

國立東華大學交換學生心得
National Dong Hwa University Exchange Student Report

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原系所 Home Department	英美語文學系		
前往國家 Nationality	法國		
前往學校 Host University	雷恩商學院		
交換系所 Host Department	Undergraduate Exchange Level 4 (PGE2)		
交換交流期間 Exchange Period	自 From __2022__ 年 year / __09__ 月 month 至 To __2022__ 年 year / __12__ 月 month		
電子信箱(供未來有興趣的同學與你們聯繫·非必要) Contact Email (Optional)			
住宿費用(新台幣) Accommodation Cost(NTD)	約新台幣 8000 (244 歐)		
機票費用(新台幣) Airplane Cost(NTD)	約新台幣 68000 (來回)		
生活費用(新台幣) Living Cost(NTD)	每月約新台幣 35000-40000 (不含旅遊費)		
其他費用(新台幣)請註明 Other Cost(NTD)			

我是英美系雙主修國企系大五的學生，目前剛從法國雷恩商學院交換回來。心得的部分我會大致分為五大部分，分別是學校相關、跟法國生活的食、衣、住、行、網路和心得總結，希望可以幫助到其他對交換有興趣的同學！

(一) 學校相關

- 選課：我選擇的課程是 Undergraduate Exchange Level 4 (PGE2)。不像台灣是以系所為單位，學校是讓同學自行選擇要上的 package。一個 package 會有兩到三堂的必修課，一堂必修為 6 學分，最低選課學分為 15 學分（兩堂必修 + 一堂選修）。大概在 6 月底左右學校會發信請同學上網選課，7 月的時候可以收到學校選課的系統連結。我選擇的是 Pack 3（必修）+ Information Technology Management（選修）。要注意的是，同一堂課不會是每個禮拜固定的時間（例：每個禮拜一 9-12），而且每個禮拜的課表可能都會變動，所以要時刻注意課表。

CURIOSITY MODULES (Choose 1 pack)				CURIOSITY MODULES (Choose 2 packs)			
Pack 1 - Sustainable Consumption				Pack 1 - Financial Management			
	Hours	Credits		Hours	Credits		
HK410E	Sustainable Consumption 1	30	6	FI402E	Financial Markets & Portfolio Ma	30	6
CR411E	Sustainable Production Systems	30	6	FI404E	Financial Risk Management	30	6
Pack 2 - Sustainable & Social Entrepreneurship				Pack 2 - Human Resource Management			
CR412E	Social enterprise and intrapreneurship	30	6	HR443E	Strategic Human Resource Managem	30	6
ST411E	Social Entrepreneurship	30	6	HR444E	Recruiting & Training	30	6
Pack 3 - Analytics				Pack 3 - Marketing			
ST412E	Strategy Analytics	30	6	MK442E	New Products & Brand Management	30	6
MK411E	Marketing Analytics	30	6	MK444E	Business to Business Marketing	30	6
Pack 4 - Finance & Supply Chain Management				Pack 4 - Purchasing			
FI410E	Corporate Finance	15	3	SC402E	Principles of Purchasing	30	6
FI411E	Financial markets: fundamentals	15	3	SC403E	Purchasing and Logistics	30	6
SC410E	Operations Management	15	3	Pack 5 - Information Systems			
SC411E	Green Purchasing	15	3	PH401E	Project Management	30	6
Pack 5 - Accounting & Information Systems				IS444E	Implementation of Business Information Systems	30	6
AC410E	Financial Accounting	15	3				
AC411E	Managerial Accounting	15	3				
IS411E	Information and Communication Systems Management	30	6				
Pack 6 - Geopolitics & International Affairs							
GO401F	Manager l'information: captologie, cybersécurité et influence (taught in French)	30	6				
GO402N	Negotiation in a complex world	30	6				

