

東吳大學商學院海外研修心得

姓名	歐映廷	系級	企四 A
研修學校	IESEG	研修時間	102 學年度第一學期

填表說明：

1. 本研修心得共有六個部分，請同學依序填寫。若各欄位表格不敷使用，請自行增列。
2. 整份心得請至少提供 2-3 張照片，並以標楷體(中文)、Times New Romans(英文)12 號字撰打。
3. 請繳交紙本至國際商管學程(2607-1 室)與並提供電子檔案 yiching0701@scu.edu.tw。

一、緣起(申請海外研修/申請該研修學校動機)

身為企管系的學生，多角化的發展是我們的優勢，但就如同字母 T，我們也必須發展自己的專長。在二年級的行銷學裡，我慢慢的培養出對行銷的興趣，另外，在高中時，對公民裡的經濟有興趣，因此二年級時選修個體經濟與總體經濟，我想經濟學理論在商學院裡是基礎，將基礎科目培養好才能夠向下延伸。雖然已經修過行銷學，但 ieseq 提供更多的行銷相關課程，如國際化行銷，媒體行銷等。在未來我計畫自己的工作能同時和行銷與國外業務相關，因此這都是我極欲修讀的課程。

而我對於外國文化也十分有興趣，到法國念書通常要求流利的法文，但 ieseq 提供交換生英文授課的課程，並且該校的國際化，每年都有上百位來自世界各地的交換生，能夠認識不同國家的朋友，也是吸引我到該校交換的原因。

As a student in department of business administration, our strength is diversification and development. However, it is also important for us to extend our specialty. During the marketing course, I cultivated my interest in marketing. Besides, I am interested in economics since high school, as a result, last year I chose microeconomics and macroeconomics. I consider that economic theory is the basic knowledge in a business school, hence, we have to lay the foundation in order to extend the knowledge of professional topics.

Despite finishing the marketing course, Ieseq has diversified its course, teaching for example, International Marketing and Media Marketing. Owing to the fact that I plan to work in marketing and international business, I really wanted to learn a lot from Ieseq courses.

Moreover, I am really interested in foreign cultures. Generally, they always ask for a fluent French speaking to study in France, but Ieseq provides exchange students English speaking courses. Secondly, Ieseq is an international school, they welcomes students from all over the world to develop their exchange program. Finally, I would say that it is the right choice to apply for this school because it allows to students to open their mind, by meeting and having friends from different countries and cultures.

二、研修學校簡介

Ieseq 位于里爾，是法國北部著名的大學城，而 Ieseq 是法國排名第六的商學院學校，在里爾和巴黎各有一個校區。

比較特別的是 Ieseq 有特別用英文授課的課程，是非常國際化的學校，上下學期的交換學生各有約 300 多個。

姓名	歐映廷	系級	企四 A
研修學校	IESEG	研修時間	102 學年度第一學期
<p>交換生可以選擇全學期的課程，就和一般大學的課程進度相同。</p> <p>另外也有一個禮拜的碩士班密集課程，一門課在一個禮拜會上完，完成考察或報告，並拿到學分。但相對來說負擔也較重，因為課程緊湊，每個禮拜課程從早上八點至中午十二點，下午則是念書或討論報告的時間。</p> <p>交換生通常會選擇密集課程，因為能夠較有彈性的安排旅行的行程。</p> <p>在開學第一周學校會安排國際學生新生入學的活動，增加彼此認識的機會，如 city tour，舞會，每個交換生也會有一個當地的伴讀，透過和伴讀交流的活動可以更加熟悉當地的環境。</p> <p>Ieseg is located in Lille, a famous city in North of France. Ieseg is in the 6th place of the ranking of business school in France. They have 2 campuses in Lille and Paris.</p> <p>The most special is that this school provides courses in English, so Ieseg is an international school, in which There are more than 300 international students every semester.</p> <p>Exchange students can choose “Extensive course” and “Intensive course”. For Extensive course the schedule is quite similar with other universities.</p> <p>The Intensive course allows a grouping of master’s degree students and exchange students to have the class together. In this course the professor completes a course in one week, including an exam or a presentation. Then, students can get credits in this course if they did pass. However, intensive course is more stressful, for the temple of the class is high tense, we will have class everyday from 8am to 12am. And, after school, students take time to study or meet to work on a presentation.</p> <p>Most of the exchange students choose Intensive course because it is usually the easiest way for them to plan their trip in Europe.</p> <p>During the first week, Ieseg will organize various orientation activities for international students to make students have more chance to know each other. Those activities include city tour and party. Besides, every exchange student has to have a local friend, called “buddy”, who can help him on a daily basis, mainly by teaching him the environment and the culture of Lille.)</p>			

