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

我是在 Kedge 商學院波爾多校區上課，校區在近郊，腹地不大，資源算是齊全。校園內有自助餐廳也有咖啡店，進入校園需要出示學生證。

B. 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

因為交換期間修習的是以 Track 形式捆綁的課程，我是選擇 Marketing，包含了 Consumer Behavior, Digital Marketing, Panels and Marketing Decision Making Processed, Brand and Communication, Market Study 以及另外選了 A1 等級的法文課。

其中，我最推薦的課程是 Consumer Behavior，老師非常的有熱情教導學生，且在 Marketing 領域中，此課程能夠清晰且涵括大部分範疇。透過多種 case study 再加上扎實且循序的教學方法。使學生能夠更近一步汲取 Marketing 的知識，也可以更加融會貫通將學習到的轉化在實際案例中。我非常推薦此課程。

C. 國外研修之生活學習（課外）

我自己有在線上課程平台修習一些課程，但想當然爾重心當然是放在校內課程以及把握在歐洲交換的機會多遊覽世界。

D. 交換/研修之具體效益（請條列式列舉）

- 增廣見聞，不再將自身僵固思想加於生活中，逃離以管窺蠡的制式教育。
- 探索自身興趣以及未來志向
- 與各種文化背景的人們交流
- 獨自生活，全方位的照顧自身，通常留學生回國會成為大廚。
- 以我個人來說，變得更加能夠接受挑戰，面對困難時也更會冷靜分析思考，且自身的自信大增。
- 了解到國外和國內的差異，以及每個人適合的環境。
- 國外的 racist 層出不窮。

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?

蠻多問題的，舉凡出門遊覽訂房、用餐、交通、買紀念品、種族歧視、安全性等等。

路上常常會遇到一些看起來不懷好意的人，更遑論商店、餐廳等地方，都會有人刻意忽略或是對你講話刻薄態度差勁的，有一部分可能是獨立的個案，但有些是有著種族歧視的意味。這時候我們可

以不理會也可以大聲質問他是不是有這個意思，因為在國外種族歧視是非常嚴重的事件，會被重視。輕則被訓斥，重則被開除，適當的維護自己權利非常重要。這也跟安全性有著重大關係

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?

這部分我想以安全性舉例，無解，只能盡力保護自己，有能力的學習一些防身技巧，隨時注意自身物品不露白。晚上在治安不好的區域盡量不逗留或經過，抑或是結伴同行。不過以波爾多來說，治安很好，大概是歐洲除了沒什麼人的鄉村外最好的地方，但還是相比台灣稍遜色。

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?

我自己最大的成長大概就是會越來越願意與各式各樣來自不同國家、不同文化的人交流，原先較為封閉的內心也會隨之拓展。在不同場合與不同群體中，我能夠說話得體、與他人相處融洽，也能在課餘運用瑣碎時間達成自己設下的目標。心態也變得不再得失心重、也不以先入為主的眼光看待他人，保持一貫且迎接任何挑戰的心前進未來。

H. 感想與建議

我認為可以再提供給交換學生們更多不同的學校選擇，且在後續就學時各階段提供幫助，針對不同地區和院校適時的給予指引，相信如此一來可以有效幫助交換生適應國外的生活。

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

Hi, my name is August, studying at Kedge business school in Bordeaux, where is the sixth largest city of France. I was worried, anxious when I first came to Bordeaux. It's the first time that I go abroad alone myself. During I was living in France, especially in Bordeaux, I feel relaxed, chill, comfortable. Kedge business school is really a college focusing on business courses, such as Marketing, Luxury Marketing, Finance, Business management, etc. I chose Marketing as my major subject, which came with 5 courses in the 1st year master. In France, we have 2 cycles in one semester, which we seem it as half of year in Taiwan. I have 3 courses in cycle 1 and the left of which in cycle 2. Honestly saying, I do not find the Marketing course helpful, maybe it's because Marketing is more than a major, the course structure is not aligning with my interests. Marketing is broad—digital, content, SEO, analytics. If the course is too general, we might not see the relevance. I suggest the professors explore specific areas through projects or network with professionals. I recommend you can choose Marketing as your track if you are really interest in Marketing, otherwise, Finance or Data Analysis may be good options to study.

As for the unfamiliarity of the language, I suggest that all students who study or will study in France learn some basic French. In the daily life staying there, I have tried to speak French to others and got well-responded every time. They are very welcoming to foreigner striving to speak French, at least in Bordeaux, and always treat us with smile. The basic interactive languages such as thank you, hello, good evening, etc. always help you get into the French life easier.

Other than the curricular activities, Kedge provides a variety of school clubs and diverse festivals. When you first go to the campus, you'll find a club called "melting potes" waiting for you and give everyone a

unforgivable welcome performance. They launch a lot of extracurricular activities. I have participated in some of them. Though they might not be so satisfied by part of the people, lack of arrangement and some subtle flaws. It's still a good chance to take part in these activities, you can go to the beach with the new-arrivals and the staffs in the club. Having some fun and hanging out with the new meet friends are always the best way to get to know to others in the unfamiliar environment.

In sum, it's a good experience and I'm full of gratitude to possess the opportunity to be an exchange student. I really enjoy the vibe, the studying environment, the place I've been going through, the memories I've owned. In the spare time, I've been to many countries, fulfilling my dream of going London, Paris, Amsterdam, Reykjavik, Barcelona. Furthermore, I find myself the meaning of life. Now I completely acknowledge what I want in my career and what is the most important thing in my life. In my point of view, money isn't everything but satisfaction. We should cherish all we possess right now instead of chasing the unknown fames and wealth. Eventually, if you get a chance to go abroad and explore at other places in the world, you'll realize that Taiwan is one of the best countries.

學海惜珠暨乘風萬里或者乘風萬里，心得報告內容項目如下

A. 學校簡介
B. 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
C. 國外研修之生活學習（課外）
D. 交換/研修之具體效益（請條列式列舉）
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?
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?
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?
H. 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?
I. 給乘風萬里獎勵金捐贈者的感言及心得感想
J. 別具意義的照片