

學校簡介

布魯塞爾自由大學（Université libre de Bruxelles，縮寫ULB）是比利時布魯塞爾的一所知名研究型大學。該大學成立於1834年，起源於法語自由大學，並於1969年根據語言分裂成法語ULB和荷語自由大學布魯塞爾（Vrije Universiteit Brussel，縮寫VUB）。ULB是一所國際化的大學，吸引了來自世界各地的學生和教職員。目前，ULB擁有約24,200名學生，其中約33%來自國外。該大學提供廣泛的學術課程和研究領域，包括科學、人文學科、社會科學、法學、工程學等領域。ULB的商學院為Solvay Brussels School of Economics and Management（縮寫SBS-EM）。Solvay商學院享有國際聲譽，是歐洲頂尖的商學院之一。它提供多個學位課程，包括本科、碩士和博士學位，並以其優秀的教學和研究聞名。Solvay商學院的學術領域涵蓋了經濟學、管理學、金融學、市場營銷等領域，培養出眾多傑出的商業領袖和企業家。

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

我的研修學期是2023年春季，並在ULB的Solvay商學院進行修課。我一共修習了兩堂課程，一堂是Omnichannel & customer relationship strategies全通路和客戶關係策略，另一堂是Seminar of emerging technologies新興技術研討會。

（一）Omnichannel & customer relationship strategies 全通路和客戶關係策略

這門課程主要探討全通路行銷及相關學術理論。學生成績將根據平時表現、個人期末作業和團體期末報告進行評定。平時表現包括課堂參與和個人或團體作業，課程設置許多互動環節，老師會根據課程提出相關問題，並鼓勵學生積極回答。個人期末作業要求選擇一家採用全通路策略的企業進行介紹，並撰寫成報告。最重要的部分是團體期末報告，老師在第一堂課就明確指出，該報告的主題是對比利時的家樂福進行全面分析，包括評估其優勢和劣勢以及對當地競爭者的分析，並且需利用質性訪談和量化問卷調查等分析方法來進行研究。在期末報告的當天，學生們需要向老師和家樂福比利時的經理人進行詳細報告，並提出改善和發展的建議。因為這份報告，我與組員實地走訪了許多比利時當地的超市，並仔細觀察了比利時家樂福與台灣家樂福之間的不同之處。在進行量化問卷調查的過程中，由於我們對比利時當地人的熟悉度有限，一開始問卷的回收數量相對較少，這給我們帶來了一定的挑戰。但幸運的是，通過在網路上廣泛發佈問卷，我們最終成功達到了問卷數量的要求。另外，我還找到了我的房東和他的小孩進行了質性訪談。透過與他們的深入對話，我們獲得了當地人對家樂福及其他超市的觀點和看法。這樣的經驗對我們來說是非常難得和寶貴的，讓我們更深入地了解當地消費者的需求和偏好。

（二）Seminar of emerging technologies 新興技術研討會

這門課程是以遠距教學的方式進行。老師在第一堂課就明確說明評分標準，主要是根據團體的期末書面報告和口頭報告。期末報告的主題以新興科技為中心，需要與組員討論並提出報告主題，最終由老師確定。我們的組選擇了AI醫療作為主題。並且，老師對書面報告的格式有一定的要求，類似於論文的形式。

在課堂上，老師會介紹一些新興科技以及其發展。每堂課結束時，老師也會詢問同學在撰寫期末報告的過程中是否遇到任何問題，並樂意提供協助和解答。透過這門課，我獲得了許多關於新興科技的知識，並且因為撰寫期末報告，我深入了解了AI醫療的應用以及對人類福祉的影響。在期末口頭報告的當天，我也有機會透過其他同學的報告深入了解其他新興科技的應用領域。

推薦 Omnichannel & customer relationship strategies 全通路和客戶關係策略 這堂課程，可以一次體驗到在國外進行質性及量化研究的文化差異，收穫頗豐。

國外研修之生活學習（課外）

（一）與來自各國的交換學生交流

在國外研修期間，我有幸結識了來自許多不同國家的交換學生。透過彼此的交流，我深入了解了各個國家的文化差異和獨特之處。我們分享彼此的背景和價值觀，這種跨文化的交流豐富了我的

