這次交換我是在法國里昂的 EMLYON business school 就讀。這間學校在歐洲為前四的商學院，整體校園風氣都有菁英風氣的感覺，這裡很多課都是用實際公司案例來直接做一個完整的商業專案。班上同學也幾乎都來自不同國家，所以整體學習環境是非常國際化的。

在課程學習方面，我最喜歡的是 Digital Marketing 相關課程。這堂課教會我們整個行銷策略怎麼思考，而最印象深刻的是我們做的兩個專案，一個是永續香氛品牌 Lueur Verte，另一個是電動滑板車平台 VoltRide。在 Lueur Verte 這個專案中，我們要從零開始打造品牌，包含市場定位、目標族群、品牌故事，最後再主要專注在 Digital Marketing 這部分。VoltRide 則比較偏策略分析，我們要分析市場、競爭者，甚至還要想如何進入不同城市市場，這讓我更理解企業在做決策時背後的邏輯。

在課外生活方面，這段時間其實成長也很大。首先是語言能力，因為每天都要用英文溝通，有時候也會接觸到法文，所以在表達上變得更自然。另外，跟不同國家的同學一起做報告，會發現大家思考方式差很多，這也讓我學會怎麼去配合不同的人。另外一個很重要的部分是旅行。我在這段時間總共去了大概 20 個國家，我觀察到了不同國家的文化、消費習慣，都讓我對旅遊跟世界都有了跟以前不一樣的想法。

這次交換帶給我的具體效益有下列幾點：

1. 英文溝通能力大幅提升
2. 更加喜歡且有興趣了解不同國家的文化跟氛圍
3. 團隊合作與跨文化溝通

在海外生活期間，我也有遇到麻煩事。最誇張的一次是租屋的熱水壞掉，而且持續了蠻久的時間。一開始其實很不習慣，因為在國外很多事情不像台灣這麼有效率，加上語言問題，溝通上也有點卡。後來我開始主動寫 email、打電話，也會用比較明確的方式去表達問題的嚴重性。雖然過程很煩，但最後還是有處理。這件事情讓我學到，遇到問題不能等，一定要主動處理，而且要持續追蹤。

文化衝擊的部分，我覺得最大的差異是歐洲的生活步調。他們真的比較重視生活，像是很多店很早就關，或是週末幾乎什麼都不做。一開始會覺得很不方便，但後來慢慢習慣，也會開始調整自己的節奏，例如提早安排事情、不要拖到最後一刻。

這段海外生活其實讓我改變蠻多的。最大的成長是變得更獨立，也更敢表達自己的想法。以前可能會比較保守，但在這種環境下，你不講話就真的會被忽略，所以慢慢會逼自己站出來。另外，我也變得更有國際觀，會用更大的角度去看事情，而不是只侷限在台灣。

最後，我覺得交換是一個非常值得的經驗。如果有機會，我會很推薦大家去。建議之後要交換的人，可以多主動跟不同國家的同學交流，不要只待在自己的舒適圈。只要願意嘗試，真的會收穫很多。

During my exchange program, I studied at EMLYON business schoolin Lyon, France. It is one of the top business schools in Europe, and the overall atmosphere feels very professional and elite. What I found most special is that many courses are based on real company cases, and we are required to build complete business projects rather than just learning theories. The class is also very international, with students from different countries, which creates a diverse and global learning environment.

In terms of academic learning, my favorite course was Digital Marketing. This course taught us how to think about marketing strategies in a structured way. The most memorable part was working on two projects: Lueur Verte and VoltRide.
For Lueur Verte, we created a sustainable fragrance brand from scratch. We worked on market positioning, target audience, and brand storytelling, and then focused on digital marketing strategies. This made me realize how complex and important it is to build a brand from zero.
For VoltRide, the project was more focused on strategy. We analyzed the market, competitors, and potential expansion into different cities. This helped me better understand the logic behind business decision-making.

Outside the classroom, I also experienced significant personal growth. First, my language skills improved a lot because I had to communicate in English every day, and sometimes I was also exposed to French. I became more confident in expressing myself. In addition, working with classmates from different countries made me realize that people have very different ways of thinking, and I learned how to adapt and collaborate with others.

Another important part of my exchange experience was traveling. During this period, I visited around 20 countries. Through these experiences, I observed different cultures and consumer behaviors, which gave me a completely new perspective on the world and traveling.

The main benefits of this exchange include improving my English communication skills, developing a stronger interest in different cultures, and enhancing my teamwork and cross-cultural communication abilities.

During my time abroad, I also faced some challenges. One of the most difficult situations was when the hot water in my apartment stopped working for a long time. At first, it was very frustrating because things were not handled as efficiently as in Taiwan, and communication was not always smooth. However, I decided to take action by sending emails and making phone calls, and clearly expressing the urgency of the problem. Although the process was tiring, the issue was eventually resolved. This experience taught me that when facing problems, you cannot just wait—you need to take initiative and keep following up.

In terms of cultural differences, the biggest change for me was the pace of life in Europe. People here really value their personal time. For example, many shops close early, and almost everything stops during weekends. At first, I found it inconvenient, but gradually I adapted by planning ahead and managing my time better.

Overall, this exchange experience changed me in many ways. I became more independent and more confident in expressing my ideas. I also developed a more global perspective and learned to see things beyond Taiwan.

In conclusion, I think studying abroad is a very valuable experience. I would highly recommend it to others. As long as you are willing to step out of your comfort zone and try new things, you will gain a lot.