

挪威經濟管理學院返國報告書

26-1 學校簡介

挪威經濟管理學院（NHH, NORGES HANDELSHØYSKOLE），位於第二大城卑爾根。在 European Business School 2017 排名 39，是相當優秀的商學院。學校是一個被山與海包圍的小學校，整個校區是由三棟樓組成一棟大樓，因此基本上上課移動不需要到室外，在這個幾乎一整年都下雨的城市這是個非常棒的設計！校區雖然不大，設備可是相當完善和先進。有圖書館、自習室、討論室、學生餐廳、文具店、活動中心等等，另外由 Sammen 經營的健身房及體育館也在旁邊。NHH 的圖書館跟我們一般認知的很不一樣，學生是可以在內吃東西和討論的，另外窗外的風景也是一絕喔！討論室是需要事先上網預定的但數量非常多不用擔心預定不到。學生餐廳每天會提供沙拉吧及四種熱食也有飲料、三明治，偶爾會提供限量的現打果汁。沙拉吧和熱食是秤重計價的，我個人吃飽大概兩百台幣左右，相較於外面的餐廳算是非常經濟實惠的。基本上學校有大型活動都會在活動中心，值得一提的是通常活動結束，大家都會到活動中心旁邊的地下室繼續開趴踢。學校的生活機能非常好，附近有 Rema1000, Spar 等非常齊全的超市，但想要吃大餐或是逛街就要到市中心了。從學校門口搭公車只需要大約十分鐘，非常方便。

Norwegian School of Economics, NHH, a school located in the second large city – Bergen. It was rank 39 in European Business School 2017 so obviously it is a really nice school. The whole school is quite small, only three building are included and they are all connected by tunnels so it's an amazing design specially in a city that rains every day. The school is so small that it can be hold by mountains and sea. People might think, how can a school that small provide everything students need. Surprisingly, the devices are all very new and advanced. There is a library with amazing views and students are allowed to eat and discuss there, and many quiet study rooms and discussion rooms. Unlike study rooms you can use them whenever you want if there is an empty seat, you need to book the discussion room, but there are many of them so no need to worry that you might not get any room. Eating is an expensive consumption compare to Taiwan, fortunately there is a student canteen. There is a salad bar and they will provide four kinds of food every day. You need to weight your plate to get the price. In my case, 200NTD can be a full meal. It is half of the price compare to restaurants in the city center. Student activities center is important since it is where most the events are hold but the basement next to it is more important. It is the place that students will get drunk and party all night. The school provide great amenities. It has plenty of supermarkets with basically everything you need, but if you want a great meal or go shopping, bus station in front of NHH can take you to city center which is very close only takes about 10 minutes.

26-2 國外研修之課程學習（課內）

學士交換生可以選的課並沒有很多，但最多可以選擇兩門碩士課程。想修更多碩士課程可以寄信詢問，通常都是可以的，學校建議選擇四門課為佳。NHH 有一個比較特別的地方是，在考試前兩個星期你都可以隨時改成旁聽或是退選。我上學期修了兩堂，下學期修了三堂，一堂旁聽，以下是詳細課程介紹：

上學期 (fall semester)

- Brand Management （碩班課程/Master）

主要講如何建構品牌、品牌策略跟分析品牌現況。教授人很好上課也很有內容。評分方式為小組作業最後上台報告，分為兩個部分，第一部分是分析 case，第二部份要選擇一個品牌分析，我們這組選擇 MUJI。這堂課雖然是碩班開的但學士程度去上也是可以負荷的，有很多理論是其他行銷方面課也會用到的，整體來說推薦！

The class was mainly about how to build a brand, brand strategies and current situation of the brand. Our professor was really nice, the atmosphere in the classroom was delightful. Our score based on a group presentation. There were two parts in the paper. The first part was a case study and the second part was analyze a brand. Our group chose MUJI to be the topic. Although it was a master course, bachelors were still able to understand the content. The theories were useful for any other marketing courses so if you have other marketing courses or you are interested in marketing, this course is a great recommend for you.