視野，也打開了我對世界多元性的理解。

（二）難忘的旅行經驗

除了在比利時的研修，我還有機會遊歷了12個國家，包括盧森堡、瑞典、挪威、丹麥、奧地利、斯洛伐克、匈牙利、德國、瑞士、荷蘭、英國和法國。旅行中經歷了一些挑戰，例如在巴黎地鐵上遇到扒手翻包包的情況，幸運的是最終沒有失去任何物品。同時，我也有機會在瑞士因特拉肯體驗飛行傘的刺激，欣賞到目前人生中最美的風景。所有這些旅行的回憶都是我珍藏一生的寶藏。

（三）學會自己烹飪

在國外研修期間，我發現外食的費用相對較高。因此，我開始學會自己烹飪。每週我會去超市購買食材，並通過觀看網路教學影片學習烹飪技巧。這讓我學會了獨立生活，提升了我的自理能力。

交換/研修之具體效益（請條列式列舉）

（一）跨文化體驗

與來自不同國家的交換學生交流，擴展了對不同文化的理解和尊重，並培養了跨文化交流的能力。

（二）語言能力提升

在與母語非中文的其他交換學生、課堂上遇到的當地學生以及我的房東及房東的小孩交流過程中，提升了英語溝通能力，並且由於布魯塞爾的主要語言為法文，還學習了幾句基礎法文。

（三）學術成長

透過在國外大學的學習，接觸到不同的教學方法和學術環境，拓寬了學術視野，並獲得了實踐和研究的機會。

（四）專業網絡擴展

與來自不同國家的同學和教授建立了聯繫，擴展了專業網絡，為未來的學術和職業發展帶來潛在的合作和機會。

（五）自我成長和獨立性提升

獨自生活和應對困難的經驗，培養了自信和獨立性，並學會了解決問題和適應不同的環境。

（六）視野擴展

透過旅行和參觀當地景點，了解到不同國家的歷史、文化和藝術，拓展了個人視野和全球意識。

（七）文化交流和友誼建立

與來自世界各地的學生建立了深厚的友誼，分享了彼此的文化和生活經驗，促進了國際友誼和互相理解。

（八）自我發展和自信心提升

克服困難和適應新環境的經歷，培養了自我發展和自信心，並增強了面對未來挑戰的能力。

（九）個人成就和難忘回憶

交換學生研修是一個難能可貴的經歷，帶來了個人成就和難忘回憶，將在人生中永久留下深刻的印記。

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？

在巴黎返回布魯塞爾的旅程中，由於巴黎交通堵塞的情況，我未能趕上原定的高鐵班次。幸運的是，還有下一班高鐵可搭乘，但需要支付額外的100歐元差價。原本我提前購買了票，價格只有24歐元，現在卻需要花費更多的錢來彌補這個錯誤，這讓我感到沮喪。不過，最終我還是能夠安全回家。這次經驗讓我深刻認識到在旅途中時間管理的重要性，以免浪費不必要的金錢。

海外生活期間是否曾遭遇文化衝擊，您如何去面對及適應？

在海外生活期間，我確實曾遭遇文化衝擊，特別是在飲食方面。歐洲的飲食習慣與台灣有所不同，他們的食物普遍偏鹹，而且外出就餐的價格通常較高，卻不一定能品嚐到美味的食物。

為了應對這種文化衝擊，我採取了一些策略：

自炊：為了解決外出就餐昂貴且品質不一的問題，我開始學習烹飪並自己下廚。我到當地超市購買新鮮的食材，並嘗試製作台灣的傳統食物或探索其他國家的美食。這不僅幫助我節省開支，還讓我能夠品嚐到更加符合口味的飲食。

尋找特色餐廳：雖然外出就餐的價格普遍偏高，但還是有些特色餐廳或小攤位可以品嚐到當地的美食。我努力尋找這些具有口碑的餐廳，嘗試他們的特色菜品，享受當地獨特的飲食文化。

開放心態嘗試新食物：我嘗試保持開放的心態，願意嚐試一些當地的食物，即使口味和習慣不同。這樣我有機會體驗到不同的味道和菜餚，並擴展自己的飲食視野。

尋找台灣飲食場所：在當地尋找台灣飲食場所或國際餐廳也是一個選擇。這些地方通常提供台灣的傳統菜餚，或是將當地食材融合台灣口味的菜餚，讓我能夠滿足對家鄉食物的思念。

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？

海外生活歷練對我個人確實帶來了許多不一樣的改變和個人特質上的轉變，而其中最大的成長是獨立。

在海外生活中，我必須獨自處理各種日常事務，例如找房子、辦居留證、照顧自己的生活需求等等。沒有家人和熟悉的朋友在身邊，我需要學會獨立解決問題，依靠自己的能力做出適應和決策。這種獨立性的培養讓我不斷成長，學會自主管理生活和面對各種挑戰。

