

A. 學校簡介

HEC Liège 是我此次選擇交換之管理學院，其全名為 Hautes Études Commerciales (高等商學研究)，在歐洲法語區中，「HEC」象徵著高水準且具國際聲譽的商學教育體系。全球知名之 HEC 系列商學院尚包括 HEC Paris、HEC Montréal、HEC Lausanne 及 HEC Casablanca 等，各校之間共享學術資源，並維持一致之教學品質，因此深受國際交換學生青睞。

HEC Liège 隸屬於比利時列日大學 (University of Liège)，該校創立於 1817 年，為歐洲歷史悠久之公立法語大學之一，現位於比利時法語區首府列日市，並為 ALMA 大學聯盟成員，長期以嚴謹學術訓練與優良研究能量著稱。

B. 國外研修之課程學習 (課內)，推薦受益最多/最喜歡的課程

在本次國外研修期間，令我受益最多的課程為 Consumer Experience。課堂中，授課教師相當鼓勵學生主動發言與分享個人觀點，班上同學亦來自不同國家，討論氣氛十分熱絡，使我能從多元文化視角理解消費者行為與體驗設計。課程中亦多次邀請業界專業人士進行演講，透過實際企業案例，協助學生將理論知識與實務應用相互連結。其中令我印象最深刻的是，在探討虛擬實境 (VR) 與擴增實境 (AR) 於消費者體驗中的應用時，老師特別安排我們實際體驗由校內實驗團隊所設計之 VR 互動活動，使我能親身感受科技如何影響使用者體驗，進一步深化對課程內容的理解。

C. 國外研修之生活學習 (課外)

在國外研修期間，除了課堂學習之外，海外生活亦帶給我豐富的課外學習經驗。交換期間我共前往十一個國家旅行，透過實際規劃交通、住宿與行程安排，培養了良好的時間管理與旅程規劃能力。旅途中亦曾入住青年旅館，並與來自不同國家的旅人交流，拓展國際視野並建立珍貴的跨文化友誼。此外，在面對突發狀況時，如火車臨時取消、住宿期間無法即時聯繫房東等情形，我也逐漸學會保持冷靜、主動尋找替代方案，提升了獨立解決問題與臨場應變的能力，使我在生活層面上獲得相當重要的成長。

D. 交換/研修之具體效益 (請條列式列舉)

1. **提升國際視野：**透過與來自不同國家的同學共同學習與交流，增進對多元文化與國際環境的理解。
2. **強化跨文化溝通能力：**在課堂討論與團隊合作中，學習以英語清楚表達想法，並尊重不同文化背景下的觀點差異。
3. **培養獨立與問題解決能力：**於海外生活期間需自行處理行政、交通與生活事務，提升自主判斷與應變能力。
4. **深化專業知識應用：**透過管理與消費者體驗相關課程，將理論知識與實務案例相互結合，增進實務理解。
5. **建立國際人際網絡：**結識來自歐洲及其他地區之交換學生，拓展未來學術與職涯發展之人脈基礎。

6. **提升自我規劃與執行能力：**在有限時間內同時兼顧課業、旅行與生活安排，培養良好的時間管理能力。

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？

在海外生活期間，我曾於生病時面臨當地醫療制度與語言差異所帶來的困境。由於比利時多數藥品需經醫師開立處方簽方可購買，無法如在臺灣直接於藥局取得藥物，因此必須先前往家醫科接受診斷。當時雖依照藥局建議聯繫附近診所，但多數電話皆為法文語音系統，或無法順利接通，使我在身體不適的情況下面臨相當大的不便。

在後續實際就診過程中，亦因醫師英語口說能力有限，雙方需透過翻譯軟體輔助溝通，才能順利說明症狀與用藥需求。所幸在向學校學伴求助後，對方協助我找到可線上預約看診的平台，使我得以於隔日完成就醫並順利至藥局取得所需藥物。此經驗讓我深刻體會不同國家在醫療制度與溝通方式上的差異，也學會在面對突發狀況時保持冷靜、主動尋求協助並善用校內資源，成為我海外研修期間相當重要的一次學習與成長。

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？

這段期間，我所感受到最明顯的文化衝擊來自於飲食習慣的差異。由於當地冬天氣候寒冷，我時常希望能透過熱湯或熱食讓身體感到溫暖，然而當地人在冬天仍習慣飲用啤酒或冷飲，與台灣以熱食為主的飲食文化形成明顯對比。初期在適應上感到不習慣，也曾因此影響飲食與生活節奏。為了調整自身狀態，我開始嘗試自行料理簡單湯品，並主動了解當地飲食文化背後的生活習慣與社交方式，逐漸學會在尊重文化差異的同時，找到適合自己的生活平衡。透過這樣的調適過程，我不僅提升了對文化差異的包容度，也學會在陌生環境中建立屬於自己的生活方式。

