

繕打中文及英文心得報告，應包含下列項目

(中文至少 1,000 字+英文至少 500 字。赴中國交換者不需撰寫英文心得。)

A. 學校簡介

朱拉隆功大學是泰國歷史最悠久、最具聲望的國立大學，被譽為「全國最有威望的大學」。校名取自朱拉隆功國王（拉瑪五世），創校人為拉瑪六世瓦吉拉伍德國王，並於 1917 年創立，最初為一所行政學院，後來發展為現代綜合型大學。目前設有 19 個學院，涵蓋文、法、商、醫、工等領域，長年在 QS 世界大學排名中位居泰國第一。校園位於曼谷市中心，學術資源豐富、國際化程度高，是許多國內外學生嚮往的學習場所。

B. 國外研修之課程學習（課內），推薦受益最多/最喜歡的課程

我收穫最多的一門課是 Integrated Brand Marketing Communication。這門課不僅涵蓋整合行銷傳播的理論架構，老師更幾乎每週都邀請知名企業的業界講師前來授課，分享第一線的行銷實務與案例。課程期間，我們還實地參訪了 L'Oréal Thailand 公司，並全班分組參加由 L'Oréal Thailand 和學校共同舉辦的品牌提案競賽，針對指定產品提出創新行銷方案。在這個過程中，我學習到許多實用的行銷策略、提案報告的邏輯架構，並透過跨文化團隊合作，是一門理論與實務兼具、非常有啟發性的課程。

C. 國外研修之生活學習（課外）

在課外生活方面，我走訪許多泰國當地的古蹟，深入了解當地的文化背景與宗教信仰，同時也品嚐了各式道地美食，感受泰國豐富的飲食文化。我也主動學習泰文，並與當地同學建立良好互動，從日常對話中加深對泰國社會的理解。這段時間的文化交流不僅拓展了我的國際視野，也培養我跨文化溝通能力和適應力，是非常寶貴的學習經驗。

D. 交換/研修之具體效益（請條列式列舉）

1. 體驗國外大學上課模式，並與當地學生共事。
2. 結交到來自各個國家的朋友。

E. 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？

印象最深刻的是遇到大地震。

F. 海外生活期間是否曾遭遇文化衝擊，您如何去面對及適應？

飲食口味較重。

G. 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？

學習獨立自主、培養跨國溝通能力與適應力。

H. 感想與建議

首先，我很開心也很感謝有機會到泰國朱拉隆功大學交換。這所學校不僅歷史悠久、享有盛譽，且與我一起上課的同學們普遍來自良好的家庭背景，具備優秀的素質與能力。在這段交換期間，透過與泰國同學的交流與相處，我接觸到許多不同的思維方式與文化觀點，也讓我的視野更加開闊。

再來，是我推薦去朱拉隆功大學交換的幾個原因：

1. 地理位置優越：校園位於曼谷市中心，交通便利，周圍有許多商場與百貨公司，生活機能完善，日常生活相當方便。
2. 豐富的學校資源：學校經常舉辦各類大型活動，例如足球比賽、戶外電影節等，讓學生能體驗到不只是課業上的校園生活。此外，學校的國際化程度高，國際學生眾多，並提供多門英文授課課程，完全不用擔心不會泰文。
3. 友善的校園氛圍：泰國同學對交換學生非常友善，有問題時，他們總是樂於提供協助，讓我深刻感受到當地的人情味與溫暖。

總結來說，我很喜歡這所學校的同學與整體校園氛圍。對我而言，交換是一段在各方面都能獲得成長的寶貴經歷。祝福所有即將前往交換的同學，都能留下一段美好而難忘的回憶。

I. 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) 500 字以上

赴中國交換者免填英文心得

School Introduction

Chulalongkorn University is the oldest and most prestigious national university in Thailand, widely recognized as the country's most esteemed institution of higher education. The university is named after King Chulalongkorn (Rama V), and was founded by King Vajiravudh (Rama VI) in 1917. It was initially established as a civil service school and later evolved into a modern comprehensive university. Today, Chulalongkorn University comprises 19 faculties, covering a wide range of disciplines including humanities, law, business, medicine, and engineering. It consistently ranks as the top university in Thailand according to the QS World University Rankings. Located in the heart of Bangkok, the university offers abundant academic resources and a highly internationalized environment, making it a popular destination for both local and international students.

Course Learning

The course I benefited from the most was Integrated Brand Marketing Communication. This course not only covered the theoretical framework of integrated marketing communications but also featured weekly guest lectures by professionals from well-known companies, who shared practical insights and real-world marketing cases. During the course, we also had the opportunity to visit L'Oréal Thailand, and the entire class participated in a brand proposal competition jointly organized by L'Oréal Thailand and the university,

where we were tasked with developing innovative marketing strategies for a specific product. Through this experience, I gained valuable knowledge in practical marketing techniques, proposal structuring, and cross-cultural teamwork. It was a highly inspiring course that effectively combined theory with hands-on practice.

Life and Learning

In terms of extracurricular life, I visited many historical sites in Thailand to gain a deeper understanding of the local culture and religious beliefs. I also explored a wide variety of authentic Thai cuisine, experiencing the richness of the country's food culture. Additionally, I took the initiative to learn basic Thai and actively engaged with local students, which helped me better understand Thai society through everyday conversations. This period of cultural exchange not only broadened my international perspective but also enhanced my cross-cultural communication skills and adaptability. It was truly a valuable and enriching learning experience.

Specific Benefits

1. Experience the teaching style of foreign universities and collaborate with local students.
2. Make friends from different countries.

Reflections and Suggestions

First of all, I am truly grateful for the opportunity to study as an exchange student at Chulalongkorn University in Thailand. The university is not only prestigious and rich in history, but the classmates I studied with also generally came from well-educated backgrounds and demonstrated a high level of academic ability. During this exchange experience, I was able to interact and engage with Thai students, which allowed me to be exposed to diverse ways of thinking and cultural perspectives. This greatly broadened my horizons.

Here are a few reasons why I would recommend Chulalongkorn University as an exchange destination:

1. **Prime Location:** The campus is located in the heart of Bangkok, with convenient transportation and surrounded by shopping malls and department stores. The area offers excellent living amenities, making daily life very convenient.
2. **Abundant School Resources:** The university usually hosts large-scale events such as football matches and outdoor movie nights, allowing students to experience a vibrant campus life beyond academics. In addition, the university is highly international, with many international students and a wide range of English-taught courses—so language barriers are not a major concern.
3. **Friendly Campus Environment:** Thai students are incredibly welcoming to exchange students. Whenever I encountered any difficulties, they were always willing to offer help, which made me feel the warmth and hospitality of the local culture.

In conclusion, I truly enjoyed the students and the overall campus atmosphere at this university. For me, the exchange experience was a valuable opportunity for growth in many aspects. Wish all future exchange students a wonderful and unforgettable journey.