

慕尼黑大學返國報告書

1.中文心得:

在 2018 年 9 月至 2019 年 2 月期間，我終於前往夢寐以求的德國慕尼黑大學進行一學期的交換，當初申請時被德國慕尼黑大學悠久的歷史(將近六百年的建校歷史)及高學術評價給吸引，果真到該校修課後沒有讓我失望，更讓自己留下充實又收穫極多的半年。慕尼黑大學全名為「路德維希-馬克西米利安-慕尼黑大學」，位於德國巴伐利亞州的綜合性大學，由相當多元領域的學院所組成，提供學生非常豐富的學科選擇，而我則是就讀慕尼黑大學中的管理學院。由於就讀管理學院，因此我研修的課程多與商管有關，包含電子商務市場(Electronic markets)、組織理論(Organizational Theory)、消費者洞察(Consumer Insight)等，由於我先前在台灣的企業實習大多屬於「電子商務行銷」相關職務，因此在修習 Electronic markets 這門課時，讓我能夠與先前的實作經驗有更深一層的連結，了解當時在職場上所運用的工具其原理及理論為何，將我的行銷基礎打得更加扎實，並在未來我進職場後能夠更有效的運用電商相關的行銷工具與解決方案。此外，Consumer Insight 這門課更學習到如何精準了解目標客戶的樣貌、特性，使得在做進一步的行銷活動規劃時，能夠針對不同客群擬定客製化的行銷策略，培養我關鍵的消費者洞察的能力，這對於我未來要進入行銷領域是非常重要的專業技能。而除了校內管院的課程外，我也修習了德文初級的語言課程，在開學前一個月密集上課，深深建立我的德文基礎，讓我往後在德國溝通上沒有太大的問題，也更奠定我的德文第二外語的能力，因此我覺得學校在開學前提供交換生一個月的語言課程對我來說相當受用。在課外生活學習的部分，慕尼黑 Studentenwerk München 的 servicepaket 每個禮拜會舉辦相當多的活動讓慕尼黑的學生都能夠報名參與，包含一起學習如何料理各國美食相互交流、語言咖啡廳(Language Cafe)則提供各國交換生互相交流語言的機會來進行語言交換、甚至是滑雪、爬山等等，相當多又充實好玩又能夠收穫滿滿的有意義的活動，對我來說也是一個能夠認識更多來自各國交換生的大好機會。

交換的具體效益如下:

1.增加自己的國際視野:由於透過學校課程與同學討論報告或者課外活動上的交流，了解到不同國家的同學們不同的想法，以及在相同事情或問題上，各國同學會有甚麼不一樣的解決方案及見解，不只開拓我的視野，了解不同於台灣人的思維，也培養我更大的包容力能夠歡迎各種不同的多元思想。

2.口說大大提升(主要為英文，其次為德文)

此效益是我認為最大且最顯而易見的，由於本身就處於德語及英語的外語環境，每天從一早起床、與室友對話、去超市買菜、上學、餐廳、逛街購物等，都必須要用外文來與當地人溝通，甚至與交換生朋友聊天，一定都得用英文來交朋友，因此突破了我先前不敢開口說英文的特性，現在與外國朋友聊天時，也會主動開話題聊天，經過五個月後我的英文口說講得更順、更流暢了!

3.獨立生活的能力

在國外，離開了原本有爸媽時常幫你解決生活大小事的舒適圈，因此鍛鍊了我甚麼事情都必須自己來、遇到問題必須自己處理的能力，深刻體會到在國外沒有人能夠幫你解決，能幫的人只有你自己，眼淚擦乾還是得自己去面對解決問題。像是每天都會自己到超市買菜、煮三餐給自己吃、銀行開帳戶遇到的所有問題、宿舍鑰匙不小心用丟之後衍伸出來的後續問題等等，所有生活上的大小事都必須靠自己去解決，因此我認為這個效益是我在交換中最有意義的，也是改變我最多、讓我成長最大的能力。

永遠不會忘記這五個多月來在慕尼黑大學擔任交換生的日子，讓我成為一個真正獨立且勇敢的人，這段充實的時光會一輩子記在我心中。

2.英文心得:

From September in 2018 to February in 2019, I exchanged in Ludwig-Maximilians-Universität München in Germany. After I exchanged in Munich for one semester, I felt enriched and unforgettable. Ludwig-Maximilians-Universität München is a comprehensive university, so it has many different colleges and fields, such as Chemistry, History, Economic, Politic and so on. And I study Business Management college in LMU. I took three courses in this field, including Electronic markets, Organizational Theory and Consumer Insight. These three courses help me build a great basic in marketing field. And because I had some intern experience in Electronic industry, so when I took the Electronic markets' course, I can make a connect between marketing theory and marketing tool I used before, such as Google Adwords and Google Analytic. It makes me more understand why I need to use that specific marketing tool and solution. In addition, Consumer Insight also teach me how to define the target audience clearly, and how to make different marketing strategy for different target consumer in order to maximize the utility and profit. The most important is that after taking these three course, I decide to do marketing as my job in the future, and I have a more clear thought for my future career.

I am glad I study in Munich. People in this city are so nice and love to help the other one. And the street and underground line in Munich is very tiny and clean. Also, this city has an impeccable mass transportation system, including U bahn, S bahn, train, airport. Although the transportation fee during my exchange duration really cost me a lot. However, it also very convenient for me to go shopping and go to the supermarket and bank. Its so lucky for me to live here.

During my exchange time, I learn a lot no matter in class or in life. I made lots of foreign friends, and we always share our thoughts to New or some typical incident. So I can learn different viewpoint from my foreign friends, and it really broaden my international horizon. I also share some interesting things and delicious food to them in order to make them know our country better. I am looking forward to taking them to travel in Taiwan. By knowing many foreign friends, my English speaking skill really improves a lot. I won't afraid to speak English anymore, and I even can speak English fluently. I think it's very important to me! In addition to my English oral ability, I also learn how to live and make every decision on my own. Before I exchange in Germany, I always live with my family, and they always help me solve the problem when I get into trouble, However, I live in Germany alone, so I need to handle everything in my life, like opening bank account, connecting the dorm network with router, cooking for myself , traveling abroad alone and so on. I feel like I step out of my comfort zone after I go abroad. I think it is the most significant and meaningful thing during my exchange time.

3.交換相片



3.1 在德文課堂上與組員練習德文對話(我為前方穿黑色毛衣的)



3.2 與交換生好朋友一起品嚐慕尼黑最好吃的漢堡店:Hans im Glück!!!



3.3 趁著開學前假期，去了一趟夢寐以求的希臘，景色漂亮到永生難忘!