## A 學校簡介

林奈大學(Linnaeus University)是瑞典南部的公立大學，以植物分類學之父林奈(Carl Linnaeus)命名，設有 Växjö 與 Kalmar 兩個校區。我就讀的 Kalmar 校區位於波羅的海沿岸，校園建築臨海而建,現代明亮。Kalmar 是一座擁有中世紀城堡的小城，生活步調緩慢、治安良好，城市規模不大，腳踏車便能抵達生活所需的一切。學校國際化程度高，交換學生來自歐洲各地與亞洲，課堂與宿舍都是自然的跨文化場域。

## B. 課程學習(課內)

本學期我修習了「零售供應鏈管理」(Retail Supply Chain Management)與「企業管理二:感官行銷」(Business Administration II – Sensory Marketing)兩門課，共 15 學分(ECTS)。瑞典的教學方式與台灣差異很大：課堂人數少、以研討與小組報告為主，教授非常重視學生的提問與觀點，「沒有標準答案」是常態。

其中我受益最多、也最喜歡的是感官行銷。這門課探討消費者如何透過視覺、聽覺、嗅覺等感官經驗形成品牌知覺，並以真實企業個案作為評量方式。它與我的碩士論文主題高度呼應，讓我從感官與心理機制的層次，重新理解「消費者如何感知一個品牌的訊息」，對我的研究設計有直接啟發。瑞典課堂也訓練我用英文即時組織論點、在小組中協調不同國籍同學的工作習慣，這些能力回台灣後在論文口試準備上都派上了用場。

## C. 生活學習(課外)

課外生活是這次交換最精實的一部分。我住在學生宿舍，與各國室友共用廚房，從一起做飯、過節，到處理生活瑣事，都是真實的跨文化練習。瑞典的 fika(咖啡休憩)文化教會我「休息是正事」；北歐人重視個人界線與安靜，起初不太習慣，在台灣有太多打著為你好的旗號，實際做著侵犯你的個人隱私的事的人，在這裡的大家是真的尊重每個人的個人界線。

學期中與學期結束後，我獨自前往英國、比利時、荷蘭、挪威、丹麥與匈牙利等地旅行。一個人查交通、訂住宿、處理突發狀況，把課本上的歐洲走成了自己的經驗。

## D. 交換之具體效益

- 全英文學術環境，口語與簡報能力顯著提升
- 從歐盟視角理解永續金融與 ESG 規範，深化論文研究基礎
- 建立跨國友誼與人脈，認識來自十多個國家的同學

- 獨自旅行與獨居能力：預算管理、行程規劃、風險應變

- 確立赴北歐繼續深造與職涯發展的目

**E. 遭遇困境與解決**

獨自身處異國，難免會遇到困境：我曾在轉機時錯過班機，必須當場改票並重新規劃；在布達佩斯遇到歐洲的金融卡被風控鎖卡，身上一度只能靠現金；室友因故提前返國後，我獨自面對退宿與行政問題。這些事件的共同解法是：先深呼吸，把腦中一團混亂的焦慮一一拆解成一件一件的小目標，查規則、找櫃台、寫信詢問、保留證明文件。每一次都順利解決問題，也讓我學到：出國在外，冷靜與開口求助的能力比完美的計畫更重要。

**F. 文化衝擊與適應**

最大的文化衝擊是北歐的「信任文化」與「界線文化」。超市自助結帳、火車查票率低，整個社會預設你是誠實的；人與人之間保持距離，不寒暄、不過問，起初覺得冷漠，後來理解那是對彼此空間的尊重。我的適應方式是觀察與模仿：學著偶爾的留白也是一件很重要的事、學著直接而溫和地表達需求。