姓名	歐映廷	系級	企四 A
研修學校	IESEG	研修時間	102 學年度第一學期



(第一周的城市導覽 City tour)



姓名	歐映廷	系級	企四 A
研修學校	IESEG	研修時間	102 學年度第一學期
 <p>(國際生新生訓練 Orientation for international students)</p>			
<p>三、 海外研修課程學習經驗(請就您研習期間所選修課程內容與經驗進行敘述。若有特別需要注意之修課事項，亦請於此處呈現)</p> <p>我印象最深刻的課程是 PRODUCT DESING AND INNIVATION，課程中老師都用實體的產品作為教材，分組後一步步進行對產品的分析，並與其他廠牌比較，在一周課程結束後，會有為期二周的作業，每組自行選擇特定產品，並對於每個結構與用途進行分析與描述，並做市場調查，調查結果結和產品分析後，對於產品進行改進與創新。</p> <p>另外，CREATIVITY MANAGEMENT 的老師則是提出國際上具體的議題，將同學分組，請同學在課堂上辯論。如這次我們討論的是非洲水質汙染與礦坑工人的議題，本組則是代表礦工協會為本協會進行辯論，老師會在旁適時提供學生意見，但主要的課程與進度由代表市長的學生控制。</p> <p>RELATIONSHIP MARKETING AND INTERNATIONAL NEGOTIATE 是一堂很有趣的課，老師會討論各國不同的文化，並且實際和在場的外國學生進行問答，課堂中學生會分享自己國家特別的習俗和禁忌，尤其亞洲學生如日本，台灣學生談到本國的習俗與觀念時，我們特殊的文化常讓歐洲學生感到不可思議。</p> <p>BUSINESS TO BUSINESS MARKETING，老師讓我們分組後，課堂上有很大部分是讓學生討論，每一組要創造一間提供 B2B 服務的公司，我們創立的是汽車出租公司，必須確實模擬要創業時提出的企畫案，並上台報告，實際對創業公司作介紹，包括提供的服務，對象，和地點。</p> <p>還有一門 INTERNATIONAL MARKETING，老師是一位印度老師，上課時必須克服老師的口音，課堂內容是要研究如何將自己國家的某一服務推入某一國家中，如我們提出的是韓國的酒後代駕服務，要推入匈牙利，因此要對該國的文化及人文背景做研究及市場可能性報告。</p> <p>The most impressive class for me was PRODUCT DESING AND INNIVATION. The Professor took real products for material, assigning every group to analyze those products step by step, and compare</p>			

