勃艮地高等商學院返國報告書

26-1 學校簡介

位於法國勃艮第的第戎高等商學院，於 1899 年由當地的工商業協進會 CCI Cote d'Or 在勃艮第酒商支持下成立的，為法國歷史最悠久的商學院之一。隨著國際化發展，該院每年都有來自全球超過 66 國的 500 名的國際學生，平均每四位學生就有一位是為國際生，國際師資比率也高達 36%，並備有多個全英文授課的學程，同時也是 AACSB 及 EQUIS 認證的菁英高等商學院。 對我來說，BSB 是一間麻雀雖小，卻五臟俱全的學校，儘管學校占地不大，但教室、交誼廳、演講廳、健身房、圖書館...等都具備，且設施新穎，提供學生一個良好的學習環境。 在校風方面，BSB 是一間非常開放的學校，有非常多的學生組織，且校方也提供非常多的資源給學生組織，讓學生在讀書之餘，也能夠培養多方的興趣及獲取更多元的知識。 在課程方面，BSB 有英語或法語授課的學程，交換生可以依照自己的能力選擇自己有興趣的學程，其中葡萄酒管理是 BSB 最著名的學程，若對於紅酒管理及品酒有興趣，BSB 會是很好的選擇。

26-2 國外研修之課程學習（課內）

在 Burgundy School of Business，我選擇的是 Master in Management Program，在專業課程中，修習了 Communication Strategies 及 Strategic Marketing 兩門課，其中特別推薦 Communication Strategies 這門課，每堂課老師都會帶一到二個個案，讓我們藉由個案討論的方式來學習品牌如何實施他們的行銷策略、建立品牌形象或是進行危機處理，藉由討論的方式，可以聽到不同國家的同學對於同一個問題的觀點，不同的觀點互相碰撞，進而加深個案討論的深度。

在選修課程中，我選了基礎法文課程，雖然課程已經進行分級，但課堂中同學的程度差異不小，對法文初學者來說，這門課的負擔頗大，尤其老師教課的步調很快，一堂課教的內容很多，所以課後都要花一些時間複習才能跟上老師教學的速度。

26-3 國外研修之生活學習（課外）

在課外活動中，Burgundy School of Business 有非常多的學生社團，學生組織及學校經常舉辦很多活動，像是學校曾舉辦起士工廠、芥末醬工廠、釀酒廠參觀的活動，帶我們到這些地方了解勃艮地當地的產業。學生組織及學校也會舉辦一些歡迎派對、雞尾酒派對、各國美食分享…等活動，讓交換生們有更多的機會產生交流。

26-4 交換/研修之具體效益（請條列式列舉）

1. 學會獨立自主，在語言是一大阻礙的狀況下要自己打理生活的一切。
2. 擴大國際視野，藉由與其他國家的人交流來培養更廣闊的世界觀。
3. 學習在面對不一樣的文化與習慣時能尊重並包容與自身差異的文化。
4. 增強語言能力，在課堂及生活中強化英文及法文的能力。
5. 結交來自不同國家的朋友，拓展人脈。

26-5 感想與建議

對我來說這次的交換，收穫最大的部分就是自己的各種突破，最大的突破就是走出原本舒適的生

活圈，到一個語言不通的國家生活、學習，依靠自己的力量克服語言的障礙，解決生活中的大小問題。除此之外，從零開始學習一個新語言、與來自各地的人進行交流、在語言不通的國家旅遊…等，對我來說都是新的突破，在經歷這些突破的過程中，我學到很多，對我來說這些就是這一趟交換最大的收穫。

建議的方面，出發前往法國前，帶了很多行李，因為怕到法國會找不到需要的生活用品，但來了後發現其實很多東西都可以在當地買，包括衣物等，所以我會建議除了一些真的確定無法使用其他品牌替代的日用品外，其他東西能少帶就盡量少帶，可以減輕一些一到當地國家，就要帶著很重的行李移動到住宿處的負擔。