**G. 個人成長與轉變**

最大的成長，是從「依賴別人的意見」走向「相信自己的判斷」。獨自旅行的每一天都在做決定：走哪條路、住哪裡、遇到態度不好的人如何自處。我也學會了照顧自己的情緒，承認焦慮、允許自己休息、在犯錯時好好道歉而不過度自責。出國前的我習慣把別人的眼光放在自己前面；回來後的我，更能分辨「什麼消耗我、什麼滋養我」。

**H. 感想與建議**

這半年像把人生按了快轉，又像按了暫停：快轉的是能力與視野，暫停的是讓我終於有空間看清自己想要什麼。給未來交換生的建議：第一，住宿要盡早申請，錯過學校宿舍會多出許多波折；第二，財務證明、簽證文件提早準備，並預留行政延遲的緩衝；第三，別把行程塞滿，留白的日子往往是收穫最深的日子；第四，鍛鍊開口詢問與求助的勇氣—向學校、向朋友、向專業資源，這是出門在外最重要的生存能力。

這次的交換教會我的不只是知識，而是一種生活的姿態：安靜、誠實、對自己負責。我會帶著它走向下一站。

**About the University.**

**Linnaeus University is a public university in southern Sweden, named after Carl Linnaeus, the father of modern taxonomy. I studied at the Kalmar campus, located right on the Baltic coast, with bright, modern buildings by the sea. Kalmar is a small medieval town with a castle, a slow pace of life, and excellent safety — everything you need is within cycling distance. The university is highly international, with exchange students from all over Europe and Asia, so both the classroom and the dormitory became natural spaces for cross-cultural learning.**

**Course Learning.**

**I completed two courses, fifteen ECTS in total: Retail Supply Chain Management and Business Administration II – Sensory Marketing. Swedish education differs greatly from what I was used to in Taiwan: classes are small, seminar-based, and built around group work, and professors genuinely value students' questions and viewpoints — "there is no single correct answer" is the norm. The course I enjoyed and benefited from most was Sensory Marketing. It explores how consumers form brand perceptions through sight, sound, smell, and other sensory experiences, and it was assessed through real business cases. The course resonated strongly with my master's thesis on how consumers evaluate brands, and it gave me a new psychological perspective on how people perceive brand messages, which directly inspired my research design. Studying in Sweden also trained me to organize arguments in English in real time and to coordinate group work across different working cultures — skills that proved valuable when I returned to Taiwan to prepare for my thesis defense.**

**Life Learning.**

**Life outside the classroom was the richest part of this exchange. I lived in a student dormitory and shared a kitchen with flatmates from many countries; cooking together, celebrating holidays, and solving everyday problems were all genuine cross-cultural practice. Swedish fika culture taught me that rest is a legitimate part of life, and the Nordic respect for personal boundaries — something I first found distant — became one of the values I appreciate most. During and after the semester, I traveled alone through the UK, Belgium, the Netherlands, Norway, Denmark, and Hungary, handling transport, accommodation, and unexpected situations entirely on my own, turning the Europe of textbooks into my own lived experience.**

**Concrete Benefits.**

**My spoken English and presentation skills improved significantly in a fully English academic environment. I deepened my understanding of sustainable finance and ESG regulation from a European perspective, which strengthened the foundation of my thesis. I built friendships with students from more than ten countries, developed real independence in budgeting, planning, and risk management through solo travel, and confirmed my goal of pursuing further studies and a career in Northern Europe.**

**Reflections.**

**I faced difficulties too — a missed connecting flight, a bank card frozen by fraud control in Budapest, and housing procedures I had to handle alone after my flatmate returned home early. Each time, the solution was the same: take a deep breath, break the anxiety down into small, concrete steps, ask for help, and keep records. I learned that calmness and the courage to ask questions matter more than a perfect plan. The greatest change in me is the shift from relying on others' opinions to trusting my own judgment, and learning to care for my own emotions — acknowledging anxiety, allowing rest, and apologizing sincerely without excessive self-blame. This semester taught me not only knowledge, but a way of living: quiet, honest, and responsible for oneself. I will carry it with me to my next destination.**