

研修心得

波查諾自由大學（Free University of Bozen-Bolzano）位於義大利北部的波查諾，是一所以多語言教學著稱的大學。該校擁有義大利語、德語和英語三種官方語言，並以其創新的教學方式和國際化環境聞名。學校的課程設計強調跨文化交流與實踐學習，適合來自世界各地的學生。校內設施齊全，圖書館資源豐富，並且提供各類國際學生支援服務。

在波查諾自由大學期間，我修讀了四門課程，分別是：

1. **Foundation and Entrepreneurship**: 這門課涵蓋創業的基本概念，包括市場分析、商業模式設計與初創企業的挑戰。透過案例分析，我學會了如何評估創業機會。
2. **Digital and Transformation**: 課程探討數位轉型的趨勢，強調企業如何利用科技創新來提升競爭力。這門課對於理解現代企業的數位化發展至關重要。
3. **Startup Laws**: 主要學習創業相關的法律基礎，包括公司設立、知識產權與商業合約。這門課程幫助我了解企業法律框架，對未來創業或進入企業管理領域非常有幫助。
4. **Industrial Law**: 課程內容涉及勞動法、產業法規與公司治理，讓我對歐洲的企業法律體系有更深入的了解。

推薦課程：Foundation and Entrepreneurship 這門課對我幫助最大，因為它提供了創業的全方位視角，並結合實際案例與實作練習，讓我更具備創業思維。

在波查諾的生活非常多元化，除了學業外，我也積極參與當地的文化與社交活動。這座城市雖然位於義大利，但以德語為主要語言，生活環境兼具義大利與奧地利的特色。我參加了學校舉辦的語言交換活

動，也嘗試學習當地的德語方言。此外，我也利用假期到周邊城市旅遊，例如維洛那（Verona）、威尼斯（Venice）等，拓展國際視野。另外也參加了滑雪活動將近三個月，這是我第一次滑雪，非常好玩

義大利人的生活節奏與亞洲不同，這是我最初需要適應的部分。例如，商店和超市的營業時間較短，午休時間較長，這與台灣的便利文化有很大不同。我學會了提前規劃生活所需，以避免因時間錯誤而錯失機會。此外，當地人重視社交活動，例如晚餐聚會通常持續數小時，這讓我學會更放鬆地享受生活。

初期最大的困難是語言適應，當地以德語為主要語言，雖然學校提供英語授課，但在日常生活中仍需使用德語。為了解決這個問題，我積極參加語言課程，並利用 APP 自學德語。此外，當地的行政手續較為繁瑣，例如銀行開戶、居留證辦理等，這些都需要耐心應對。我透過學長姐的經驗分享，並尋求學校國際事務辦公室的幫助，成功克服這些挑戰。

並且也因為學習德文，讓我也順利在德國找找實習，這次的實習經驗讓我深入接觸了乒乓球產業，並有幸能夠認識到奧恰洛夫（Dimitrij Ovtcharov）、高承睿等知名選手，這對我而言是一個非常珍貴的機會。不僅拓展了我的視野，也讓我對運動產業的運作模式有了更深的理解。透過實習，我更全面地了解到乒乓球市場的品牌經營與行銷策略。運動產業不僅僅是選手的比賽與訓練，還包括品牌管理、贊助合作、社群媒體經營等多方面的因素。我觀察到，透過社群媒體的精準行銷，運動品牌能夠有效提升其品牌價值，並與粉絲建立更緊密的關係。

此外，與專業運動員的接觸讓我更加體會到運動精神的重要性。他們在場上場下的態度、訓練的毅力，以及如何與品牌合作推廣運動，都給我帶來了深刻的啟發。這次實習不僅讓我累積了實戰經驗，也啟發了我對運動產業與品牌行銷的興趣。我希望能將這次的經驗應用到未來的職涯發展中，無論是在運動品

