A. 學校簡介

里昂商學院（Emlyon Business School）成立於 1872 年，是法國歷史最悠久且最頂尖的商學院之一，享有「法國精英商校」（Grande École）的地位。該校以創新、國際化和企業家精神著稱，擁有 AACSB、EQUIS 和 AMBA 三大國際認證。里昂商學院的課程涵蓋本科、碩士、MBA 及博士階段，最具代表性的課程包括全球管理碩士（MSc in Management – Grande École）及國際 MBA。學校與世界各地多所頂尖大學合作，提供交換與雙學位機會。校區分布於法國里昂、巴黎、聖艾蒂安以及中國上海和印度孟買，體現其全球化戰略。學校重視創新與數位轉型，並設有全球創業與創新研究中心，培養學生的企業家精神，使其在動態商業環境中具備競爭優勢。

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

在八月底到十二月中期間，學校將課程分成兩個階段，大概到十月中就換成階段二，我在第一階段選了數位行銷以及法文課，第二階段選了媒體管理，其中法文課雖然在中山的時候有選語言中心的法文課，稍微有點基礎，但是里昂商學院的法文課最基礎的竟然是用法文來教法文，課堂中老師還不讓你說英文，我上了幾堂就沒繼續上了，而媒體管理的課主要是在上課介紹各種不同的串流平台以及他們的策略，但老實說，覺得沒有特別受益。其中數位行銷是含金量算最多的，雖然沒有實際操作的部分，但老師非常認真介紹了各種數位行銷的運用，像是 GOOGLE ADS、META 等，還有各種相關 KPI 的計算，要注意的是作業和考試有點多，也很多和同學的討論。

C. 國外研修之生活學習（課外）

除了課堂之外，我幾乎是行程能塞則塞，和同在里昂商學院的台灣同學們一起到處去歐洲開開眼界，但要說是學習的話，我想安排行程也是一門學問吧，各種行程上的安排、交通、事前準備等等，我個人是非常喜歡安排行程所以負責了好幾次的行程安排，而我自己希望能在有限的預算下去到最多地方，所以像是交通我就會選擇 FELIXBUS 或 BLABLACAR 這種跨國巴士，從慕尼黑到里昂的 12 個小時的巴士我就坐了三次，極限預算型玩家。

D. 交換/研修之具體效益（請條列式列舉）

1. 了解外國上課的氛圍（提問和發言相較台灣積極了一些）
2. 能和各國不同學生同組討論並交流
3. 認識各國不同的人，能多結交朋友
4. 增進英語口說能力並更加勇於開口說英文
5. 增廣見聞，打開視野
6. 能夠看見其他國家的好，同時也能回頭發現台灣在很多方面也很不錯

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?

最大的困境我想還是溝通上有些阻礙，在去交換前我自認為英語的溝通算還行，不會有什麼問題，但是到了像是在討論作業、談論比較特定話題時，很多時候沒辦法用英語做到良好的傳遞，但這就是知道自己的不足然後多訓練，有機會和人說英文就多說多練，所以租房的時候可以選家庭式的然後不要和朋友一起租，才能有更多說英文的時機。

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?

其實我沒有覺得有遇到可以稱為衝擊的文化差異，通常都是一些小事情，像是室友們通常都早上才洗澡，歐美的人見面的打招呼都一定會噓寒問暖一波，不是像我們就說個嗨，他們會問今天怎麼樣啊、過得如何、有沒有遇到什麼有趣的事之類的，一開始真的不太習慣，但後來就有強迫自己和他們多分享一些瑣事，雖然聽說其實他們問也不是真的想聽哈哈。還有一個應該不算是文化，但確實是個衝擊，就是花費真的高蠻多的，因為我是第一次出亞洲，真的有被物價嚇到，解決的方式就是多去超市，超市的價格才是活得下去的價格。

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?

