

心得報告

此次我前往交換的學校是位於波蘭北方的格但斯克大學 (University of Gdansk)。這所大學成立於 1970 年，是波蘭北部最重要的高等學府之一，在社會科學、人文以及商業領域都有相當的聲譽。格但斯克大學有三個校區，Oliwa 主校區為社會科學及人文科系的上課地點，宿舍也大多數都集中在這一校區；管理及經濟學院則位於 Sopot 校區，管理學院校舍也是全學校最古老的建築；Gdynia 校區主要為海洋科學類。格但斯克市是一座充滿歷史風情的港口城市，既有中世紀的文化底蘊，又因臨近波羅的海而展現出開放與多元的氛圍。

在學習方面，我最喜歡的是 Customer Experience Design (顧客體驗設計) 這門課。這堂課結合理論與實務，Anna 教授以設計思維為核心，引導我們以顧客的角度去理解需求，並帶入目前市面上大品牌的顧客體驗設計範例，讓我們學習如何將抽象的想法轉化為具體的解決方案。而協作 Marcus 教授則是帶領我們實際操作如何應用顧客體驗設計思維去提供業主所需的設計資訊。課程中，我不僅加深了對「顧客體驗」的理解，更意識到它不僅是一種行銷技巧，而是涉及企業策略、文化與流程的整體調整。這些學習成果，對我未來無論是進入職場或從事研究，都有相當的幫助。

課堂之外，生活上的挑戰同樣讓我成長許多。最明顯的困難是語言，波蘭語對我而言幾乎完全陌生，從入住宿舍開始，舍監先生完全無法用英文溝通，而有點不明白文件上那些地方該簽名，還好舍監願意與我用翻譯軟體溝通，讓我能順利入住。而在超市購物也都需要 2 個小時以上，慢慢使用翻譯軟體確認所需要的物品，可惜的是我因為衝堂無法參與學校提供的波蘭文課，但我自己利用語言學習 App 累積一點簡單的詞彙。這段經驗讓我意識到，真正的學習來自勇於面對困境與不斷嘗試，而不是停留在害怕犯錯的心態。

在課外活動上，我努力把握每一個探索的機會。格但斯克的街道、建築與市集都充滿特色，我常利用課餘時間用雙腳到宿舍附近公園散步，也報名參加格但斯克城市的路跑，搭輕軌電車到不同的海邊看夕陽。除此之外，我也把握機會到鄰近的國家去旅行，拓展自己的視野，體驗不同地方的生活。這些經驗雖然不在課表之內，卻成為我交換生活中最珍貴的部分。

這次的交換經驗，我收穫了許多具體的成長：英文能力顯著提升，跨文化溝通能力更為流暢，廚藝大進步且解決問題的信心大幅增強。更重要的是，我在心理層面上變得更加勇敢與獨立。過去的我面對未知的生活較為緊繃，但這次經歷讓我學會面對未知與挑戰，並相信自己有能力克服困難。

總結而言，格但斯克大學的交換經驗是一段充滿挑戰與驚喜的旅程。它不僅讓我在學術與專業上獲得啟發，更讓我在人生的道路上增添了一份成熟與自信。

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

University of Gdansk, founded in 1970, is one of the most important universities in northern Poland, particularly renowned in the fields of social sciences, humanities, and business. The university has three main campuses: the **Oliwa campus**, which hosts the social sciences and humanities faculties as well as most of the student dormitories; the **Sopot campus**, home to the Faculty of Management and Economics, where the oldest university building is located; and the **Gdynia campus**, which focuses on marine sciences. The city of Gdansk itself is a fascinating place to study and live, with its rich medieval history blended with the openness and diversity of a Baltic seaport city.

Academically, the course I benefited the most from was **Customer Experience Design**. This class combined both theory and practice. Professor Anna emphasized design thinking as the core approach, helping us to understand customer needs and analyze real examples from well-known brands. Meanwhile, Professor Marcus guided us through hands-on exercises, teaching us how to apply customer experience design in practice and how to deliver useful design insights for business stakeholders. From this course, I gained a deeper understanding that customer experience is not only a marketing strategy but also a holistic approach involving business strategy, organizational culture, and processes. These insights will be highly valuable for my future career and research.

Outside of the classroom, I faced various challenges that shaped my growth. The most obvious one was the language barrier. Polish was completely unfamiliar to me, and even simple tasks like moving into my dormitory became difficult since the dorm supervisor could not communicate in English. Fortunately, he was patient enough to use a translation app, which allowed me to complete the paperwork and move in successfully. Grocery shopping was another challenge, often taking me more than two hours as I carefully checked every label with translation tools. I could not join the Polish language course due to class conflicts, but I used a language-learning app to pick up some simple words. Through these experiences, I realized that true learning comes from facing challenges and daring to try, instead of being afraid of making mistakes.

During my free time, I tried to make the most of my stay. I explored the local streets, parks, and markets near my dormitory, joined a city marathon in Gdansk, and often took the light

rail to visit different seaside areas to watch the sunset. I also seized the chance to travel to neighboring countries, which broadened my horizons and allowed me to experience diverse cultures. These extracurricular explorations became the most treasured part of my exchange life.

Looking back, I can clearly see the benefits I gained: my English skills improved significantly, my ability to communicate across cultures became smoother, my cooking skills advanced, and I became more confident in problem-solving. Most importantly, I grew more independent and courageous. In the past, I tended to feel tense when facing uncertainty, but this exchange taught me to embrace the unknown and believe in my own ability to overcome challenges.

In conclusion, my exchange at the University of Gdansk was a journey full of challenges and surprises. It enriched me both academically and personally, and it gave me greater maturity and self-confidence that will continue to shape my future path.