

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

曼漢大學 (University of Mannheim) 是德國頂尖的研究型大學，以其在經濟學與社會科學領域的卓越聲譽而聞名，常被譽為「德國的哈佛」。學校的主體座落於曼漢宮 (Mannheimer Schloss)，這是歐洲最大的巴洛克式宮殿之一。學生在充滿歷史氣息的華麗宮殿中上課，是該校最獨特的標誌。

B. 國外研修之課程學習 (課內)，推薦受益最多/最喜歡的課程

MKT 353 Brand and Product Management

這堂課探討一個成功的品牌是如何從無到有、在消費者心中紮根的過程。這門課中我們會學到如何運用不同的品牌元素讓消費者產生情感連結，甚至是達到最強大的「品牌共鳴」。這對於未來想從事行銷、產品規劃或創業者來說，這是一門非常實用且能對應真實商業實務的課程。這位教授的課程是交換生熱門選項，上課老師很常舉生活中生動的品牌塑造的例子，令人印象深刻。是 seminar 形式，課程本身難度不高，期末考試佔成績百分百，主要考試方式是寫出講義中的理論。

MAN 350 Sustainable Strategies for Business and Society Navigating the Triple Bottom Line

這門課主要探討企業如何在追求利潤的同時，也能兼顧減少資源消耗與環境足跡。最精彩的部分在於探討如何透過合作來解決氣候變遷等全球難題，這能幫助我們站在更高的維度去看待商業生態系，思考企業在獲利之外，該如何為社會與環境創造「公共利益」。這堂課也是 seminar，交換生與本科生比例各半，老師講課方式是照簡報內容講解，每堂課會有小組討論以及小測驗(但不計入成績)，期末分組報告佔成績百分之百，報告主題是企業個案探討是否真正落實永續目標。

C. 國外研修之生活學習 (課外)

透過德國日常生活，我學會許多社會與文化差異。首先，德國與台灣住商混合環境不同，晚上八、九點後沒有藥局、便利商店或是超市，所有生活必需品必須在平日購買，尤其是星期天或是節假日，除了火車站的店面，所有商店都沒有開。這讓我意識到如何妥善運用時間跟觀察環境。其次，交通方式請盡量避免德國鐵路，德鐵是出名的會延誤或是取消班次，有時轉車時間根本不夠導致要重新找其他班次火車。若要搭乘請避免轉車時間低於十分鐘，並安排行程時預設火車不會準時到。

D. 交換/研修之具體效益（請條列式列舉）

1. 參與不同形式校園生活：曼漢大學交換生活動非常豐富，ESN(學生組織)會每周舉辦桌遊、野餐、國際料理交換等社交活動，也會開迎新派對，可見歐洲大學生非常注重社交活動。
2. 歐洲旅遊：曼海姆位於歐洲大陸中心去周圍國家如法國、瑞士、奧地利、荷蘭、比利時等地都很方便，可以搭乘 ICE 或是去半小時車程外法蘭克福機場飛，有利於去見識各國文化。
3. 學習獨立：到歐洲沒有親友支援，凡事都只能靠自己，學會買菜煮飯、安排去陌生國度旅遊以及練習獨處，都是來到德國之後才能學到的事。

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？

件最大的啟發及思考未來可以怎麼解決？

回國前一天才發現是德國主顯節所有商店都沒有開，本來要去買行李箱裝行李的計畫被打亂，當下很慌張，但還是鼓起勇氣問櫃台，櫃台說只有火車站有店面開，冒雪走到火車站一間一間找，終於買到不織布大袋子應急。這件事的啟發是永遠做好二手準備以及不要不好意思問人。

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？

文化衝擊之一是德國或是整個歐洲習慣，是除非萬不得已不會去診所看病，小傷病例如感冒或是蜜蜂叮咬去藥局買藥就好。這跟台灣萬全的醫療系統與就醫習慣相差極大，我們只要不舒服就會尋求醫生專業協助，但在歐洲更偏好自身做好健康管理。面對這種情況，我的準備是多囤各方面的藥並更注重自己身體狀況，所以在交換期間都沒有生病。