此外，海外生活也讓我更加開放和接納不同的文化和觀念。與來自各國的交換學生互動，深入了解他們的背景和價值觀，拓寬了我的視野，並學會尊重和欣賞多元性。這種開放的態度和跨文化交流的能力也成為我人際關係和溝通能力的重要資產。

另外，海外生活還培養了我的自信心。面對新的環境和未知的挑戰，我不斷克服困難，學會相信自己的能力，並勇於嘗試新事物。這種自信心的培養讓我更加堅強和勇敢面對未來的挑戰。

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？

獎學金對我海外研修最大的幫助在於提供了財務上的支持和便利。首先，在最初辦理簽證和購買機票的階段，獎學金的資助幫助我應對了一大筆開銷，減輕了經濟壓力。這使我能夠順利完成出國所需的各種手續和準備，並確保了順利啟程。然而，無論是否獲得獎學金，我的出國計畫並不會改變。對我來說，海外研修是畢業門檻的一部分，無論面對何種困難或挑戰，我都會全力以赴完成這個目標。獎學金的獲得只是提供了額外的支持和便利，讓我能夠更順利地實現這個目標。即使沒有獎學金，我仍然會努力尋找其他財務支援的途徑，確保能夠完成出國研修計畫。

感言及心得感想

在這次海外研修期間，我要表達我對房東的感激之情。他們對我的照顧讓我深深體會到了外國人的友善和善意。他們的溫暖和關心讓我在異國他鄉感到溫暖和安心，這是我珍貴的回憶之一。

特別要提到的是房東的小孩們，他們總是非常熱情地邀請我參與他們的生活。這讓我有機會深入體驗當地的文化，並與他們建立起了美好的友誼。他們的熱情和開放讓我更加融入當地社會，體驗到了真正的文化交流。

這段海外研修經驗讓我明白了人與人之間的互助和關懷的重要性。在異國他鄉，有人的支持和關心是無價的，他們成為了我心中最溫暖的存在。我感謝他們為我提供了一個如此美好的居住環境，讓我能夠更好地融入當地生活。

同時，這次經歷也讓我學到了與不同文化相處的重要性。我學會了尊重和欣賞不同的價值觀和習慣，並以開放的心態去體驗和接納當地文化。這個經驗豐富了我的人生，讓我更加寬容和包容。

簡而言之，這次海外研修我深深感謝我的房東和他們的家庭。他們的照顧和友善讓我在異國他鄉找到了家的感覺，並讓我對不同文化有了更深刻的體驗和理解。這將成為我一生中珍貴的回憶，並對我未來的人生產生深遠的影響。

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 Introduction

Université libre de Bruxelles (ULB) is a renowned research university located in Brussels, Belgium. The university was founded in 1834 and originated from the French-speaking Free University. In 1969, it split into the French-speaking ULB and the Dutch-speaking Vrije Universiteit Brussel (VUB). ULB is an international university that attracts students and faculty from all over the world. Currently, ULB has around 24,200 students, with approximately 33% coming from abroad. The university offers a wide range of academic programs and research fields, including sciences, humanities, social sciences, law, engineering, and more. The business school of ULB is the Solvay Brussels School of Economics and Management (SBS-EM). Solvay Business School enjoys international reputation and is one of the top business schools in Europe. It offers multiple degree programs, including undergraduate, master's, and doctoral degrees, and is renowned for its excellent teaching and research. The academic fields at Solvay Business School cover economics, management, finance, marketing, and more, producing numerous outstanding business leaders and entrepreneurs.

2. Course Learning

During my study abroad semester in Spring 2023, I took courses at the Solvay Brussels School of Economics and Management at ULB. I took two courses in total: "Omnichannel & Customer Relationship Strategies" and "Seminar of Emerging Technologies."

