

學校簡介

上學期修習之課程:每門課程會有不同的上課方式(ex: 實體、線上、錄影等等)，但因目前疫情影響，所有課程皆為線上上課，大部分會有錄影存檔，易於考前複習

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

□ MAN 656 Mergers & Acquisitions(線上/密集課程):

分數占比: 30%小組簡報、70%期末考

集中於三天整天將課程解講完成，期中會請業界講師簡報實際併購案例，與實際企業實例連結，最後一天會進行分組，一組5-6人，課程結束後需要大量時間討論&製作簡報，簡報主題是LVMH集團是否可以併購HUGO BOSS?併購金額及流程等等完成的模擬個案，其他組員皆為德國人，可以從中學到不同國家的合作方式，德國人較屬主動，會直接提出問題進行討論。

□ MKT 561 Service Business Model Innovations(線上)

分數占比: 100%期末考

上課方式會採一邊上課一邊分組討論，會以實際個案作為討論主題，將模型帶入個案中，了解各服務型企業的商業運作模式、服務藍圖等等。

□ MKT 612 Business-to-Business-Marketing(線上)

分數占比: 100%期末考

與Service Business Model Innovations同一位教授，主要以講授課程為主，僅有少部分討論活動。

□ 1113 General German Language Course A1.1(線上)

分數占比: 20%小考、60%期末考、20%期末口試

每周的兩天中午上課，一次90分鐘，需要搭配課本上課，主要的上課方式為小組互動口說練習為主，一學期總共上6 lessons 每結束一個會有一個小考，也會有期中考跟期末考，以及期末的口試(包含: 自我介紹、兩兩一組互答問題)

國外研修之生活學習（課外）

□ 住宿

超到的宿舍離學校較遠，需要坐電車半小時

□ 飲食

因為外食的開銷較高，主要是在家裡自己煮，偶爾才會在外面餐廳外帶。2022.01底開始，進去餐館需要2G+，注射兩劑疫苗還需要篩檢或是需要注射三劑疫苗。

□ 旅遊

推薦海德堡，離學校非常的近，火車只需要半小時即可到達。可以選擇坐纜車上去城堡或是走路，是個非常漂亮的古城區，可以很悠閒的選擇一間喜愛的餐廳，可以坐上一整個下午。

□ Buddy: 建議要申請Buddy，可以協助我們解決問題，但是不一定會遇到好學半，我德文課的泰國同學就遇到很冷淡的學伴(但可以跟學校提出要更換學伴)，請我同學自己google解決問題。我自己的學伴是一位德國人，目前大二，曾經去過美國當過保母，之後希望可以到日本交換，有推薦台灣也是不錯的選擇，順便推銷中山大學:)

交換/研修之具體效益（請條列式列舉）

□ 更國際觀: 不再局限於台灣得思考可以更多面向的思考

□ 更關心國際大事: 今年烏克蘭戰爭就好像發生在自己身邊一樣，身邊很多人都在關心時事，所以自己也更對於國際事務有更深感受。

□ 獨立生活: 外食的費用較為高昂，所以需要自己準備食物。在這邊太想念台灣味了，所以在app

上自學很多道地的台灣菜，相信回國後一定會廚藝大增。

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?

否

海外生活期間是否曾遭遇文化衝擊，您如何去面對及適應?

坦然面對，不必想太多

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?

更有國際觀

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?

降低金錢壓力/無

感言及心得感想

這是一個很好的機會認識國外、開拓視野。除了學校上課增加專業知識以外，也可以透過結交當地的朋友更認識德國。

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)

Courses taken last semester: Each course will have different teaching methods (ex: physical, online, video, etc.), but due to the current impact of the epidemic, all courses are taught online, and most of them will have video archives, which is easy to prepare for exams review

□ MAN 656 Mergers & Acquisitions (Online/Intensive Course):

Score ratio: 30% group presentation, 70% final exam

Focus on three days to complete the course explanation. In the mid-term, industry lecturers will be invited to brief the actual merger and acquisition cases, which will be linked with actual enterprise examples. On the last day, there will be groups of 5-6 people. After the course, it will take a lot of time to discuss and make Briefing, the topic of the briefing is whether LVMH Group can acquire HUGO BOSS? A simulated case completed by the acquisition amount and process, etc. The other team members are all Germans, and they can learn from the cooperation methods of different countries. Germans are more active and will directly propose issues are discussed.

□ MKT 561 Service Business Model Innovations (Online)

Score percentage: 100% final exam

The method of class will be group discussions while taking the class. The actual case will be used as the topic of discussion, and the model will be brought into the case to understand the business operation mode, service blueprint, etc. of each service-oriented enterprise.

□ MKT 612 Business-to-Business-Marketing (Online)

Score percentage: 100% final exam

The same professor as Service Business Model Innovations mainly teaches courses, with only a few discussion activities.

□ 1113 General German Language Course A1.1 (Online)

Score ratio: 20% quiz, 60% final exam, 20% final oral exam

Classes are held at noon on two days a week, 90 minutes at a time. It needs to be taught with textbooks. The main method of class is group interactive oral practice. There are a total of 6 lessons in a semester. At the end of each one, there will be a quiz, and there will also be mid-term exams. Final exam, and final oral exam (including: self-introduction, answer questions in pairs)

Accommodation

The dormitory is far from the school, and it takes half an hour to take the tram

□ Diet

Because the cost of eating out is relatively high, it is mainly cooked at home, and occasionally taken out in restaurants. From the end of 2022.01, 2G+ is required to enter the restaurant, and two doses of vaccine need to be screened or three doses of vaccine need to be injected.

□ Tourism

I recommend Heidelberg, which is very close to the school and only takes half an hour by train. You can choose to take the cable car to the castle or walk. It is a very beautiful ancient city. You can choose a favorite restaurant leisurely, and you can sit for a whole afternoon.

□ Buddy: It is recommended to apply for Buddy, which can help us solve problems, but we may not meet students who are eager to learn. My Thai classmates in German classes have encountered very cold schoolmates (but you can ask the school to change schoolmates), ask my classmates to google to solve the problem. My own student partner is a German. He is currently a sophomore. He has been to the United States as a nanny, and hopes to exchange in Japan. It is also a good choice to recommend Taiwan. By the way, I will promote NSYSU:)

A more international outlook: no longer limited to Taiwan, thinking can be more oriented

□ □ Care more about international affairs: This year, the war in Ukraine seems to be happening around me. Many people around me are concerned about current affairs, so I have a deeper understanding of international affairs.

□ □ Independent living: The cost of eating out is relatively high, so you need to prepare your own food. I miss Taiwanese so much here, so I taught myself a lot of authentic Taiwanese dishes on the app. I believe that my cooking skills will increase greatly after returning to China.