姓名	歐映廷	系級	企四 A
研修學校	IESEG	研修時間	102 學年度第一學期
<p>them with other brands. After one week class, we needed to do the homework in 2 weeks. Every group chose products by themselves, analyzing the structure and usage of every part. After that, we needed to work on the market survey. The last step was combining the result of survey and product analysis to improve the products and innovation.</p> <p>Besides, the professor of CREATIVITY MANAGEMENT took the real global issue to make several teams of students, asking us to debate in the class. For example, the issue for us was the pollution of water in South Africa, related to the rights of mining workers. Our team represented mining workers association, debating for those workers. The professor would provide some suggestions to the students, but the main course and the tempo are controlled by the students who represented Mayor.</p> <p>As for RELATIONSHIP MARKETING AND INTERNATIONAL NEGOTIATE is also an interesting class. The professor would discuss about different cultures in different countries. He also asked to the foreign students in the class to share their own opinions. Students talked about the special customs and taboos in their country. Especially when Asia students such as Japanese and Taiwanese, were talking about our special concepts, the then European students were surprised and could not believe it.</p> <p>In BUSINESS TO BUSINESS MARKETING class, the professor let us form a group. Most of the time in class are used to discuss with team members, working on creating a company which provides B2B service. The founded a car rent company. In the class we had to propose a project, making a presentation, and introduce our company, including what we provide, to whom we serve, and where is the location.</p> <p>And for INTERNATIONAL MARKETING, the professor is an Indian, this maybe takes time to get used to her accent. In this class, we made a research on how to make business with another country with providing one of the special service in our country. For example, in our group, we made a project about the chauffer service from Korea and we have to introduce it into Hungary. So we worked a lot on the information of each country, including the cultures, background and the possibility of market.</p>			
<p>四、 海外研修課外生活經歷(可自由抒發於修課外之食衣住行等面向的生活體驗)</p>			
<p>我在課外學到許多生活在台灣學習不到的事情，尤其在語言上，法國並不是個英文很普及的國家，因此學習如何在有語言隔閡下還能與當地的人溝通是很重要的事情，這件事情在我離開法國到其他歐洲國家旅行的時候也很受用。</p> <p>因為法國物價偏高，住宿生普遍都自己開伙，省下外食的費用，與學校合作的宿舍每個房間裡都有廚房，因此交換生能夠藉由一起煮飯進行很實質的文化交流，認識很多不同國家的朋友。在旅行的時候，為了要存更多的旅費，我們到達目的地後會先找當地的超商，買麵包，火腿等，自己做三明治，除了幾餐體驗當地的傳統食物外，不另外花錢在食物上。因此在找旅館時，有廚房的旅館也能節省不少的旅費。</p> <p>交換生活之外很大部分是旅行，而背包客不像跟團，必須從頭開始規劃，包括買機票，訂旅館等。一開始會覺得很困難，但也學會自己上網找資料的能力，建議同學辦卡時不要辦 mastro card，因為許多廉價航空，旅館等，網路上的訂票都要求 master card，但和學校合作的 LCL 只發給學生 mastro card，因此建議同學從台灣帶一張卡比較保險。</p>			

姓名	歐映廷	系級	企四 A
研修學校	IESEG	研修時間	102 學年度第一學期
<p>關於錢怎麼帶過去的問題，我是先在台灣的兆豐銀行買匯票，等學校開戶後再將匯票存進去，因為兆豐銀行有台灣人到巴黎中國城開分行，因此轉現的速度很快，隔日就可以領出來用。</p> <p>購物的部分，在上學期到里爾交換的學生在剛開學時很幸運的可以遇到法國一年一度最大的市集，因此許多生活用品都可以在市集買到，許多都保存良好且只要 10 歐以下，舉凡鍋碗瓢盆至衣服鞋子都會有人賣。</p> <p>而在交換快結束時，也剛好是法國冬季衣服的打折季，因此大多數人也都在那時購物。</p> <p>I learned a lot that I can't learn so much if I stay in Taiwan, especially for the language. Because English is not so common in France, it is important to know how to communicate with people, by overcoming the language barrier is really important. Then, I realized that this skill is really useful when you decide to leave France to visit other countries in Europe.</p> <p>Because of the high life standard, we used to cook by ourselves instead of eating in restaurants in order to save money. I lived in CONCORDIA, a student residence, where we can cook in our own kitchen. Therefore, the exchange students can live a real cultural experience and share a lot when, for example, we decide to cook together, or even having new friends from different countries in the world).</p> <p>When you are traveling, in order to save more money for your trip, it is better to find the local supermarket to buy bread and ham to make sandwich. Except for having the traditional food, we usually didn't spend too much money for food. That is why we prefer to live in the hostel which provides kitchen.</p> <p>Traveling was a big part of my exchange period. As a real backpacker, we needed to plan all the schedule by ourselves, including booking the traffic tickets, hostel...and everything else....</p> <p>At the beginning, I thought it would be complicated, but it maintains our ability to look up information on the internet.</p> <p>I suggest to not apply for getting the maestro card, as the company used to ask us to pay by master card when we were booking a cheap flight and an hostel. However, the bank which cooperates with school only provides to the students a maestro card. So it is safer to bring your own card from Taiwan.</p> <p>As for the way of bringing money to France, I bought the bill from Megabank, saving it into my LCL account after that this one was successfully opened. Megabank is a Taiwanese bank, which is also located in the Chinatown's neighborhood in Paris. Then, I got the cash right after the day I saved it.</p> <p>For shopping, all the students who went to Lille during the first semester were lucky to go to the biggest flea market in France. People sell everything, including all the things we needed to live in our studio. The most important is that they are all really cheap, less than 10 Euros. At that place, we can also buy a lot of good clothes.</p> <p>Besides, In France, at the end of my exchange, it was the discount season for winter clothes, and most of French people enjoy shopping at that time.</p>			