(1) Omnichannel & Customer Relationship Strategies:

This course focused on omnichannel marketing and related academic theories. The grading was based on class participation, individual final assignment, and group final report. Class participation and individual/group assignments were important components, and the course incorporated many interactive elements. The teacher would ask relevant questions during the class and encourage students to actively participate. The individual final assignment required selecting a company that implemented an omnichannel strategy and writing a report about it. The most significant part was the group final report, in which the teacher explicitly stated that we would conduct a comprehensive analysis of Carrefour in Belgium, evaluating its strengths, weaknesses, analyzing local competitors, and conducting research using qualitative interviews and quantitative surveys. On the day of the final report, we presented our findings to the teacher and Carrefour Belgium's managers, providing recommendations for improvement and development. Due to this report, my group and I visited numerous local supermarkets in Belgium and carefully observed the differences between Carrefour Belgium and Carrefour Taiwan. During the process of conducting quantitative surveys, we faced challenges initially because of our limited familiarity with local Belgians. The response rate for the questionnaires was initially relatively low, which presented us with a challenge. However, fortunately, by extensively distributing the questionnaire online, we eventually achieved the required number of responses. Additionally, I conducted qualitative interviews with my landlord and his children. Through in-depth conversations with them, we gained insights into the perspectives and opinions of locals regarding Carrefour and other supermarkets. This experience was rare and valuable, allowing us to gain a deeper understanding of the needs and preferences of local consumers.

(2) Seminar of Emerging Technologies:

This course was conducted through distance learning. The teacher clearly stated the grading criteria from the first class, primarily based on the group's final written report and oral presentation. The topic of the final report revolved around emerging technologies, which required group discussions and proposing a research topic, ultimately approved by the teacher. Our group chose AI in healthcare as the theme. Additionally, the teacher had certain requirements for the format of the written report, similar to a research paper. In class, the teacher introduced various emerging technologies and their development. At the end of each class, the teacher would inquire about any issues encountered during the process of writing the final report and was willing to provide assistance and answers. Through this course, I gained knowledge about various emerging technologies and, through writing the final report, developed a deep understanding of the application of AI in healthcare and its impact on human well-being. On the day of the oral presentation, I also had the opportunity to learn about the applications of other emerging technologies through the

presentations of other classmates.

Recommended Course: Omnichannel & Customer Relationship Strategies

I highly recommend the course "Omnichannel & Customer Relationship Strategies" as it provides an opportunity to experience cultural differences in qualitative and quantitative research while abroad, resulting in a fruitful learning experience.

3. Life Experience

(1) Interacting with Exchange Students from Different Countries:

During my study abroad, I had the privilege of meeting exchange students from various countries. Through our interactions, I gained in-depth understanding of the cultural differences and uniqueness of each country. We shared our backgrounds and values, enriching my perspective and fostering cross-cultural communication skills.

(2) Unforgettable Travel Experiences:

In addition to my studies in Belgium, I had the opportunity to travel to 12 countries, including Luxembourg, Sweden, Norway, Denmark, Austria, Slovakia, Hungary, Germany, Switzerland, the Netherlands, the United Kingdom, and France. During these travels, I encountered some challenges, such as experiencing a pickpocket incident on the Paris metro where my bag was rummaged through, but luckily I didn't lose any belongings. I also had the thrilling experience of paragliding in Interlaken, Switzerland, enjoying the most beautiful scenery I have ever seen. All these travel memories are treasures that I will cherish throughout my life.

(3) Learning to Cook:

During my study abroad, I realized that dining out was expensive. Therefore, I started learning how to cook. Every week, I would go to the supermarket to buy fresh ingredients and learn cooking techniques by watching online tutorials. This taught me how to live independently and improved my self-sufficiency.

4. Specific Benefits

(1) Cross-cultural Experience:

Interacting with exchange students from different countries expanded my understanding and respect for diverse cultures and developed my cross-cultural communication skills.

(2) Language Proficiency Enhancement:

Through interactions with non-Chinese speaking exchange students, local students in class, and conversations with my landlord and his children, my English communication skills improved. Additionally, as the primary language in Brussels is French, I also learned a few basic phrases in French.

(3) Academic Growth:

Studying at a foreign university exposed me to different teaching methods and academic environments, broadening my academic horizons and providing opportunities for practical experience and research.

(4) Expansion of Professional Network:

Establishing connections with classmates and professors from different countries expanded my professional network, offering potential collaborations and opportunities for future academic and career development.

(5) Self-growth and Independence:

The experience of living alone and dealing with challenges cultivated self-confidence, independence, problem-solving skills, and adaptability to different environments.

(6) Broadened Perspectives:

Through travel and visiting local attractions, I gained insights into the history, culture, and art of different countries, expanding my personal perspectives and global awareness.

(7) Cultural Exchange and Friendship Building:

Building deep friendships with students from around the world, sharing our cultures and life experiences, promoted international friendship and mutual understanding.

(8) Personal Development and Confidence Boost:

Overcoming challenges and adapting to a new environment fostered personal development, confidence, and the ability to face future challenges.