- Maritime History and Economics

教授是 Stig Tenold，看到他的名字一定要選，是我最喜歡的教授。上課方式非常活潑，氣氛非常好，課堂中也會有戶外教學。海運是挪威從古至今最主要的運輸方式，修這堂課會有更認識挪威的感覺。分數是依照小組報告及最後的口試，但要通過這堂課每個人都需要交兩篇小論文。題目不會很難也不需要很多字。小組報告是選擇一家海運相關議題介紹。最後的口試是我個人認為最困難的，需要花非常多時間準備。考試前五分鐘要先到考場等老師叫名字，叫到後先到有兩位教授的小房間抽一張題目紙並選一個號碼，總共分成三個部分。第一部分要解釋你從 15 個題目中選中號碼的題目，第二部份可以自己再從 15 個題目中選一個講述，最後是討論期中報告。選好題目後會有 20 分鐘的準備時間。這個過程對很少有口試的亞洲學生來說是非常不習慣而且可怕的，但經歷過這樣的訓練可以發現這種考試方式比較有吸收知識的感覺。

The class was taught by professor Stig Tenold, the best professor I had met during my exchange life. The way he taught was really chill and active but you could still learn a lot in the class. The class was about shipping which was an important topic in Norway. The industry was one of the most prosperous industry in the old days and even now, so you would know Norway even deeper than others. The score was based on a group presentation and an oral exam, but to pass the course we needed to hand in two papers which were very easy so no worries. The hard part was oral exam. For us Asian students, we didn't have many chances to speak in class or do oral exams. We needed to arrive five minutes earlier before the time that professor scheduled. They would call you in and you need to pick a paper and a number between 1-15. There were three parts in the oral exam. First, the topic would be the number you chose on the paper you pick. Second, you can choose another topic on that paper. Lastly, they would discuss your group presentation. After picking your topics, they would ask you out and gave you twenty minutes to prepare and organized the ideas. The

process was horrrify but I could definitely feel that I learn more from the exam and understand the industry clearly.

下學期 (spring semester)

- Market Communication Effectiveness (碩班課程/Master)

是我比較不推薦的課。課程分成兩大部分，第一部分為創意思考及策略，第二部分為數據的測量。創意部分的課沒什麼用，前半端訓練創意的內容是網路上就找得到的圖片，測試有沒有創意的題目也不準，後半段教的創意策略很實用但我認為某方面反而限制了創意。第二部份數據測量的課很實用老師上課的方式會讓人覺得可以自己念就好，都是投影片的內容。

This is the class I don't recommend. There were two parts in the course. The first part is creative strategy and thinking and the second part was measurement. The creative part for me was useless. The exercises were things we could find on Facebook and I could easily tell that the test for creativity couldn't test if a person was creative or not since the questions could be answered base on their instincts. As for the creative strategies, they were quite useful but for me they narrow my imagination at the same time. The professor for measurement was not a good teacher. He basically taught us things on his power points so I felt that we could study the theory by ourselves.

- Norwegian Language for Foreign Students level I

雖然生活中很少用到挪威文，這堂課還是推薦給想更深入了解挪威的人。上課氣氛輕鬆但每一節後都有作業。老師上可會輪流點人回答，不複習真的會答不出來。課堂上很多時間都是對話練習，老師會在教室走動看大家有沒有問題。最後的考試是對話” speed date”，八分鐘過後換人。老師也是在教室走動聽大家講，算是非常輕鬆的考試。

This course recommend to those who want to understand more about Norwegian culture and you have the passion to study languages. Everything was nice in this class but you would get homework every class. Basically you would speak in front of the class every time since the professor would pick us to answer the questions and that was everyone, so you better review every day after the class. There were many communication exercises during the class. The teacher would go around to check if we had any problem. The exam was just like the communication exercise every time in class but it took longer and you couldn't pair up with your friend. It worked like a speed date, you would change your partner every eight minutes. The teacher would go around and listen just like in class so it was quite an easy exam.

