

學校簡介

約翰克卜勒大學成立於1966年，主要有社會、法學以及工程與自然科學等學院，校園環境有數棟大樓、體育館、池塘與群山環繞，平時非常適合在校園走走。除了奧地利本地學生外，有許多人來自不同國家，學術風氣也很盛行，校園及圖書館內常常能看到人手一本書。而作為第三大城的學術機構，約翰克卜勒大學的課程也十分多元，涵蓋管理、工程、法律與電機等不同領域，還有永續、企業倫理等議題都是可以選擇的課程方向。

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

在約翰克卜勒大學交換時，我選擇了短期德文課、跨文化管理、跨文化能力、國際行銷管理、國際行銷溝通與社群媒體、顧客洞察與關係行銷、文化涵養課程。其中我最推薦國際行銷溝通與社群媒體，在現代社群媒體發展下，行銷與規劃能力已經是必備技能，在國際行銷溝通與社群媒體課程中，可以在期末完成一份創業企劃案，教授也會提出非常具體的建議與評論，是一堂能滿載而歸的課程。

國外研修之生活學習（課外）

在課餘時間約翰克卜勒大學不只有運動課程，還有各項校園活動。在德文課程結束前，教授帶領我們登上林茲市區最高的山丘，俯瞰整個市區，並請山頂的咖啡廳店員使用德文與我們對話，讓我們能在課餘時間學以致用。交換生之間也會舉辦各種活動如派對、球賽觀賞、滑冰，而當地的交換夥伴也會舉行聚餐、課後活動，讓交換生更認識彼此。

交換/研修之具體效益（請條列式列舉）

- 1.能夠增加自身規劃能力
- 2.提升語言技巧
- 3.強化隨機應變的反應
- 4.擴大自己的社交人脈
- 5.增進國際觀與跨文化思考

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？

當出遊時發生火車延誤。問題已解決，在列車延誤當下向站務員詢問替代班次，無法替代則可以詢問賠償辦法。若後續行程因此受影響則必須思考以最少損失的方式解決，最終以選擇搭乘巴士前往目的地，並向鐵路公司申請賠償。

海外生活期間是否曾遭遇文化衝擊，您如何去面對及適應？

在奧地利生活時，發現當地超市最晚都只營業到8點，交換初期會忘記而錯過雜貨採買時間。隨著時間適應後，會提早於沒有上課的空檔提前購物，或是詢問同學幫忙購買必需品，同時也盡量一

次性購足商品，避免有補買而錯過時間的情形。

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？

最大的成長在於面對緊急或意料之外的情況時的反應與處置措施，在海外除了越過語言的障礙與外國人溝通尋求幫助之外，許多情況都可以有更好的解決辦法，但會因為不是熟悉的環境而不知所措。在生活一段時間後，對於臨時狀況不只可以馬上處理，還能更願意透過他人的諮詢或協助。

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？

獎學金對於每月住宿費有很大的幫助。在奧地利的住宿每月相當於一萬六千元，而有獎學金則減少許多，故有獎學金能夠讓我有更多住宿選擇。但是沒有獎學金依然會進行交換計畫。

感言及心得感想

參與奧地利交換的經驗真的很愉快，我也體會到交換事前的準備至關重要，才能在交換期間更快樂，且擁有一顆開放的心並全情投入更是不可或缺。而在交換過程中，我遇到了一些無法適應的外國同學，他們對學校或交換生舉辦的各種活動缺乏興趣，因此交換過程不太開心，因此建議之後的交換生務必要保持開方的心，迎接每一個活動。交換體驗是一次難得的機會，我認為應該多嘗試參與各種活動，以充分體驗這段寶貴的時光。而在行前，若能與先前參與過的學長姐交流，獲取更多資訊和資源，相信也會對整個交換過程會有極大的幫助。

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)

Johannes Kepler University was established in 1966 and is home to various colleges, including those focused on social sciences, law, engineering, and natural sciences. The campus is characterized by several buildings, a sports hall, ponds, and surrounded by picturesque mountains, providing an ideal environment for strolling and studying. Apart from local Austrian students, the university attracts a diverse international student body, contributing to a vibrant academic atmosphere. It's common to see students engrossed in their studies, carrying books around the campus and library.

As the third-largest city's academic institution, Johannes Kepler University offers a diverse range of courses covering management, engineering, law, electrical engineering, and addressing issues such as sustainability and business ethics. During my exchange at Johannes Kepler University, I selected short-term German courses, as well as courses in cross-cultural management, international marketing management, cultural studies, and customer insight and relationship marketing.

One highly recommended course is "International Marketing Communication and Social Media." In the age of social media, marketing and planning skills are essential, and this course provides an opportunity to develop these skills. The course culminates in a final entrepreneurial project where the professor offers specific and constructive feedback, making it a fulfilling learning experience.

Beyond academics, Johannes Kepler University offers a variety of extracurricular activities, including sports and cultural events. During the German language course, our professor took us to the highest hill in Linz, providing a panoramic view of the city and an opportunity to practice German with the café staff at the hilltop. Exchange students organize and participate in events like parties, sports games, ice skating, dinners, and other post-class activities, fostering a sense of community.

The specific benefits of the exchange experience include:

- Enhanced self-planning skills.

- Improved language proficiency.

- Strengthened adaptability and problem-solving skills.

- Expanded social and professional networks.

- Increased international perspective and cross-cultural thinking.

During my time abroad, I faced challenges such as a train delay, which taught me valuable lessons in quick decision-making and problem resolution. The experience of navigating unexpected situations, overcoming language barriers, and seeking assistance from locals contributed significantly to personal growth. Over time, I became more adept at handling unforeseen circumstances and more willing to seek advice or assistance from others.

In conclusion, my exchange experience at Johannes Kepler University was extremely enjoyable, emphasizing the importance of thorough preparation before embarking on such a journey. Maintaining an open mind and actively participating in various activities is crucial for a fulfilling exchange experience. While some fellow exchange students struggled to adapt due to a lack of interest in school or extracurricular activities, I recommend future exchange students approach their time abroad with enthusiasm and a willingness to embrace every opportunity. Exchange experiences are rare and valuable, and maximizing involvement in activities will enrich this precious period. Additionally, seeking guidance from alumni who have previously participated in the program can offer valuable insights and resources for a smoother exchange process.