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？

我對於突發狀況更加從容，以及學會做最壞打算以及兩手準備。尤其是在德鐵突發狀況百出的訓練下，練出了膽量以及情緒穩定能力。

G. 感想與建議

雖然德國交通跟生活沒有台灣方便，但我完全不後悔選曼漢大學交換。首先，因為活動豐富，我得以認識世界各地交換生，認識多元文化。其次，在歐洲生活過才不會停留於想像，以前對於在歐洲生活只有理想樣貌，工作生活平衡、多元娛樂跟美景，但真實的歐洲有不便利性、治安、文化差異等相應的缺點，是來生活過才能體會到的。對於曾考慮未來到歐洲工作的我來說，很有參考價值。

H. 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

Study Abroad Experience at the University of Mannheim

University Overview & Academic Learning The University of Mannheim, often hailed as the "Harvard of Germany," is renowned for its excellence in business and social sciences. Located within the magnificent Mannheim Palace, it offers a unique blend of historical grandeur and modern academic rigor. During my exchange, two courses stood out as particularly transformative.

In **MKT 353 Brand and Product Management**, I explored the lifecycle of successful brands and the psychological mechanisms behind consumer emotional connections. We delved into building "Brand Resonance," a concept crucial for anyone aspiring to be a marketer or entrepreneur. The professor enriched the seminar with vivid, real-life examples, making complex theories deeply memorable. Despite the 100% exam-based grading, the course felt accessible yet practical.

Another highlight was **MAN 350 Sustainable Strategies for Business and Society**. This course challenged the traditional profit-only mindset, focusing on the "Triple Bottom Line"—balancing profit with environmental footprint and social equity. We engaged in intense discussions on how "coopetition" (cooperative competition) can tackle global crises like climate change. The final project, a case study on corporate sustainability goals, provided a high-level perspective on creating "public interest" beyond financial gain.

Life Learning & Cultural Shock Life in Germany offered a profound lesson in cultural adaptation. Unlike the 24/7 convenience of Taiwan's mixed-use neighborhoods, Germany observes strict closing hours. Most shops, including pharmacies and supermarkets, are closed on Sundays and public holidays. This "culture shock" initially felt inconvenient but eventually taught me the importance of foresight and environmental observation. Furthermore, navigating the German railway system (Deutsche Bahn) was a masterclass in patience. Known for frequent delays and cancellations, DB forced me to abandon the expectation of punctuality. I learned to never schedule transfers under ten minutes and to always have a "Plan B" for my itinerary.

Specific Benefits & Personal Growth The exchange program yielded three concrete benefits:

1. **Campus Engagement:** Through the ESN (Erasmus Student Network), I participated in diverse social activities, from beer tastings to board game nights, experiencing the vibrant European social culture.
2. **Continental Travel:** Mannheim's central location allowed me to visit neighboring

countries like France, Switzerland, and the Netherlands easily, broadening my cultural horizons.

3. **Independence:** Living without a support network, I mastered life skills such as grocery shopping, cooking, and traveling solo in foreign lands.

Overcoming Challenges A major challenge occurred the day before my flight home. I realized it was Epiphany, and all shops were closed. I panicked as I still needed a suitcase. After gathering my courage to ask the hotel reception, I was directed to the central station—the only place with open shops. I trudged through the snow and managed to find a large non-woven bag as a temporary solution. This taught me to always be prepared and never hesitate to seek help.

Reflection Although life in Germany lacks the extreme convenience of Taiwan, I have zero regrets. Dealing with the unpredictability of German trains and life's little hurdles significantly enhanced my emotional stability and resilience. Living in Europe allowed me to see beyond the "idealized" image; I experienced the reality of work-life balance alongside the challenges of safety and cultural differences. This experience is invaluable for my future career considerations in Europe.