- Norway: Economy, History, Politics and Society

我整個交換生活最喜歡的課，教授一樣是 Stig Tenold。如果想更知道挪威人的生活一定要修這一堂，課堂方式非常多元且有趣，老師一樣常常帶我們戶外教學，去了博物館和爬山。滑雪競賽的期間甚至在下課時間直播讓大家看。個人作業有五樣，解釋三個題庫名詞及一個自選題目，其實就是上網找資料吸收以後整理成大綱跟重點，第三個名詞解釋可以自己選擇方式。我是畫了一本特羅赫姆足球隊歷史的小漫畫，強烈建議有時間的話第三個題目找創新的方式呈現，老師會印象比較深刻，最後一個自選題目就要打約 1000 字的論文，另外要選老師提供的文章中的其中三篇閱讀。除了個人作業也有一個小組報告，每一組要針對一個挪威議題做一張海報並展出。我們這

組的題目是「性別平等是挪威的特色」展出期間要在旁邊讓人問問題。最後的考試仍然是口試，不一樣的是這堂課沒有準備時間。題目總共四部分，第一部分會抽到歷史、經濟、政治和社會其中一個主題，要告訴老師你知道多少相關的內容。第二部份，要從 30 個名詞中選 3 個解釋，第三部分老師會跟你討論自選題目，最後會選你有讀的論文的其中一篇討論。整體來說非常推這堂課！

This is the course that I recommend the most in my exchange life. It was taught by my favorite professor Stig Tenold again. If you want to know more about the Norwegian culture or the way of the locals live, this course is the best choice. The professor taught in multiple ways. For example, he took us to museums and mountains to experience the Viking history and the living style of Norwegian. There were five individual assignments, a group presentation and final oral exam. The individual assignments were introduce three topics that you chose from the database. The last topic could be performed in any ways. In my case I drew a comic book about Rosenberg, a soccer team from Trondheim. Beside the database, we needed to choose our own topic for a longer paper and read three papers the professor chose for us. As for the group presentation, it was a poster presentation. Every group should choose a topic about Norway. Our group's topic was "Norway is characterized by gender equality". During the presentation, we needed to answer the question and explain to our classmates if they didn't understand the poster. The final was still oral exam, different from the last course, there was no time for us to prepare. There were four parts in the exam. First we will pick a main topic about history, economics, society or politics and explain what you had learn. As for the second part, there were 30 nouns from the database, and we needed to pick three to explain. Thirdly, the professors would ask you about the longer assignment you picked yourself. The last part was that the professors would choose a paper that you had read and had a discussion. Anyway I strongly suggest this course!

26-3 國外研修之生活學習（課外）

在開學之前有一個活動一定要參加那就是 Welcome Week。一開始就會分組而且有輔導學生幫助大家，他是交朋友的最佳時機。每天都會有不同的活動、課程跟趴踢，每個小組也會有自己的 Pre-party。錯過這個活動到課堂上其實比較難找到志同道合的朋友。但要注意這活動不是免費的，大概要交 1000 塊台幣，所以預算有限的人要考慮一下！

我是少數去交換一年的學生，這也讓我充分的體驗了兩種生活。上學期的我是空中飛人，下學期則是認真體驗一個人在挪威唸書。這樣的分配方式對我來說才是充分體驗交換生活。

這一年我總共去了 16 個國家，體驗了很多種旅遊方式，坐了很多航空公司 Norwegian Air、Sas、Wizz Air、Wideroe、RyanAir、Eurowings、Air France 等等，善用 Skyscanner 可以找到比較省錢的機票。另外，學生最喜歡的歐洲旅遊方式想必是跨國巴士。我只有坐過 Flixbus，他們有一次五張的預售票，購買後的一星期才可以兌換，一張 20 歐，之後可以換任何班次，另外國際學生證還可以打折。

