. France is a country that doesn't speak much English, especially if you want to live here for four to five months. It is highly recommended that you learn a little French before coming to France. This will make your life in France a lot easier, like greeting, shopping, or ordering. Sometimes greeting the locals first in French, they will be very friendly to you, even if you later speak in English, or meet people who do not understand English, you can tell them Text keywords in French, they can understand what you mean most of the time. Over time, you will know how to live a relaxed and happy life in France. Finally, the exchange time is only four to five months. Be sure to grasp it, the most important thing is to remember the reason for applying for the exchange and just enjoy the life in Europe.