學校簡介

里昂高等商學院(emlyon Business School)是一所享有國際聲譽的商學院，成立於1872年，總部位於法國里昂。該學院在全球範圍內提供廣泛的商學教育和培訓項目，並在國際商業領域中扮演著重要的角色。學校在全球擁有六個校區：里昂、聖艾蒂安、巴黎、上海、布巴內斯瓦爾和孟買。

以下是emlyon Business School的幾個特點和亮點：

國際化：emlyon Business School以其國際化的特色而聞名，學院與世界各地的知名學府和企業建立了緊密的合作關係。學生和教師來自不同國家和背景，這種國際多元性使學院成為一個充滿全球視野和跨文化交流的學術環境。

創業教育：emlyon Business School在創業和創新領域有著卓越的聲譽。學院致力於培養學生的創業精神和創新能力，提供創業相關的課程、實習機會和創業孵化器等資源，鼓勵學生發展自己的創業項目。

職業發展支持：emlyon Business School致力於學生的職業發展，提供個性化的職業指導和就業支持服務。學生可以獲得實習機會、參加企業項目和拓展人脈，學院與企業和校友網絡建立了緊密的合作，為學生提供就業機會和職業發展資源。

研究和專業知識：emlyon Business School擁有優秀的研究團隊，致力於在商學領域進行前沿研究。學院的教師們是業界的專家和學術領域的權威，他們的研究成果和專業知識為學生提供了寶貴的學習資源。

全日制碩士課程：emlyon Business School提供多個全日制碩士課程，包括管理學碩士（Master in Management）、國際商務碩士（MSc in International Business）、創業碩士（MSc in Entrepreneurship）等。這些課程旨在培養學生的管理能力、國際視野和創業精神。

它是法國國家認可的私立高等教育機構，同時是歐洲最古老的商學院之一。並且，里昂商學院是全球1%獲得AACSB、EQUIS和AMBA三大國際認證體系認證的商學院之一。因此，它具有全球排名的商業和管理學院的地位。

emlyon Business School作為一所具有悠久歷史和國際聲譽的商學院，致力於培養學生的領導力、創新能力和國際競爭力。學院以其豐富的學術資源、國際化的環境和職業發展支持而受到廣泛認可，是學生追求商業教育的理想選擇之一。

值得一提的是，原本位在Ecully校區的里昂高等商學院，本是位在里昂西邊的山坡上。然而，在不久的將來，它即將搬去里昂市中心，由此可見，未來的校區將會變的更大，更方便學生前往學校，也更利於學生在校學習，而周遭的生活機能更是便利的沒話說，因此，未來的里昂商學院讓人值得期待!

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

Advertising and Communication
也就是廣告與傳播，利用各種形式的傳播媒介，向目標受眾傳達產品或服務的信息。學習Advertising and Communication可以讓你了解市場營銷中的一些關鍵技能，例如品牌建立、市場調研、消費者行為和傳播效果的評估等。

從廣告與傳播可以學習到以下幾點:
建立品牌形象：在競爭激烈的市場環境中，品牌形象對於企業的成功至關重要。學習Advertising and Communication可以讓你瞭解如何建立一個成功的品牌形象，例如品牌定位、品牌聲譽和品牌

價值。

執行市場調研：透過市場調研，你可以了解消費者的需求、喜好和行為，並為產品或服務的銷售策略做出適當的調整。學習Advertising and Communication可以讓你學習如何進行市場調研和如何分析市場數據。

創造有效的廣告內容：學習如何創造有效的廣告內容，並且瞭解如何運用不同的傳播媒介來傳達信息，例如廣告文案、影片製作、平面設計和社交媒體等。

評估傳播效果：在Advertising and Communication中，評估傳播效果是非常重要的一環。學習如何進行廣告效果評估和如何利用數據分析工具來評估廣告效果可以幫助你更好地了解你的目標受眾，並且提高你的廣告投資回報率。

在課堂中，通過案例研究、行業專家的推薦、閱讀以及課堂講座和討論進行研究。課程的重點是廣告基礎知識、傳統媒體、公共關係和促銷，較不是偏向社交媒體。因此，在Advertising and Communication中，學習以上這些技能對於想從事市場營銷、廣告和公關等相關職業的人來說是非常有價值的。

BtoB Marketing
Business-to-Business Marketing，是指企業間的市場行銷活動。相對於BtoC Marketing，BtoB Marketing更加注重於企業與企業之間的商業關係，通常涉及到複雜的銷售過程、較高的交易價值和長期的合作關係。學習BtoB Marketing可以讓你了解企業間的商業運作，並且瞭解如何為企業創造價值。

