A. 我這次選擇交換的學校是位在法國的 KEDGE 商學院，這間學校是全球知名的商學院之一，他有三個校區，包含巴黎、波爾多和馬賽，不過開放給國際交換學生的校區只有波爾多和馬賽兩個地方，而我選在以葡萄酒文化聞名的波爾多校區，這個校區的建築、教室和設備等都相當新且舒適，不僅有數位化教室、圖書館，也有一片草地可以休憩，這裡有許多國際生，可以和世界各地的學生憶起學習、交流。

B. 我們的選課方式是選擇主修類別，分別有英文授課的 “HUMAN RESOURSE,”“MARKETING,” “LUXURY MARKETING,” “FINANCE ACCOUNTING CONTROL AUDIT,” “CORPORATE SOCIAL RESPONSABILITY,”以及法文授課的 “ENTREPRENEURIAT,”和 “CULTURE & INNOVATION”，每一個主修都固定配有五門課，另外也可以自由選擇要不要上法文和其他選修，我主修選擇“LUXURY MARKETING”並且也有修習法文課，這個主修loading算是蠻大的，每一門課都配有一個文章報告、兩個個案報告、以及一個期末報告，這些都是團體作業，唯一一個個人的部分只有期末考試，剩下一個評分項目是出席和參與，這個主修的教授們都很認真，課程的內容和概念是我們在國內接觸不到的，雖然都是行銷，但是精品行銷的策略和一般的行銷有很多地方是相反的，其中我覺得收穫最多的一門課是 “Experiential Luxury”，這門課強調「奢侈體驗」的重要性，內容以消費者體驗框架為基礎，結合奢侈體驗的延伸應用，建立了一個體驗分類模型，課堂以跳薩爾薩舞的體驗為案例，展示奢侈體驗的幾個重要特徵，這個分析顯示奢侈品行銷不應該只關注產品本身，而是應該更加重視提供能讓消費者脫離日常、增添生活樂趣的特別時刻，這個就稱做「奢侈時刻」(moments of luxury)。有些主義會認為應該由顧客主動去找尋店家，但從這門課學到的是應該由店家去發想如何將自身的價值、理念傳遞給客戶，邀請他們去探索產品背後的故事和工藝。

C. KEDGE 商學院提供了很多各式的社團讓有興趣的學生們可以一同交流，雖然我沒有參加社團，但課外生活依然充滿了新鮮與多元，每天都能接觸到不同的文化與習慣，課後，我常常到處探索當地的特色小吃與景點，像波爾多是可麗露的發源地，而法國又是甜點繁盛的國家，所以常常吃到令

人驚豔的甜點，另外還有各國的教堂、宮殿、博物館等也都處處充滿驚喜，而且剛好年底遇到了歐洲最盛大的節日--聖誕節，到處都充滿歡樂的聖誕氛圍，我們也去各國踩點聖誕市集。此外，我交換的所在地波爾多以紅酒聞名，所以我們也去了當地的葡萄酒博物館，深入了解了葡萄酒的歷史、產地、生長、釀造等故事，增進了對當地文化的認識。

D. 具體效益:

1.提升語言能力:在全英文或當地語言環境中學習與生活，有助於快速提升聽說讀寫能力。

2.拓展國際視野:接觸不同文化、教育體系與價值觀，增強對多元文化的包容與理解。

3.建立國際人脈:與來自世界各地的學生、教師建立聯繫，為未來的職涯發展鋪路。

4.提升獨立性與適應能力:在陌生環境中學習生活，鍛煉獨立處事能力與解決問題的能力。

5.增加職場競爭力:海外學習經驗為履歷加分，展現適應多元環境的能力，吸引跨國企業青睞。

6.積累旅遊與生活經驗:有機會遊歷周邊國家或地區，體驗不同的風土人情，增添人生閱歷。

E. 未曾遇到困境。

F. 對我來說遭遇最大的文化衝擊應該是飲食文化的部分，歐洲的飲食習慣只有肉和麵包，跟我們相差太大，而且物價大概是我們的2-3倍，因此大部分都是自己下廚居多。

G. 我覺得最大的成長就是培養了面對未知的「勇氣」。剛到異鄉，語言不熟、文化不同，許多日常的小事，像是購物、搭車都成了挑戰，不過正是在這些挑戰中，我學會了勇敢地跨出舒適圈，嘗試新事物、主動尋求幫助，這段經歷也讓我變得更加自信，面對困難時能坦然接受並積極解決，也更加確信無論未來面對什麼，我都能以堅定的態度接受挑戰。