英文心得報告

The Burgundy School of Business was founded in 1899 by the local Chamber of Commerce and Industry CCI Cote d'Or with the support of Burgundy wine merchants and is one of the oldest business schools in France. With the development of internationalization, the institute has 500 international students from more than 66 countries every year. On average, one out of every four students are international students, and the international teacher ratio is as high as 36%. For me, BSB is a small but complete school. Although the school is not big, classrooms, lounges, lecture halls, gyms, libraries, etc. are all available, and the facilities are novel. The school provides students a good learning environment. In terms of school spirit, BSB is a very open school with a large number of student organizations, and the school also provides a lot of resources for students, so that students can cultivate more interests and get more various knowledge while studying. To talk about the courses, BSB has courses in English or French. Exchange students can choose their own interested courses according to their own abilities. Wine management is the most famous course of BSB. If you are interested in wine management and wine tasting, BSB would be a good choice.

At Burgundy School of Business, I chose the Master in Management Program. In professional courses, I took two courses which are Communication Strategies and Strategic Marketing. Among them, I especially recommend Communication Strategies. Each class the teacher gives us one or two cases. Discussing the cases let us learn how brands implement their marketing strategies, build brand image or carry out crisis management. By discussing, we can hear the viewpoints from students coming from different countries on the same issue. The various viewpoints deepen the depth of the case study.

In extracurricular activities, Burgundy School of Business has a large number of student clubs. Student organizations and schools often hold many events, such as visiting the cheese factory, the mustard factory, and the winery. These activities make us learn more about local Burgundy industry. Student organizations and schools also hold events such as welcoming parties, cocktail parties, and sharing food of your countries, so that exchange students have more opportunities to make friends with each other.

The specific benefits of being an exchange student are: 1. Learn to be independent and take care of everything in life in a situation that language is a major obstacle. 2. Expand international horizons and foster a worldwide broader by communicating with people from other countries. 3. Learn to respect and embrace a culture that is different from ourselves. 4. Enhance language skills by strengthening English and French skills in the class and in daily life. 5. Make friends from different countries and build up my social network.

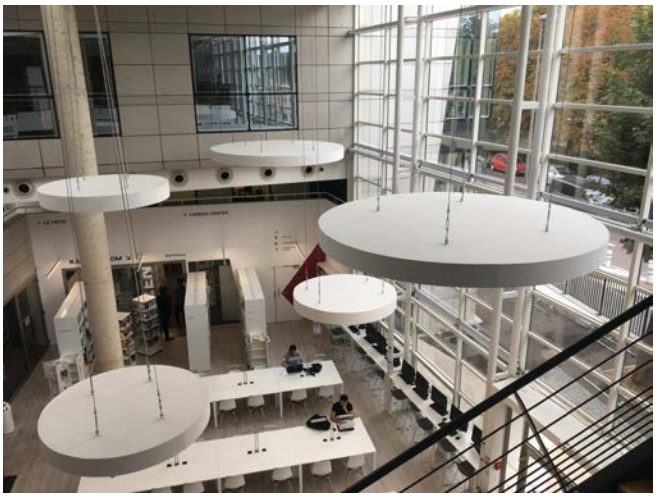
For me, the most worthy part of being an exchange student is making my own breakthroughs. The biggest breakthrough is to go out of the comfortable life circle, live and study in a language-deficient country, and rely on my own strength to overcome language barriers and solve all the problems in daily life. In addition, learning a new

language, communicating with people from all over the world, traveling in a country where I can not speak their language, etc., is a new breakthrough for me. In the process of experiencing these breakthroughs, I learned a lot. For me, these are the biggest gains of this exchange experience.

26-6 相片（2～3 張貼進 word 檔案，含說明，並 Email 原檔給國際處承辦人）

學生餐廳餐點





學校圖書館



Crous 學生宿舍