這短短的半年改變了我不少，在這半年內去了歐洲 12 個國家，加上一月自己又

去美國待了一個月，這些地方都是在申請交換前沒有想過會在人生這個階段去到的地方，透過去了這麼多地方，體驗到各個國家不同的文化，以及遇到或認識各個不同國家的人們，我很常反思身在亞洲、身在台灣的我們，我們對生活和人生的態度和歐美的差異，其實最鮮明能感受到的就是他們是「為了生活而工作」，而亞洲的感覺大部分都是「工作就是生活」，當然在這個大環境下我們很難去改變環境，但在有限的生命中要用什麼態度來度過一生，覺得透過這半年的體會，可以有更多的想像空間。

H. 感想與建議

首先還是要謝謝我的父母願意讓我這半年出去增廣見聞，說真的，問我有沒有在交換的學校內學到什麼新知識或多什麼技能，必須誠實的說幾乎是沒有，但是透過多次和不同國家的人溝通和討論，一定是有增加自己使用英語溝通的能力，以及學習在使用英文口說時的各種細節，體驗不同文化風情和認識各式各樣的人，我想這些才是我收穫最多的部分。但這一整趟比較可惜的是，因為安排了去不同的國家旅遊，學校內的其他活動參與的比較少，建議要去交換的同學可以多看看學校提供給國際生的活動，可以多參與一些。其他的建議大概就是更開放一些，我有時候還是會因為怕英文講不是很好或稍微有點害羞而不去社交，但你都到國外了，根本沒有人知道你是誰，之後也不會記得你是誰，就在安全的範圍內勇敢嘗試，勇敢犯錯，才會更加更快的融入。

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

Emlyon Business School, founded in 1872, is one of France’s most prestigious and oldest business schools, recognized as a Grande École. It is known for its emphasis on innovation, internationalization, and entrepreneurship, holding triple accreditation from AACSB, EQUIS, and AMBA. The school offers programs at the undergraduate, master’s, MBA, and doctoral levels, with its MSc in Management – Grande École and International MBA being the most well-known. With campuses in Lyon, Paris, Saint-Étienne, Shanghai, and Mumbai, the school has a strong global presence, fostering a dynamic learning environment.

During my exchange program from late August to mid-December, courses were

divided into two phases. In the first phase, I took Digital Marketing and a French language course, while in the second, I chose Media Management. Although I had some prior experience with French, the course was taught entirely in French, even at the most basic level, which made it challenging. Eventually, I decided to drop it. Media Management mainly covered streaming platforms and their strategies, but I didn't find it particularly beneficial. The most valuable course was Digital Marketing, where the professor thoroughly explained various applications such as Google Ads, Meta advertising, and KPI calculations. However, the workload was heavy, with multiple assignments and group discussions.

Outside the classroom, I took every opportunity to travel, exploring Europe with fellow Taiwanese students. Organizing trips became a learning experience itself—I was responsible for planning multiple trips while keeping costs low, often opting for budget-friendly transportation like FlixBus and BlaBlaCar. I even endured three 12-hour bus rides from Munich to Lyon as part of my extreme budget travel strategy.

The exchange experience had several key takeaways:

1. Experiencing a different classroom environment, where students were more proactive in discussions.
2. Working on projects with international classmates and exchanging diverse perspectives.
3. Expanding my social network by meeting people from different countries.
4. Improving my English-speaking skills and gaining confidence in communication.
5. Broadening my worldview by experiencing different cultures firsthand.
6. Gaining a deeper appreciation of my home country by comparing different aspects of life abroad.

One of the biggest challenges I faced was communication. While I considered my English skills sufficient before the exchange, discussing academic topics and working on assignments made me realize my limitations. This pushed me to seek more opportunities to practice speaking English, such as living with a local host family instead of renting an apartment with friends.

Cultural differences were not overwhelming but noticeable. For example, my roommates preferred showering in the morning, whereas I was used to showering at

night. Additionally, Europeans engage in longer greetings, asking about your day and recent experiences—a habit I wasn't accustomed to but eventually adapted to. However, the biggest shock was the high cost of living. Since this was my first time outside Asia, I wasn't prepared for the expenses, and my solution was to rely on supermarket food rather than dining out.

This exchange program profoundly impacted me. In just six months, I traveled to 12 European countries and later spent a month in the U.S.—destinations I never imagined visiting at this stage in life. These experiences shaped my perspectives on work and life. I noticed how Europeans prioritize living over working, while in Asia, work often dominates life. Although I can't change societal norms, this realization gave me a new perspective on how I want to live my life.

Finally, I am grateful to my parents for supporting this journey. While I didn't necessarily gain new technical skills from the school, I significantly improved my ability to communicate in English and interact with people from different backgrounds. If I could redo anything, I would participate more in school-organized activities for international students. My advice to future exchange students is to step out of their comfort zone—don't be afraid of making mistakes, because the best way to integrate is through trial and error.