26-1 學校簡介

EMLyon business school 成立於 1872 年，位於法國第三大城-里昂 Lyon，是歐洲商學的領導學校，在法國排名前三、歐洲排名前十名的商學院，此間學院以研究為主，追求實務上的專業，為世界少數榮獲三項國際認證（AACSB, EQUIS, AMBA）的商學院。學校在法國及海外有多個校區，在里昂的研究生校區為 Ecully，此校區的範圍不大且位於山上，需要搭乘公車始可到達，且校區位處偏僻，附近並沒有商圈。



圖片為里昂管理學院 ECULLY 校區門口，因此校區上課都為研究生，因此學校並不是很大，其他校區位於巴黎、上海等地。

26-2 國外研修之課程學習（課內）

Advertising and Communication

此課程教授為美籍老師，老師分組希望由不同國籍組成一組，且邀請 P&G 業師進行演講，課程內容主要為討論為主加上教授授課，共有一個課堂、期末報告及考試，期末報告內容為針對不同兩個國家的企業進行廣告評析且探討差異性，期末考試為上機考，皆為英選題，題目稍有難度。

26-3 國外研修之生活學習（課外）

學校有負責辦理交換活動的社團，很多時間都會舉行活動、聚餐，可以與各國交換生彼此認識、交流，里昂當地也會不定期舉辦活動，交換生都可以多多參加。在法國，最重要的是需要忍受法國人當地的辦事效率，以及法國人超級準時下班的習性，這些特點都跟台灣非常不一樣，需要時間克服及忍受。

26-4 交換/研修之具體效益（請條列式列舉）

課業方面

1. 了解到法國學校的上課方式
2. 與不同國籍組員進行交流
3. 了解到更多歐洲的時尚品牌
4. 認識到更多的廣告手法及行銷方式

生活方面

1. 了解到不同國家的生活習慣及辦事態度

2.讓自己更為獨立，在異國所有事情都必須依靠自己
3.能擁有更多使用英文的機會，聽、說都大幅進步
4.拓展自身的視野

26-5 感想與建議

在法國交換真的什麼都必須要依靠自己，辦信用卡、電信、找住宿的什麼都必須自己來，而且也要忍受法國人辦事效率，可能要有些足夠耐心，也因為這樣，才可以讓我去完交換後變得更為獨立。比較需要注意的是法國人有些人真的不說英文，所以要來法國交換前，真的需要先學一些基礎的法文，法國人才可能願意與你溝通，只要最基本法語即可。

在里昂交換也可以去歐洲各國遊玩都非常方便，距離巴黎為高雄至台北距離，里昂到瑞士、義大利、德國、荷蘭等等國家都非常的近，前往英國也可以搭乘歐洲之星及客運，地理位置是一個非常好的地方。里昂也是法國的第三大城，基本上百貨、品牌、逛街的地方都非常多，當然里昂最不能錯過就是他的美食。

不過，歐洲治安真的沒有台灣這麼好，可能一不注意包包、錢包、護照都會不小心弄丟，身邊有朋友就是這樣遺失錢包的，建議背個小包在胸前，才可以隨時注意，後背包也不要放重要物品，遇到戴手環等等的詐騙人士，都不要裡他們就 OK 了。至於里昂這個城市相對法國其他地方，如：巴黎、馬賽，真的安全且舒適許多，地鐵相對其他城市真的非常乾淨，半夜走在街頭也算是安全，天氣也是非常的舒服，氣溫約 5~25 度間(9 月至 12 月)，不會過於寒冷，里昂真的算是一個適合居住且交換的一個城市。



此圖為里昂當地最重要且最熱鬧的廣場 – 白萊果廣場，附近有許多商圈及美食，建議尋找住宿可以尋找此地附近，將會非常方便。



里昂為兩條河流匯集而成的城市，此圖為里昂最重要的一條 – 隆河，傍晚時分，有很多法國人會在河旁散步、跑步甚至是溜滑板都有。

The class I recommend more is Advertising and Communication. This course is taught by American teachers. Teachers are expected to form a group of different nationalities. P & G teachers are also invited to give lectures. The content of the course is mainly discussion plus professors. There is a class, final report and exam. The final report is advertisement evaluation and analysis of differences between companies in two different countries. The final exam is a computer-based test. Both are English-choice questions, and the questions are slightly more difficult.

The school has a community responsible for exchange activities. Many times, there are events and dinners. You can meet and exchange with students from other countries. Lyon also holds events from time to time. Exchange students can participate in more.

In France, you really have to rely on yourself to everything. You have to come by yourself to process credit cards, telecommunications, and accommodation. You also have to endure the efficiency of French people. You may have to be patient enough, because of this, you can also become more independent after the exchange program. It should be noted that some French people really don’t speak English, so before you

come to France to exchange, you really need to learn some basic French. Then, French may be willing to communicate with you.

It is very convenient to exchange in Lyon and travel to European countries. The distance from Paris is like Kaohsiung to Taipei, and Lyon is very close to Switzerland, Italy, Germany, the Netherlands and other countries. You can also take the Eurostar or the bus to the UK. Lyon is also the third largest city in France. Basically, there are a lot of department stores, brands, and shopping places. Of course, you must not miss its food in Lyon.

However, European security is really not as good as Taiwan's. You may lose your bags, wallets, and passports accidentally if you don't pay attention to it. It is recommended to carry a small bag on your chest and you can pay attention to it, also don't put important items in the backpack. As for the city of Lyon, compared with other places in France, such as Paris and Marseille, it is really safe and comfortable. The subway is really clean compared to other cities. It is safe to walk on the street in the midnight and the weather is also very comfortable. The temperature is about 5 ~ 25 degrees (September to December), it will not be too cold, Lyon is really a city suitable for living and exchange.