從BtoB可以學習到以下幾點:
了解企業間的市場環境：學習如何分析企業的需求，瞭解產業發展趨勢，了解競爭對手的策略等，都是在BtoB Marketing中很重要的一環。

瞭解銷售和行銷的過程：企業間的銷售和行銷過程相對於BtoC Marketing更複雜，需要較長的時間和更多的人員參與，需要更細緻的計畫和執行，BtoB Marketing的學習可以讓你瞭解這些流程和相關技能。

應對企業客戶的需要：BtoB Marketing需要學習如何與企業客戶進行溝通，並且滿足他們的需要。這不僅僅是產品或服務的質量，還包括企業客戶的商業需求，例如成本、效益和風險等。

開發行銷策略：學習如何制定和執行BtoB行銷策略，例如產品定位、價格策略、促銷策略和產品管理等。這些策略可以幫助企業建立品牌形象，吸引潛在客戶和保持現有客戶的忠誠度。

在課堂中，透過案例研究及大量的文獻閱讀，可以了解到各個企業間不同的需求及問題。因此，在BtoB Marketing中你可以學到如何了解企業間的市場環境、銷售和行銷過程、企業客戶的需求以及如何開發行銷策略等。這些技能對於想從事企業間市場行銷的人來說是非常有幫助。

國外研修之生活學習（課外）

在法國求學時，你可以參與以下各種課外活動，來豐富你的交換體驗：

學生組織和社團：參與學生組織和社團，例如學生會、運動社團、戲劇社等。這些組織提供各種社交、文化和運動活動，讓你結識新朋友，參與興趣相投的活動。像是里昂商學院的有一個社團叫BDI，是一個為國際學生組織各式各樣活動的社團，一開始對當地環境都還不是很熟悉的時候，可以參與他們所舉辦的活動，去認識里昂的個美麗的城市。

語言交換和學習小組：參加法語語言交換活動或加入語言學習小組，與法國學生一起練習語言，提高法語口說和聽力能力。這也是一個結交當地學生並了解法國文化的好機會。

文化交流活動：法國擁有豐富的文化遺產和藝術場所，例如博物館、藝術展覽、音樂會、戲劇表演等。這些活動能讓你深入體驗法國的藝術和文化，同時與當地人互動交流。善用學生證，在法國很多博物館或是美術館，學生是免費或是有優待票的，例如著名的羅浮宮和奧賽美術館。

運動和戶外活動：法國是一個熱愛運動和戶外活動的國家，有著許多美麗的自然景點和迷人的鄉村，可以進行郊遊和探索。而里昂離阿爾卑斯山其實距離不遠，因此，推薦在里昂念書的同學們，不妨可以來趟滑雪之旅，雪季到三月都還有呢!

探索法國和歐洲：利用在法國的時間，探索法國各地和周邊國家。法國擁有豐富的歷史和文化遺產，你可以參觀巴黎的博物館和古蹟，遊覽南部的海岸城市，探索法國阿爾卑斯山區等。同時，法國地處歐洲中心，你可以利用周末和假期探索其他歐洲國家，善用法國的各式廉價航空，機票的票價有時真的會讓你跌破眼鏡!

這些課外活動能夠讓你更好地融入法國社會、認識當地學生和居民，同時豐富你的留學生活，讓你更全面地體驗法國的文化和生活方式。

交換/研修之具體效益（請條列式列舉）

跨文化體驗：與不同國家和文化的學生互動，體驗不同的價值觀、生活方式和社會習慣，有助於擴展視野和培養跨文化交流能力。

學術學習：進入國外的學校，與國際級教師和學者學習，接觸新的學科領域和研究方法，拓寬學術視野。

語言能力提升：身處於語言環境中，強迫自己使用外語與當地人溝通，提升語言能力，尤其是口語表達和聽力理解能力。

人際網絡擴展：與來自世界各地的學生建立友誼和聯繫，擴展人際網絡，這些國際聯繫對於未來的職業發展和國際合作機會非常有益處。

個人成長：面對陌生的環境和挑戰，獨立生活和解決問題的能力得到提升，增強自信心和自主學習能力。

拓展興趣和嗜好：在異國他鄉有機會嘗試新的活動和興趣，體驗當地的藝術、音樂、飲食和傳統文化。

旅行和探索：在交換學生期間有機會探索所在國家和周邊地區，遊覽名勝古蹟，體驗當地風土人情，創造難忘的回憶。

以上是去當交換學生所帶來的具體效益，可以對個人的學術和個人發展產生深遠的影響。

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?