住宿都用 Airbnb 和 Booking.com，其中地圖的功能是非常重要的，很多國家有不安全的區域和太偏遠的地方，地圖可以降低踩雷的風險，出國的前置作業是很辛苦的。從訂機票、住宿到景點安排都是學問，要考慮安全、省錢還有交通工具很多因素，因此旅伴的選擇是很重要的！滿推薦約 4-6 人一起出國，不用

顧到太多人的意見，住宿錢分下來也很划算。如果是一個人，可以選擇 Hostel，基本上都滿安全，但如果經濟狀況允許，女生能避免男女混宿的請一定要避免。

行程方面比較因人而異，其中有幾個比較我個人推薦的安排方式。首先，安排出國日子時，除了看機票什麼時候便宜，不要忘了看看時間是否剛好有特殊市集或活動，這些活動比較能看到當地人的生活。我最印象深刻的是克羅埃西亞的聖誕節。我們在聖誕節新年那段時間安排了近一個月的旅行，想要體驗不同國家的聖誕節，克羅埃西亞就是以聖誕市集文明的國家。因此，我們刻意將去克羅埃西亞的時間安排在聖誕節前後。當時我們在杜布羅夫尼克，一個以冰與火之歌的君臨城聞名的城市。一早起床看到街上的人們都穿著西裝、禮服，大家互相噓寒問暖好像整個城的人都很熟。一開始我們以為是有婚禮在進行，直到教堂前出現合唱團，唱這我們熟悉的聖誕歌，才知道原來他們歡慶聖誕的方式是如此。另外，出國之前先把當地交通的 APP 下載好，很多車站是沒有購票機的如果只能靠腳力是很辛苦的。滿建議提前安排一些景點，可以算出需不需要買城市觀光卡或長期交通票，能夠省一大筆。

Before the semester started, there will be a "Welcome week". For those who have problems knowing new friends, this is your best opportunity. They will split all the exchange students into groups with consultants. The group will have pre-party every day so you are able to know students from your group. There will be many activities and parties every day. But you need to pay 1000NTD to attend this event so if you pay, make sure you enjoy every party.

Most students prefer staying for only one semester, but I stayed for a year so I had a pretty different exchange life. I divided my exchange life into two. The first semester I met my best crew, so most of the time we spent our days in other countries. After they left, I decided to spend more time in school, in Bergen, so the second semester was more about studying and getting to know other city in Norway.

I went to sixteen countries during my exchange. I had many different flying experience with Norwegian Air、Sas、Wizz Air、Wideroe、RyanAir、Eurowings、Air France, etc. Most of the time we would use Skyscanner to find the cheapest ticket. Travel from country to country, if you want to save more money, taking buses should be a great choice. I only had the experience with Flixbus.

As for finding a place to stay, I always prefer Booking.com and Airbnb. In my opinion, maps are the most important function in both apps. Since there are always dangerous places in every country, maps are able to avoid places that are not friendly, and you can find a place near any transportation. Preparing a trip is not easy and much more complicated than I supposed. There are so many detail in a trip, for example, the budget, safety, transportation, place to live and places that we would like to go, etc. So, having great partners is one of the most important factor to have a joyful trip. Going with 4-6 people is the best if you ask me, there won't be too many opinions and you can split the cost of the house. If you are going to travel alone and you are going to stay in a hostel, please choose a room that only accept your gender, especially girls. Don't save your money in this circumstances if you have a little more budget.

The last part of a trip is where to go. This really depends on what kind of way you prefer, but I do have some tips that can make your trip more interesting. First of all, besides checking the cheapest ticket, you should look for special