37	12	13	14	15	16	17	18
			2022-09-14-15:00-16:30 ST412E_0108_22 Strategy Analytics -- Andre NEMEH1 -- Amph. B2-802 - BUILDING 2 - PLANIF ST412E_GRO 2_0108_22		2022-09-16-15:00-16:30 ST412E_0108_22 Strategy Analytics -- Andre NEMEH1 -- Amph. B2-802 - BUILDING 2 - PLANIF ST412E_GRO 2_0108_22		
			2022-09-14-16:40-18:10 ST412E_0108_22 Strategy Analytics -- Andre NEMEH1 -- Amph. B2-802 - BUILDING 2 - PLANIF ST412E_GRO 2_0108_22		2022-09-16-16:40-18:10 ST412E_0108_22 Strategy Analytics -- Andre NEMEH1 -- Amph. B2-802 - BUILDING 2 - PLANIF ST412E_GRO 2_0108_22		
38	19	20	21	22	23	24	25
	2022-09-19-13:30-14:55 IS410E_1_0108_22 Information Technology Management -- Arnold FORSSON -- Amph. B2-C05 - BUILDING 2 - PLANIF IS410E_1_GRO 0108_22		2022-09-21-15:00-16:25 ST412E_0108_22 Strategy Analytics -- Andre NEMEH1 -- Amph. B2-812 - BUILDING 2 - PLANIF ST412E_GRO 2_0108_22		2022-09-23-15:00-16:25 ST412E_0108_22 Strategy Analytics -- Andre NEMEH1 -- Amph. B2-812 - BUILDING 2 - PLANIF ST412E_GRO 2_0108_22		
	2022-09-19-15:00-16:30 IS410E_1_0108_22 Information Technology Management -- Arnold FORSSON -- Amph. B2-C05 - BUILDING 2 - PLANIF IS410E_1_GRO 0108_22		2022-09-21-16:40-18:10 ST412E_0108_22 Strategy Analytics -- Andre NEMEH1 -- Amph. B2-812 - BUILDING 2 - PLANIF ST412E_GRO 2_0108_22		2022-09-23-16:40-18:10 ST412E_0108_22 Strategy Analytics -- Andre NEMEH1 -- Amph. B2-812 - BUILDING 2 - PLANIF ST412E_GRO 2_0108_22		

● 課程：必修大概就是和統計及行銷相關的課程，Strategy Analytics 上課方式跟台灣蠻像的，老師上課準備 ppt，同學聽課就好。比較不一樣的是，課堂有三堂是操作課，老師會教怎麼使用 R 語言寫統計相關程式，最後期末報告也是跟寫程式有關。Marketing Analytics 也是以上課 ppt 為主，但是老師上課會帶一些小個案，跟同學互動。這堂作業比較多，有團體報告、個人考試、回家作業和期末考試。Information Technology Management 就是介紹一些資訊系統的相關知識。多為線上考試，也有團體報告，期末考試為閱讀個案並撰寫兩題申論題。老師的口音都蠻重的，要有心理準備！

SYLLABUS ST412E Strategy Analytics

ACADEMIC AREA : STRATEGY AND INNOVATION
PROGRAMME : HBBA / PGE / UGTC LEVEL 4 PGE
PERIOD : FALL
COORDINATOR : Dr. Andre NEMEH
INSTRUCTOR(S) : Dr. Andre NEMEH
CONTACT HOURS : 30 hours
STUDY TIME : null hours (Class preparation, homework and assessments)
CREDITS : 6 ECTS
PRE-REQUISITE MODULES : The prior successful completion of all courses and modules of the first year of PGE programme is an obligatory prerequisite for this course.

MODULE DESCRIPTION :
At the end of the module students will be able to understand what data can do in an important area of business (Strategy formation) and present it in a way that doesn't lose the favour of models and their statistical properties. Students will develop a deeper understanding of the fundamental reasoning behind how and why data analysis can generate actionable knowledge, and be able to think critically about whether a given analysis has merit or not.

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :
- Demonstrate a key expertise and a deep understanding of the concepts, methods and techniques in a specific industrial sector or specialization to provide inspiration and value to the business community
- Show solid understanding and knowledge in management foundations and techniques to analyse business situations

MODULE INTENDED LEARNING OUTCOMES (ILOs) :
By the completion of this module participants should be able to:
Understand the roles of data and predictive analytics in business
Reason with data from sample to population
Understand the scientific method & the gold standard for establishing causality
Understand linear regression as a fundamental descriptive tool
Differentiate between correlations vs. causality in regression analysis

TOPICS COVERED :
The Roles of Data and Predictive Analytics in Business
Reasoning with Data
Reasoning from Sample to Population
The Scientific Method: The Gold Standard for Establishing Causality
Linear Regression as a Fundamental Descriptive Tool
Correlation vs. Causality in Regression Analysis

SYLLABUS MK 411E MARKETING ANALYTICS

ACADEMIC AREA : MARKETING
PROGRAMME : HBBA/PGE/UGTC LEVEL 4 PGE
PERIOD : FALL
COORDINATOR : PROF. BALAJI MAKAM
INSTRUCTOR(S) : PROF. BALAJI MAKAM
CONTACT DETAILS : Balaji.makam@genes-sb.com (fix appointment before meeting)
CONTACT HOURS : 30 HOURS
STUDY TIME : 75 HOURS (class preparation, homework, project, and assessments)

PRE-REQUISITE MODULES:
Students are expected to be familiar with concepts of basic marketing and quantitative research methods (e.g., hypothesis tests, distribution).