姓名	歐映廷	系級	企四 A
研修學校	IESEG	研修時間	102 學年度第一學期



(國際生交流 International students in CONCORDIA)



(里爾市集 Flee market in LILLE)

五、海外研修對個人的具體效益與感想

姓名	歐映廷	系級	企四 A
研修學校	IESEG	研修時間	102 學年度第一學期
<p>在 Ieseg 的這個學期，使我的大學生活和別人不同。因為在當地生活且到 12 個國家旅行，我比別人更能適應不同的環境，而全英文的環境也使我的語言能力大幅進步。</p> <p>相較於台灣的上課環境，法國課堂上的氣氛確實比較輕鬆且務實，學生都很踴躍發言，課堂中師生之間的關係比較像是互相交流的夥伴。</p> <p>法國是一個很美的國家，實際走訪過就會知道其實他並不是像大家所說得如此冷漠以及高傲，當地的年輕人和台灣人比起來都很有目標與願景，也非常關心國事與時事，因此和當地學生交流都是很寶貴的一課。而學習到不同的審美觀也是我交換生活中很重要的過程，相較於過去只知道亞洲的審美觀念，現在我更能用不同的角度去欣賞事物的美。</p> <p>另外，因為 concordia 居住著來自各國的朋友，我在住宿的過程中也學到如何將自己的國家介紹給外國人，並且也邀請他們親自來台灣。</p> <p>The semester during which I studied in IESEG made my student life quite different from others. As I had the chance to live and travel over 12 countries in Europe, I could be more flexible towards different environments. Besides, the English speaking environment improved as well my English ability, and I feel much more confident with it now.</p> <p>Compared to the environment of learning in Taiwan, the class in France is indeed more relax and practical. Students are willing to share their opinion. The relation between students and professors is different, because they are trying to be more like partners for in order to exchange) their point of view. France is a beautiful country, if we decide to visit it by ourselves, we are more able to understand that it is not so cold and arrogant.</p> <p>On the other hand, compared to Taiwan, teenagers there are more motivated and have clear goal. Moreover, they are more concerned about their country and their own government. That is why I can finally say that, this interaction with local people is a priceless) experience for us.</p> <p>At the end of my sharing, I would finish by saying something about beauty. Learning different way to judge beauty was also an important process of my exchange life. Instead of living under the concept of Asian beauty, now I learned how to appreciate different kinds of beauty.</p> <p>The last but not the least, the life I lived in my own residence, Concordia, improved my ability to introduce the beauty of my country to foreigners, and then invite them to visit Taiwan!</p>			

姓名	歐映廷	系級	企四 A
研修學校	IESEG	研修時間	102 學年度第一學期



(西班牙旅行 Traveling in Spain, Sevilla)



(葡萄牙旅行 Traveling in Portugal, Porto)

六、各項支出花費情形(此資訊僅供未來申請交換之學弟妹做為參考)

支出項目	支出金額(單位：新台幣)	備註
生活費	350,000 元	包含住宿，生活費及旅行
住宿費	80,000 元	Concordia 單人房