在我的海外生活經驗中，我很幸運並沒有遭遇重大的困境。在出國前，我充分了解了目的地的文化和生活環境，做好了準備。此外，我保持著開放和積極的心態，願意接受新的挑戰和機會。

即使我沒有遭遇重大困難，我相信這個海外生活經驗對我來說仍然是一個寶貴的學習機會。我學到了如何適應不同的文化和環境，並建立了國際人際網絡。這使我更加自信，能夠更好地應對未來的挑戰，並將這些經驗應用於我將來的學術和職業生涯中。

海外生活期間是否曾遭遇文化衝擊，您如何去面對及適應?

在我的海外生活期間，我並未遭遇明顯的文化衝擊。我一直保持著開放和尊重不同文化的態度。我明白每個文化都有其獨特之處，我總是願意學習和尊重這些差異。我也主動參與了當地的文化活動和社區活動，這有助於我更好地融入當地社會並與當地人建立良好的關係。

雖然我沒有遇到文化衝擊，但這個海外生活經驗讓我更加了解和尊重不同文化，並且提高了我的跨文化交流能力。我相信這些技能將在未來的職業和個人生活中非常有用。

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?

跨文化體驗和理解： 海外生活使人暴露於不同文化和價值觀之下，這有助於更好地理解和尊重不同的文化，並培養跨文化敏感度。這種理解可以豐富個人視野，增強人際交往能力。

自主學習和解決問題能力： 海外生活往往需要自己解決各種挑戰和問題，這鍛煉了自主學習和解決問題的能力。你會變得更加獨立和自信，能夠應對各種情況。

自我成長和自信心： 海外生活帶來的挑戰和新經歷可以促使個人不斷成長，提高自信心。你會更加了解自己的能力和限制，並發現自己能夠克服各種困難。

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?

財務支持： 獎學金可以減輕我在海外研修期間的財務壓力。這包括生活費、旅行費用等。對於許多學生來說，獎學金是實現海外研修夢想的關鍵，讓他們能夠接觸世界一流的教育資源。

文化體驗： 海外研修是一個深入了解不同文化和社會的機會。獎學金可以支持我在國外生活和學習，這樣可以體驗不同的生活方式、價值觀和傳統，提高跨文化交流能力。

感言及心得感想

走出自己熟悉的環境，置身於不同的文化和生活方式中，會感到一種強烈的文化震撼。這種體驗可以幫助我們擴展視野，深入瞭解和尊重不同的文化。

同時，也是一種語言挑戰，畢竟法國所使用的語言主要還是以法語為主，因此，在一開始時，還是有一點驚慌失措的，因為即便所有詞語都是英文字母組成，但是拚成法文後，真的完全看不懂，而這樣的挑戰，迫使我努力學習當地的語言，提高自己的語言能力。同時，也讓我更加體會到語言對溝通的重要性。

在法國交換期間，有認識到來自世界各地的學生，並且去建立友誼和聯繫。這些國際友誼不僅讓我們擴大人際網絡，還能夠建立長久的跨文化關係，為將來的國際合作和職業發展打下基礎。不僅如此，也期待未來可以在各自的國家見面，或是在相約一趟法國之旅。

此外，此次赴外求學不僅是難得學習的機會，還是一個探索世界的機會。在這說短不短，說長不長的時間裡，我除了遊覽法國其他城市或是小鎮，我也去了一些歐洲國家，去體驗各地的文化和傳統，也品嘗了不少世界美食，創造了難忘的回憶。

因此，赴國外當交換學生是一個豐富而有意義的經歷，通過內外在的成長，豐富我的人生和開拓我的視野。這個經驗將會成為我一生中的寶貴財富。

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)

1. School Profile
emlyon Business School is an internationally renowned business school founded in 1872 and headquartered in Lyon, France. The school offers a wide range of business education and training programs worldwide and plays a significant role in the international business field. The institution has six campuses globally: Lyon, Saint-Étienne, Paris, Shanghai, Bhubaneswar, and Mumbai.

Here are some key features and highlights of emlyon Business School:

Internationalization: emlyon Business School is known for its international character and maintains close partnerships with prestigious institutions and corporations worldwide. The student and faculty body comprises individuals from diverse nationalities and backgrounds, creating an academic environment rich in global perspectives and cross-cultural exchanges.

