中文心得報告：

本次交換學校為法國里昂高等商學院（emlyon business school）。在眾多國家與學校之中選擇 emlyon 的原因相當明確，主要是因為我本身就讀於商管與行銷相關科系，而法國向來以商學院聞名，其中 emlyon 在國際間具有相當良好的學術聲譽與評價，因此成為我交換的首選。實際到校後，整體感受也與原先的期待高度一致。學校校園風格簡約、現代，屬於近年重建的新校區，無論是教室設備、公共空間或學習資源都相當新穎完善，提供學生良好的學習環境。

本次交換期間，我選修了 Digital Marketing 與 Consumer Behavior 等行銷相關課程。其中，我個人最喜歡、也收穫最多的是 Consumer Behavior 課程。相較於亞洲較常著重於功能性或價格導向的行銷思維，該課程深入探討感官行銷（sensory marketing），讓我重新理解消費者在實際情境中如何受到視覺、嗅覺與空間氛圍的影響。這樣的理論也能在歐洲日常生活中被清楚觀察到。例如，在街道上經常可以看到店家精心將產品陳列於櫥窗，透過設計與氛圍吸引路人目光，使人產生「不進去看看會很可惜」的感受。相較之下，這類高度重視視覺與情境體驗的行銷方式，在亞洲雖然並非完全不存在，但整體而言仍不如歐洲普遍且細緻。這門課不僅補足了我在行銷知識上的不足，也強化了我將理論與實務連結的能力。

除了課堂內的學習，交換生活本身也帶來許多意想不到的收穫。包含使用非母語（法文與英文）與他人溝通、獨立處理生活中的大小事，以及實際體會跨文化差異等。這些看似瑣碎的日常，其實都在潛移默化中改變了我。每一次遇到問題並設法解決，都是一次成長的過程，即使是在旅行途中遭遇的不便與困難，也同樣成為寶貴的學習經驗。

本次交換學生計畫為我帶來的具體效益如下：

- 提升專業行銷知識，特別是對歐洲行銷思維與感官行銷的理解
- 增強英文實際應用能力，並嘗試使用法文處理生活事務
- 培養獨立解決問題與臨場應變的能力
- 加深對跨文化溝通與文化差異的敏感度
- 提前體驗國際學生生活，為未來留學或海外發展做好準備

在海外生活期間，我也曾遭遇實際且具挑戰性的困境。舉例而言，我所居住的地方在十月底時熱水器發生故障，而歐洲冬天氣候相當寒冷，沒有熱水幾乎無法正常生活。然而，房東與相關單位在處理上效率不高，修繕進度一再延宕，直到十二月中旬才完全修好，這段經歷也可說是相當「法式」地展現了當地人較為從容的生活步調。過程中，我只能使用相當有限且不流利的法文，反覆與仲介與維修技師溝通，甚至一度嘗試以暫緩繳交房租作為抗議手段（最終仍依法繳清，因為不繳房租在當地並不合法）。這次經驗帶給我最大的啟發是：不要害怕為自己的權益發聲。無論身處哪個國家，只要願意積極爭取，通常都會有所回應；反之，若選擇沉默，承擔損失的往往只會是自己。另外，法國在行政效率與處事節奏上，與台灣存在明顯差異。即使問題最終一定會被處理，但過程中往往需要不厭其煩地持續追蹤與提醒，且很難預期確切完成時間。這樣的文化衝擊一開始確實令人挫折，但隨著時間推移，我也逐漸學會調整心態，理解並尊重當地文化，同時在可行範圍內持續溝通與爭取。

這段海外生活經驗，讓我在個人特質上產生了明顯轉變。我變得更加獨立、耐心，也更有勇氣面對不確定性。最大的成長在於，我學會在陌生環境中為自己負責，並理解許多事情並不會自動變好，而是需要主動行動、反覆嘗試與堅持溝通。

整體而言，這次 emlyon 的交換學生計畫讓我感到非常滿意。透過與一般學生共同修課，且教師不因交換生身分而降低要求，使我能真實體驗國際學術環境，也為未來若有留學規劃提供良好的預備訓練。同時，獨自在海外生活，也迫使我更妥善地規劃時間、照顧自己，並對文化、交通與法律差異保持高度警覺。我會建議未來有意申請交換學生的同學，務必做好心理準備與行前規劃，並抱持開放與彈性的心態面對不確定性。交換不僅是一段學習旅程，更是一場自我探索與成長的過程。回顧這段經歷，我深信這些累積的經驗與能力，將在未來無論是學業、職涯或人生道路上，持續發揮深遠的影響。

英文心得報告：

I chose emlyon business school as my exchange destination mainly because of its strong reputation in business and marketing education. As a student majoring in business administration with a focus on marketing, France stood out to me due to its long-standing excellence in business schools, and emlyon in particular is well known for its practical and international approach. After arriving, the overall impression of the school met my expectations. The campus is modern, well-designed, and equipped with updated facilities, which created a comfortable and motivating learning environment. During the exchange, I took courses such as Digital Marketing and Consumer Behavior. Among them, Consumer Behavior was the most impressive and beneficial course for me. The course emphasized sensory marketing and experiential

consumption, which are relatively less emphasized in many Asian marketing contexts. Through both lectures and real-life observations, I gained a deeper understanding of how European brands strategically use visual displays, store layouts, and atmosphere to influence consumers' emotions and purchase intentions. This experience helped me connect marketing theories with everyday practices more effectively.

Beyond academic learning, living abroad brought me many unexpected yet valuable experiences. Communicating with people using languages other than my native tongue, especially English and basic French, forced me to step out of my comfort zone and become more proactive. Handling daily life independently also became a major part of my learning process. One of the most challenging experiences occurred when the water heater in my accommodation broke down at the end of October. Considering the harsh European winter, living without hot water was extremely difficult. However, due to the relatively slow administrative and maintenance processes in France, the issue was not fully resolved until mid-December. Throughout this period, I had to repeatedly contact the landlord, agency, and technicians using limited French. Although the process was frustrating, it taught me the importance of persistence and standing up for my own rights. I learned that problems abroad rarely resolve themselves unless one actively follows up and communicates continuously.

This exchange experience also exposed me to significant cultural differences, especially in terms of efficiency, communication style, and attitudes toward time. While these differences initially caused stress and confusion, I gradually learned to adjust my expectations and respond with patience and flexibility. Over time, I became more independent, resilient, and confident in dealing with uncertainty. The biggest personal growth I gained from this exchange was learning to take full responsibility for myself in an unfamiliar environment. Overall, the exchange program at emlyon was a highly rewarding experience that allowed me to experience real international academic life while preparing me for possible future studies abroad. I would strongly encourage future exchange students to plan carefully, stay open-minded, and embrace challenges as opportunities for growth. This experience has not only enriched my academic knowledge but also left a lasting impact on my personal development and worldview.