(9) Personal Achievements and Unforgettable Memories:

The experience of studying abroad as an exchange student brought personal achievements and unforgettable memories, leaving a profound mark on my life.

5. Cultural Impact

During my time abroad, I did encounter cultural shocks, especially regarding food habits. European cuisine, in general, tends to be saltier compared to Taiwanese food, and eating out can be relatively expensive without a guarantee of delicious food.

To cope with these cultural shocks, I employed several strategies:

(1) Cooking for myself:

To overcome the challenges of expensive and inconsistent dining out experiences, I started learning how to cook and prepared meals for myself. I would go to the local supermarket every week to purchase fresh ingredients and learn cooking techniques by watching online tutorials. This allowed me to save money and enjoy meals that better suited my taste.

(2) Exploring specialty restaurants:

Although dining out could be expensive, there were specialty restaurants or food stalls where I could taste local cuisine. I made efforts to find these well-reputed establishments and tried their signature dishes, experiencing the unique local food culture.

(3) Open-mindedness to try new food:

I maintained an open-minded attitude and was willing to try local food, even if the flavors and customs were different. This gave me the opportunity to experience different tastes and dishes, expanding my culinary horizons.

(4) Seeking Taiwanese food establishments:

I searched for Taiwanese restaurants or international eateries that served Taiwanese cuisine. These places often offered traditional Taiwanese dishes or dishes that fused local ingredients with Taiwanese flavors, allowing me to satisfy my longing for home-cooked food.

6. Greatest Personal Growth

The experience of studying abroad has brought about significant changes and personal growth, with the greatest development being independence.

During my time abroad, I had to handle various daily tasks on my own, such as finding accommodation, obtaining residence permits, and taking care of my daily needs. Without family and familiar friends around, I had to learn to solve problems independently and rely on my own capabilities to adapt and make decisions. This cultivation of independence has led to continuous growth, enabling me to live autonomously and face various challenges.

Additionally, studying abroad has made me more open-minded and accepting of different cultures and perspectives. Interacting with exchange students from different countries, gaining deep insights into their backgrounds and values, broadened my horizons and taught me to respect and appreciate diversity. This open attitude and cross-cultural communication skills have become valuable assets in my interpersonal relationships and communication abilities.

Furthermore, the experience of living abroad has boosted my self-confidence. Confronted with new environments and unknown challenges, I have constantly overcome difficulties, learned to believe in my abilities, and embraced the courage to try new things. This cultivation of self-confidence has made me stronger and more courageous in facing future challenges.

7. The Help of Scholarships

The scholarship provided significant financial support and convenience for my study abroad experience. Initially, during the visa application and ticket purchasing stages, the scholarship aided me in managing substantial expenses, alleviating economic pressure. This allowed me to smoothly complete the necessary procedures and preparations for studying abroad, ensuring a successful departure. However, regardless of receiving the scholarship, my study abroad plans would not have changed. For me, studying abroad was part of the graduation requirements, and regardless of the difficulties or challenges faced, I was fully committed to achieving this goal. The scholarship's assistance provided additional support and convenience, enabling me to pursue this goal more smoothly. Even without the scholarship, I would have made efforts to seek other financial support avenues to ensure the completion of my study abroad plans.

8. Gratitude and Reflection

During this study abroad experience, I would like to express my gratitude to my landlord. Their care and support made me deeply appreciate the kindness and goodwill of foreigners. Their warmth and concern made me feel comfortable and secure in a foreign land, becoming one of my cherished memories. Special mention goes to the landlord's children, who always warmly invited me to participate in their lives. This gave me the opportunity to experience local culture more deeply and build wonderful friendships.

Their enthusiasm and openness allowed me to integrate more fully into the local community and truly experience cultural exchange.

This study abroad experience has made me understand the importance of mutual assistance and care between people. In a foreign land, the support and concern of others are invaluable, becoming the warmest presence in my heart. I am grateful to them for providing me with such a wonderful living environment, allowing me to better integrate into local life.

At the same time, this experience has taught me the importance of coexistence with different cultures. I have learned to respect and appreciate different values and customs, embracing an open mindset to experience and accept local culture. This experience has enriched my life, making me more tolerant and inclusive.

In summary, I am deeply grateful to my landlord and their family for their care and kindness. Their support and friendliness made me feel at home in a foreign land and deepened my experience and understanding of different cultures. This will be a precious memory in my life and have a profound impact on my future.