Entrepreneurship Education: The school has an outstanding reputation in the fields of entrepreneurship and innovation. emlyon is dedicated to nurturing students' entrepreneurial spirit and innovative abilities, offering entrepreneurship-related courses, internship opportunities, and access to entrepreneurship incubators to encourage students to develop their own entrepreneurial projects.

Career Development Support: emlyon Business School is committed to its students' career development and provides personalized career guidance and employment support services. Students have access to internship opportunities, participation in corporate projects, and networking opportunities. The institution has established strong ties with corporations and an alumni network, offering students valuable job prospects and career development resources.

Research and Expertise: emlyon Business School boasts excellent research teams that engage in cutting-edge research in the field of business studies. The faculty members are experts in their respective industries and academic areas, providing students with valuable learning resources.

Full-Time Master's Programs: emlyon Business School offers several full-time master's programs, including the Master in Management, MSc in International Business, and MSc in Entrepreneurship, among others. These programs aim to cultivate students' management skills, international perspectives, and entrepreneurial mindset.

It is recognized as a private higher education institution accredited by the French government and is one of the oldest business schools in Europe. emlyon Business School is also among the top 1% of business schools globally to be accredited by the three major international accreditation systems: AACSB, EQUIS, and AMBA. As such, it holds a global ranking as a prestigious institution for business and management education.

As a business school with a rich history and international reputation, emlyon Business School is dedicated to fostering students' leadership, innovation, and global competitiveness. The institution's abundant academic resources, international environment, and career development support have earned it wide recognition as an ideal choice for students pursuing business education.

It's worth noting that emlyon Business School, originally located in the Ecully campus on the western slopes of Lyon, will soon be moving to the city center. This move signifies a larger and more convenient campus for students, facilitating their academic endeavors and offering enhanced amenities for daily life. The future emlyon campus is highly anticipated!

2. Course Study

Advertising and Communication
Use various forms of communication media to convey product or service information to target audiences. Studying Advertising and Communication will allow you to understand some key skills in marketing, such as brand building, market research, consumer behavior and evaluation of communication effects.

The following points can be learned from advertising and communication:
Building Brand Image: In a highly competitive market environment, brand image is crucial to the success of a business. Studying Advertising and Communication will give you an understanding of how to build a successful brand image, such as brand positioning, brand reputation and brand value.

Perform market research: Through market research, you can understand consumer needs, preferences and behaviors, and make appropriate adjustments to product or service sales strategies. Studying Advertising and Communication will allow you to learn how to conduct market research and how to analyze market data.

Create effective advertising content: Learn how to create effective advertising content and understand how to use different communication media to convey information, such as advertising copy, video production, graphic design and social media.

Evaluation of communication effect: In Advertising and Communication, evaluation of communication effect is a very important part. Learning how to conduct advertising performance evaluation and how to use data analysis tools to evaluate advertising performance can help you better understand your target audience and improve your advertising return on investment.

In class, conduct research through case studies, recommendations from industry experts, readings, and in-class lectures and discussions. Courses focus on advertising basics, traditional media, public relations, and promotions, with less emphasis on social media. Therefore, in Advertising and Communication, learning the above skills will be very valuable for those who want to pursue related careers in marketing, advertising and public relations.

BtoB Marketing
Business-to-Business Marketing refers to the marketing activities among enterprises. Compared with BtoC Marketing, BtoB Marketing pays more attention to the commercial relationship between enterprises, which usually involves complex sales process, high transaction value and long-term cooperative relationship. Learning BtoB Marketing allows you to understand the business operation between enterprises and how to create value for the enterprise.

The following points can be learned from BtoB:
Understand the market environment among enterprises: learning how to analyze the needs of enterprises, understanding industry development trends, understanding competitors' strategies, etc. are all very important parts of BtoB Marketing.

Understand the process of sales and marketing: Compared with BtoC Marketing, the process of sales and marketing between enterprises is more complicated, requiring longer time and more personnel participation, and requires more detailed planning and execution. The study of BtoB Marketing can let you understand These processes and related skills.

Respond to the needs of corporate customers: BtoB Marketing needs to learn how to communicate with corporate customers and meet their needs. This is not just the quality of products or services, but also the business needs of corporate customers, such as costs, benefits and risks.

Develop Marketing Strategy: Learn how to formulate and execute BtoB marketing strategies, such as product positioning, price strategy, promotion strategy and product management, etc. These strategies can help businesses build their brand image, attract potential customers and keep existing customers loyal.