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？

透過此次海外生活的歷練，我在個人特質上產生了明顯的轉變。過去在臺灣生活時，面對他人尋求協助往往會毫不猶豫地答應，較少考量自身處境與安全因素。然而，在國外生活後，我逐漸學會於面對陌生情境時先進行觀察與判斷，確認環境與自身安全無虞後，再決定是否提供協助。這樣的轉變並非冷漠，而是培養出更成熟的風險意識與自我保護能力。透過這段經驗，我學會在善意與理性之間取得平衡，使自己在保持同理心的同時，也能更穩健地面對未知環境，這可說是此次海外研修帶給我最大的成長。

H. 感想與建議

非常感謝學校提供此次交換研修的機會，讓我得以實現長久以來希望能至國外學習與生活的夢想。透過這段期間的學習與探索，不僅走訪了多個國家，也在不同文化與生活情境中獲得許多寶貴經驗，成為我人生中難以忘懷的一段回憶。此次海外研修不僅拓展了我的國際視野，也讓我在心態與能力上皆有所成長。建議未來有意參與交換計畫的同學，能勇於踏出舒適圈，提前做好生活與行政上的準備，並保持開放與彈性的心態，相信將能從海外生活中獲得超乎預期的收穫。

I. 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 字以上

HEC Liège was the management school I chose for my exchange program. HEC stands for *Hautes Études Commerciales*, which represents high-level business education in French-speaking Europe. The HEC system is well known internationally, with member institutions such as HEC Paris, HEC Montréal, HEC Lausanne, and HEC Casablanca. These schools share academic resources and maintain consistent educational quality, which attracts many international exchange students. HEC Liège is affiliated with the University of Liège, a public French-speaking university founded in 1817 and one of the oldest higher education institutions in Europe. Located in Liège, the capital of the French-speaking region of Belgium, the university is also a member of the ALMA University Alliance, providing students with a strong academic and international learning environment.

During my exchange period, the course from which I benefited the most was **Consumer Experience**. The professor strongly encouraged students to actively participate in class discussions, and classmates from different cultural backgrounds were very willing to share their perspectives. This created an open and dynamic learning atmosphere. The course also invited professionals from industry to give guest lectures, allowing us to better understand how theoretical concepts are applied in real business situations. One of the most memorable experiences was a session on virtual reality and augmented reality. The professor arranged an on-site VR experience designed by the university's research team, which allowed us to personally experience how emerging technologies can shape consumer experiences. This hands-on activity significantly deepened my understanding of the course content.

Beyond academic learning, my overseas life provided valuable experiences outside the classroom. During the exchange, I traveled to a total of eleven countries. Through planning transportation, accommodation, and itineraries on my own, I learned how to organize trips efficiently and manage time responsibly. Staying in hostels also gave me opportunities to meet people from different countries and build meaningful international friendships. Moreover, when facing unexpected situations such as train cancellations or difficulties contacting accommodation hosts, I learned to remain calm and actively search for alternative solutions. These experiences strengthened my independence and problem-solving abilities.

Living abroad also presented challenges. When I became ill, I realized that many medications in Belgium require a doctor's prescription, unlike in Taiwan where medicine can often be purchased directly at pharmacies. Due to language barriers and French-only phone systems, it was difficult to contact local clinics. With the help of my school buddy, I eventually found an online medical appointment platform, which allowed me to see a doctor the next day. During the consultation, the doctor and I relied on translation applications to communicate. This experience helped me better understand differences in medical systems and taught me the importance of seeking support and using available resources.

Cultural differences were another important part of my adaptation process. One of the biggest challenges was food culture. During the cold winter, I often wished to have warm soup, while local people commonly preferred drinking beer or cold beverages. To adjust, I began cooking simple meals for myself while also learning to respect and understand local lifestyle habits. Through this process, I learned how to maintain personal comfort while adapting to a new cultural environment.

Overall, this exchange experience brought significant personal growth. I became more independent, adaptable, and aware of personal safety in unfamiliar environments. I learned to observe situations carefully before taking

action, which helped me develop a more mature and balanced mindset. I am deeply grateful for the opportunity to study and live abroad, as this experience allowed me to fulfill a long-held dream and created unforgettable memories. I believe the knowledge, skills, and perspectives gained during this exchange will continue to influence my future academic and personal development.