H. 海外生活是一段充滿挑戰但極具價值的旅程。這段經歷讓我不僅開闊了眼界，也成就了更具韌性與自信的自己。無論是與不同文化背景的人交流，還是在陌生環境中解決突發問題，每一步都讓我更深入地了解世界，也

更認識自己。我深刻體會到，突破舒適圈不僅能帶來成長，更能激發無限潛能。更重要的是要勇於嘗試，不要害怕犯錯，並且保持開放的心態，試著以包容的態度去理解和欣賞，融入當地文化，這真的是很珍貴的回憶也是相當難得的人生體驗。

I. I chose to study abroad at KEDGE Business School in France, one of the world's top business schools. The school has three campuses: Paris, Bordeaux, and Marseille. However, only Bordeaux and Marseille are open to international exchange students. I chose the Bordeaux campus, known for its wine culture. The campus is modern and comfortable, with digital classrooms, a library, and even a green lawn for relaxing. Many international students study here, providing opportunities to learn and exchange ideas with peers from all over the world.

   For course selection, students choose a major category. Options include English-taught majors like "Human Resource," "Marketing," "Luxury Marketing," "Finance Accounting Control Audit," and "Corporate Social Responsibility," as well as French-taught majors like "Entrepreneuriat" and "Culture & Innovation." Each major includes five fixed courses, and students can also choose electives like French. I chose "Luxury Marketing" as my major and also took French classes. This major is demanding, with each course requiring an article report, two case reports, and a final group report. The only individual work is the final exam, and attendance and participation are also graded. The professors are highly dedicated, and the course content introduced concepts not covered back home. While it's still marketing, luxury marketing strategies often differ greatly from general marketing. One course I found most valuable was "Experiential Luxury," which emphasized the importance of luxury experiences. Based on consumer experience frameworks, the course introduced a model categorizing experiences and used salsa dancing as a case study to illustrate key characteristics of luxury experiences. The analysis showed that luxury marketing should not only focus on the product but also on creating special moments that enrich the consumer's life, called "moments of luxury." Unlike traditional views that customers should seek out brands, this course taught that brands should proactively convey their values

and invite customers to explore the stories and craftsmanship behind their products.

KEDGE offers many clubs for students to join and connect. Though I didn't participate in any, my life outside of class was still rich and diverse. I often explored local delicacies and attractions. Bordeaux, the birthplace of canelés, offered amazing desserts, as France is famous for its pastries. I also visited churches, palaces, and museums, which were full of surprises. During Christmas, Europe's grandest holiday, the festive atmosphere was everywhere, and we visited Christmas markets in various countries. Bordeaux, known for its wine, also has a wine museum where we learned about the history, origins, and winemaking processes, deepening my understanding of local culture.

Studying abroad has lots of benefits. First, it significantly improved my language skills. Living and studying in an English-speaking or local language environment helped me quickly enhance my listening, speaking, reading, and writing abilities. Second, it broadened my international perspective. By experiencing different cultures, education systems, and values, I developed greater tolerance and a deeper understanding of diversity. Lastly, I was able to build global networks. Connecting with students and teachers from around the world not only enriched my academic experience but also laid a solid foundation for my future career.

Studying abroad is a challenging yet rewarding journey. It broadened my horizons and made me more resilient and confident. Engaging with people from diverse backgrounds and solving problems in a foreign environment allowed me to understand the world and myself better. I learned that stepping out of my comfort zone not only brings growth but also unlocks limitless potential. Most importantly, I encourage others to try new things, embrace mistakes, and keep an open mind. Learning to appreciate and integrate into local culture is a precious memory and a once-in-a-lifetime experience.