A. 學校簡介

2025-2026 學年度有幸能夠到位於法國的里昂高等商學院的里昂校區交換，也有到巴黎校區參觀。里昂校區是新的校區，環境和硬體設備都很完善，地點也很不錯，就在地鐵站的旁邊。

B. 國外研修之課程學習（課內），推薦受益最多/最喜歡的課程

在交換校研修時有主修數位行銷，課程很紮實，同時也課業量也很多，我透過實作經驗學習到了非常多的知識，我認為這對我很有幫助。主修的其中一堂課「Search Engine Marketing」是我最喜歡的課程，課程內容包含學習如和讓品牌網站成為網路搜尋出現的第一順位，還有如何運用關鍵字使品牌曝光度增加。還有一堂課「Strategic Access to Market」也讓我印象深刻，教授也是透過實作以及 case study 的方式進行授課，課程期間需要和同組的同學進行非常多的討論，對我來說這堂課使我收穫最大的是如何在和同學意見不同時耐心溝通，並且適時地尋求教授協助。

C. 國外研修之生活學習（課外）

在國外時，課外活動尤其是旅遊也讓我收穫良多。去到不同國家時才發現原來在台灣當作是正常的事情在國外是很稀有的。例如在台灣搭乘公共交通工具時，大家會有默契的先等乘客下車，再有秩序的上車，但是在歐洲幾乎看不到這種情況。我覺得這讓我學會更珍惜在台灣的一切。

D. 交換/研修之具體效益（請條列式列舉）

1. 更了解自己的個性：長期獨自生活讓我更清楚自己需要什麼。
2. 學會珍惜當下以及過去視為理所當然的事物：在台灣習以為常的便利與社會環境，其實並非到處都有，這段經驗讓我更懂得感恩與珍惜。
3. 旅遊時學會應變不如預期的狀況：無論是行程臨時變動、語言不通，或是像錯過班機這類突發狀況，都讓我累積了更多獨立解決問題的經驗，也提升了臨場應變的能力。
4. 對修課內容產生濃厚興趣，並找到未來希望投入的工作領域：透過課程的實作學習，我確認了自己對數位行銷領域的興趣，也讓我對未來的職涯方向有更明確的想法。

E. 海外生活期間是否曾遭遇困境，及是否解決問題？

在國外時很慶幸地沒有遇到什麼大問題，只有在回國時在土耳其轉機錯過了自己的班機，只能卡在機場 14 個小時後搭下一班飛機回台灣。因為從小就在國外生活，所以自己獨立打理生活的部分已經很習慣。語言溝通也沒有問題，因為去法國之前就有學基本的法文，正常生活溝通夠用。

F. 海外生活期間是否曾遭遇文化衝擊，您如何去面對及適應？

歐洲的人比較不會像在台灣一樣為別人著想，他們比較自我一點，這部分也沒有影響我太多，因為我從小就有在國外生活的經驗。

G. 海外生活歷練是否為您人生帶來不一樣的改變或者個人特質上的轉變，最大的成長是什麼？

在海外的生活經驗使我學會的最大課題是「珍惜」，我更珍惜在台灣的生活，同時也要珍惜在歐洲的短暫生活，因為未來有工作後就不太可能會有機會想去哪，就去哪。

H. 感想與建議

這次交換的經驗，讓我對自己有了更深一層的認識。有很多時間能自己思考不被身邊的人打擾讓我很開心。

除此之外，這段經驗也讓我重新思考「珍惜」這件事。無論是台灣便利的生活環境、有秩序的社會氛圍，或是能與家人朋友相聚的日常，都是我以前認為理所當然、但其實得來不易的事。同時，我也更加珍惜在歐洲求學的每一刻，因為明白這樣自由安排生活、隨時可以說走就走的階段，未來進入職場後很難再有機會擁有。

在建議方面，我認為交換生出發前，可以多研究當地食材的料理方式，雖然里昂也有亞洲超市，但是逛當地超市，買一些在台灣少見的食材成為了我交換生活的一大樂趣。另外，也觀察到很多台灣的交換生其實都只會和台灣人或者中國人相處，我建議學校能多鼓勵交換生和當地學生多接觸，可以從更多不一樣的視角觀察世界。

During the 2025-2026 academic year, I had the chance to study at Emlyon Business School, Lyon campus. The Lyon campus is relatively new, with excellent facilities and a convenient location near the metro station. I also had the chance to visit the Paris campus on one of my trips there.

I majored in Digital Marketing during the first semester of my exchange program. The courses were very demanding, but I learned a lot through hands-on projects and case studies. My favorite class has to be "Search Engine Marketing", where I learned how to develop strategies to help a brand's website rank higher in web search results. Another course that I enjoyed was "Strategic Access to Market". I took this in the second semester. The professor taught through case studies and group projects. What I got most out of that class was learning how to communicate patiently when my teammates couldn't come to a conclusion on a topic.

Traveling took a big part of my exchange program, and it taught me a lot as well. Going to different countries made me realize the things I took for granted in Taiwan is a privilege in other countries. For example, in Taiwan, people usually wait for others to get off the public transport before getting on, and people always line up. But that's not the case in Europe.

As for the benefits, living alone for a decent period of time made me have a clearer idea of what I really need: personal space. It also taught me more about my own personality. I also stopped taking things for granted, as I have mentioned before, like the convenience and the society's behavior in Taiwan. However, the number one benefit is that the major I took also became the field that I would like to work in.

I didn't run into any major problems while abroad, except I missed my connecting flight in Istanbul on the way home, which left me stuck at the airport for 14 hours before I could catch the next flight back to Taiwan. Other than that, everything was manageable for me. Since I've lived abroad since I was young, handling things independently wasn't new to me, and communication wasn't a problem either since I had already learned basic French before going.

Looking back, this experience helped me understand myself better. Having a lot of time to just think, without people around interrupting, was something I really enjoyed. It also made me think more about appreciation in general, things like the convenience and order in Taiwan, or being able to spend time with family and friends, which I used to take for granted. At the same time, I've come to appreciate the time I spent studying in Europe, knowing that once I enter the workforce, I probably won't get this kind of freedom to plan my life around travel again.

As for suggestions, I think future exchange students should look into local ingredients and cooking before they go. Lyon does have Asian grocery stores, but going to local supermarkets and finding ingredients you don't see in Taiwan ended up being one of my favorite parts of the exchange. I also noticed a lot of Taiwanese exchange students mostly stick with other Taiwanese or Chinese students. I think the school should encourage more interaction between exchange students and local students, so students can see the world from a different perspective.