events like Christmas markets or a new years eve concert. This is a way to join the locals. My best memory should be the trip during Christmas. Me and my friend really wanted to celebrate Christmas in a different way so we searched for the best country to celebrate and it was Croatia. It was Christmas eve, we were in Dubrovacko, a city that is known as Kings Landing in Game of Throne, guys were in suits and girls were in dresses in the morning. They chatted, laughed and children were playing like the whole city knew each other. We thought there might be a wedding at first, Christmas seems like a great day to get married. We went to the church and saw people gathering around. They were about to sing. We heard a familiar melody, and realized that these people were all here for Christmas. Wearing formal clothes and meet with friends are their way to celebrate. The other tips I would like to tell is, make sure you download the app for the city' s transportation. Not every bus station has the machine that sell tickets, even if they did, sometimes they can only accept cash. So to avoid this kind of awkward situation, apps are necessary. The last suggestion I would like to share is, still make sure where you want to go before your trip. I know there are people prefer travel with no plan, but checking some points in advance might help you save lots of money. You can decide whether you' re going to buy the travel card or period tickets for buses, light rails and tram.

26-4 交換/研修之具體效益（請條列式列舉）

- 生活獨立自主，想法也比較成熟
- Living independently and having more mature thoughts.
- 國外生活可以看見更多畢業後的可能性，對未來比較不會盲從。
- Living without peer pressure, I see more chance and possibility in the future.
- 勇敢面對困難
- Face difficulties without fear.
- 認識背景、國籍不同的朋友，互相成長、了解不同文化
- Knowing more people and friends with different background and learn from them.
- 容易適應環境變化
- Fit in different situation and environment much more easier.
- 了解不同國家習俗、文化，針對交換國家，可以用非觀光客的角度看當地。
- Getting to know foreign countries culture deeper.

26-5 感想與建議

挪威很適合初次出國或沒有獨自出國過的同學。老伯伯都講一口流利的英文加上完善的交通系統，一個人在國外也變得比較不害怕。一整年在國外的生活有歡笑也有淚水，以前出國兩個月還不會有想家的感覺也不覺得吃西方食物有什麼好，但大概過三個月就開始想吃亞洲菜。一年沒吃到正港台灣味真的是非常難受的。但是體驗到各種極端的天氣、不同的文化、挑戰自己的極限是非常有趣的過程。這些過程讓我更了解自己也因為跟不同背景的人出國，處理事情也變得更圓滑更成熟。整體來說交換一年是非常值得的。

非常建議交換去一年。交換生大多都夢想著去歐洲遊，半年的交換因為一切都太新鮮，想要去的國家太多，反而很難去體驗到學校及當地人的生活。一整年的時間比較能夠體驗完整的歐洲生活。而且挪威是個有長晝和長夜的地方，這兩種完全不一樣的生活是很有趣的應該要體驗的！

Norway is a great country for those who never been to Europe or terrified to study abroad alone. This is a great country that even the oldest man speaks English fluently and a great system for transportation. Studying

abroad is harder than I imagine. I used to see myself kind of the person who never homesick and enjoy outside world since I would go home eventually after one year. But I was wrong. Living without Asian food is a torture! It was fine the first two months but I started to dream about hot soups, ramen, stinky tofu and every food you can imagine from the third month, and it never stop until I came back. I missed my family and friends. For me this was a surprise since

26-6 相片



這是第一次交換生大集會，左邊第五個是我的義大利室友。這時候的我還沒機會認識新朋友，他帶著我跟他新認識的朋友一起去聽集會拍的照片。

This was the first our meeting with all the exchange students. The fifth girl was my Italian roommate. Since I just arrived few days ago I hadn't met any friend yet, so she brought me with her new friends.



這是 Halloween Cruise 拍的照片。我們其實沒有準備畫任何妝跟打扮，但一上船整船外國人都裝備齊全的慶祝萬聖節。我們只好用現有的工具，口紅、眼線筆等等硬是畫出了臉譜參加 Party。

This is the picture from Halloween Cruise. We never plan to do any makeup or bring costumes before, but after we saw the foreigners tried their best to celebrate, we decided to do some makeup using what we brought like lip sticks and eyeliners.



這是我交換期間最喜歡的組合。我們一起最後一趟的旅行是波蘭的格但斯克，背景是波羅的海，我認為有最漂亮的夕陽。

This is my best crew during the whole exchange life. Our last trip together was Gdansk in Poland. I think we have the best sun set and view here in Baltic Sea.