In class, through case studies and a large number of literature reading, you can understand the different

needs and problems of various enterprises. Therefore, in BtoB Marketing, you can learn how to understand the market environment between companies, the sales and marketing process, the needs of corporate customers, and how to develop marketing strategies. These skills are very helpful for those who want to work in business-to-business marketing.

3. Extra-curricular Learning
Student Organizations and Clubs: Get involved with student organizations and clubs such as Student Council, Sports Club, Drama Club and more. These organizations offer a variety of social, cultural and sporting events, allowing you to meet new people and get involved in activities of similar interest. For example, emlyon business school has a club called BDI, which is a club that organizes various activities for international students. When you are not very familiar with the local environment at the beginning, you can participate in the activities organized by them to get to know Lyon.

Language Exchange and Study Groups: Participate in a French language exchange or join a language study group to practice the language with French students and improve French speaking and listening skills. It's also a great opportunity to meet local students and learn about French culture.

Cultural exchange activities: France has rich cultural heritage and art venues, such as museums, art exhibitions, concerts, theater performances, etc. These events give you an in-depth experience of French art and culture while interacting with the locals. Make good use of your student ID card. In many museums or art galleries in France, students are free or have preferential tickets, such as the famous Louvre Museum and Orsay Museum.

Sports and the outdoors: France is a country that loves sports and the outdoors, with many beautiful natural sites and stunning countryside to go out and explore. Lyon is actually not far from the Alps. Therefore, I recommend students who study in Lyon to take a ski trip. The snow season is still available until March!

Exploring France and Europe: Use your time in France to explore various parts of France and surrounding countries. France has a rich history and cultural heritage, you can visit museums and monuments in Paris, visit the southern coastal cities, explore the French Alps and more. At the same time, France is located in the center of Europe, you can use weekends and holidays to explore other European countries, make good use of various cheap airlines in France, and the ticket prices sometimes really surprise you!

These extracurricular activities can allow you to better integrate into French society, get to know local students and residents, enrich your study abroad life, and allow you to experience French culture and lifestyle more comprehensively.

4. Specific Benefits
Cross-cultural experience: Interact with students from different countries and cultures, and experience different values, lifestyles and social habits, which will help to expand horizons and cultivate cross-cultural communication skills.

Academic learning: enter foreign schools, study with international teachers and scholars, get in touch with new subject areas and research methods, and broaden your academic horizons.

Language ability improvement: Being in a language environment, force yourself to use a foreign language to communicate with the locals to improve language ability, especially oral expression and listening comprehension.

Network Expansion: Expand your network by building friendships and connections with students from all over the world. These international connections can be very beneficial for future career development and international collaboration opportunities.

Personal growth: In the face of unfamiliar environments and challenges, the ability to live independently and solve problems is improved, and self-confidence and self-learning ability are enhanced.

Expand interests and hobbies: There are opportunities to try new activities and interests while in a foreign

country, and experience local art, music, food and traditional culture.

Travel and Exploration: During the student exchange period, you have the opportunity to explore the host country and surrounding areas, visit places of interest, experience local customs and customs, and create unforgettable memories.

The above are the specific benefits of being an exchange student, which can have a profound impact on an individual's academic and personal development.

5. Reflections and Thoughts
Stepping out of one's familiar environment and immersing oneself in a different culture and way of life can evoke a strong sense of cultural shock. This experience can help us broaden our horizons and gain a deeper understanding and respect for different cultures.

At the same time, it's also a linguistic challenge. After all, the primary language used in France is French, so initially, there was a bit of panic because even though all the words are composed of English letters, once they are spelled in French, they become completely unintelligible. This challenge pushed me to work hard to learn the local language and improve my language skills. It also made me realize the importance of language in communication.

During my exchange in France, I had the opportunity to meet students from all over the world and to establish friendships and connections. These international friendships not only expanded our social networks but also allowed us to build long-lasting cross-cultural relationships, laying the foundation for future international collaborations and career development. Moreover, I look forward to meeting in our respective countries in the future or planning a trip to France together.

Furthermore, this study abroad experience was not only a rare learning opportunity but also a chance to explore the world. In the relatively short time I spent abroad, I not only visited other cities and towns in France but also traveled to some European countries to experience their cultures and traditions. I also enjoyed a variety of world cuisines, creating unforgettable memories.

Therefore, being an exchange student abroad is a rich and meaningful experience that has enriched my life both internally and externally, expanding my horizons. This experience will be a precious treasure throughout my life.