牌行銷、跨文化市場策略，還是品牌價值塑造方面，都能發揮所學。此外，這次的經驗也能成為我碩士論文的研究基礎，讓我能更具體地探討如何透過社群媒體在跨文化市場中建立品牌價值。

整體而言，這次交換計畫是一次非常寶貴的經驗。我建議未來參與交換的學生能夠提前學習當地語言，並善用學校提供的資源。此外，保持開放的心態，勇於接受挑戰，才能真正享受交換生活的樂趣。

The Free University of Bozen-Bolzano, located in northern Italy, is known for its trilingual education system, offering courses in Italian, German, and English. The university emphasizes internationalization, providing students with a diverse and multicultural learning environment. Its modern facilities and strong academic programs attract students from all over the world.

During my exchange, I took four courses:

1. **Foundation and Entrepreneurship** – Covered fundamental entrepreneurial concepts, business model development, and market analysis.
2. **Digital and Transformation** – Focused on digital transformation trends and how businesses leverage technology for innovation.
3. **Startup Laws** – Provided insights into legal frameworks for startups, including company formation and intellectual property rights.
4. **Industrial Law** – Explored labor laws, industrial regulations, and corporate governance in Europe.

Recommended Course: Foundation and Entrepreneurship This course was the most beneficial, as it provided hands-on learning experiences and real-world case studies, enhancing my entrepreneurial mindset.

Life in Bolzano is incredibly diverse. Besides my academic pursuits, I actively participate in local cultural and social activities. Although this city is located in Italy, German is the primary language spoken, and the living environment blends both Italian and Austrian characteristics. I joined the language exchange programs organized by the university and even tried learning the local German dialect. Additionally, I took advantage of holidays to travel to nearby cities such as Verona and Venice, broadening my international perspective. I also participated in skiing activities for nearly three months. It was my first time skiing, and I found it incredibly enjoyable.

The Italian lifestyle differs significantly from that in Asia, which was something I had to adapt to initially. For instance, shops and supermarkets have shorter operating hours, and lunch breaks are longer, which contrasts with Taiwan's convenience-oriented culture. I learned to plan my daily needs in advance to avoid missing out due to timing issues. Moreover, social interactions are highly valued here. For example, dinner gatherings often last for several hours, which taught me to relax and enjoy life more.

The biggest challenge at the beginning was language adaptation. Since German is the main language spoken locally, even though my courses were taught in English, I still needed to use German in daily life. To address this, I actively attended language courses and used apps for self-learning. Additionally, administrative procedures, such as opening a bank account and applying for a residence permit, were quite complicated and required patience. I overcame these challenges by seeking advice from senior students and getting assistance from the university's international office.

Learning German also helped me successfully secure an internship in Germany, where I gained hands-on experience in the table tennis industry. This opportunity allowed me to meet renowned players such as Dimitrij Ovtcharov and Gao Chengrui, which was an invaluable experience for me. Not only did it broaden my horizons, but it also gave me a deeper understanding of how the sports industry operates. Through this internship, I gained insights into brand management and marketing strategies in the table tennis market. The sports industry is not just about athletes' competitions and training—it also involves brand management, sponsorship collaborations, social media marketing, and many other aspects. I observed that precise marketing through social media enables sports brands to enhance their brand value effectively and build stronger connections with their fans.

Moreover, interacting with professional athletes deepened my appreciation for the spirit of sports. Their attitude on and off the field, their perseverance in training, and their approach to collaborating with brands to promote sports have all been deeply inspiring. This internship not only provided me with practical experience but also sparked my interest in the sports industry and brand marketing. I hope to apply what I have learned to my future career, whether in sports brand marketing, cross-cultural market strategies, or brand value building. Additionally, this experience will serve as a foundation for my master's thesis, allowing me to explore how social media can be used to build brand value in cross-cultural markets in a more concrete manner.

Overall, this exchange program has been an invaluable experience. I would advise future exchange students to learn the local language in advance and make good use of the resources provided by the university. Moreover, maintaining an open mindset and embracing challenges will allow them to fully enjoy the exchange experience.