MODULE DESCRIPTION:
• This course will provide you with an introduction to marketing analytics.
• This course aims at providing students with standard tools needed for analyzing marketing strategy.
• The course will be mainly based on the fundamental data analysis concepts that are generally used in all disciplines and are crucial for measuring/evaluating/understanding the marketing problems.
• The course will be mainly based on a problem-solving approach. Rather than considering a top-down approach (i.e. theory followed by examples), the course will focus on practical problems faced by firms/marketing department. Methods will then be introduced in order to provide a rigorous approach for solving these problems.

MODULE INTENDED LEARNING OUTCOMES (ILOs) :
1. Applying various tools for generating marketing insights from data in such areas as segmentation, targeting and positioning, satisfaction management, customer lifetime analysis, customer choice, product and price decisions using conjoint analysis, and search analytics
2. Collect, identify, and analyze marketing data.
3. Identify and utilize the right type of analytical methodology needed for common marketing issues.
4. Interpret the analysis results to obtain insightful solutions.

SYLLABUS IS410E_1 Information Technology Management

ACADEMIC AREA : SUPPLY CHAIN MANAGEMENT AND INFORMATION SYSTEMS
PROGRAMME : HBBA / PGE / UGTC LEVEL 4 PGE
PERIOD : FALL
COORDINATOR : Mr. Hadi BARKAT
INSTRUCTOR(S) : Dr. Yi LIU
Mr. Amr MAHABANA
Mr. Arnold FORSSON
Mr. Hadi BARKAT
CONTACT HOURS : 15 hours
STUDY TIME : 60 hours (Class preparation, homework and assessments)
CREDITS : 3 ECTS
PRE-REQUISITE MODULES : None

MODULE DESCRIPTION :
Information technologies (IT) have transformed the ways in which firms compete and have become an important factor in management decisions at all levels of the business. This course is an introduction to information technology management in the contemporary firm. The course will cover some of the latest trends in Information Systems (IS) for business value creation in companies. The students will develop world-class IT managerial skills. Specifically, we will develop the use of IT knowledge and managerial skills that are required for business executives (as opposed to IT specialists) who are responsible for the entire organization or functional departments. We will examine IT management for different purposes, including how firms can transform, innovate, and get a competitive advantage with IT. Fundamentals of IT management.
2) Importance of Managing IT initiatives.
3) Digital innovation and strategy and future trends in IT.

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :
- Show solid understanding and knowledge in management foundations and techniques to analyse business situations
This module will contribute to achieve the following learning objectives of the "Programme Grande Ecole" / Master in Management: 1) ILO1PGE: Show solid understanding and knowledge in management foundations and techniques to analyse business situations. This Program objective is achieved through the ILOs 1 and 2 of the course.
2) ILO2PGE: Develop critical thinking and strategic perspectives to solve complex problems in ambiguous environments. This Program objective is achieved through the ILOs 1 and 3 of the course.
3) ILO3PGE: Demonstrate understanding of diverse and international business environments to assess the ambiguous world and make integrated decisions. This Program objective is achieved through the ILOs 2-4 of the course.
4) ILO4PGE: Analyze general and specific areas of expertise in creating innovative and sustained business opportunities in a volatile given context. This Program objective is achieved through the ILOs 1 and 4 of the course.
5) ILO5PGE: Make links between management fields of expertise, analysis of context and personal convictions to provide inspiration and value to the business community in a domain. This Program objective is achieved through the ILOs 1-4 of the course.

MODULE INTENDED LEARNING OUTCOMES (ILOs) :
Upon successful completion of this course, you will be able to:
1) Realize of the importance of IT management in today business.
2) Understand and apply concepts, tools, and techniques to design appropriate digital business models.
3) Strategically manage the digital transformation of a company.
4) Become familiar with emerging trends in IT, and to understand the implications of these trends on organizations.

TOPICS COVERED :

● 期末考試：學校的期末考試為統一監考，每個年級會有不同的考試週，我選擇的 Undergraduate Exchange Level 4 (PGE2) 是在 12 月中 (12/12-12/16) 考試。考試的模式有點像考多益，要提早 15 分鐘到教室並且帶學生證確認身份。

● 環境 (附圖)：地理位置的部分坐公車到 prefecture 站就可以看到學校。學校分為四個 building，課程應該都是都在 building 2 上課。Building 1 有學生接待處、食堂、健身房等，也有免費影印機，可攜帶學生證自行影印相關文件。Building 2 & 3 偏向上課的教室，Building 4 有圖書館。



(二) 食

在法國，外面吃餐廳消費比較高，所以我都是以自己煮為主。學校附近有很多間超市，例：U Express（公車 bois labbe）站、Monoprix（地鐵 republicue）站 Lidl & 桂成亞超（公車 Doneliere 站）、E.leclerc（公車 La Plesse 站）。價格來說最便宜的是 Lidl，最常見的是 Carrefour 和 U Express，E.leclerc 則是種類最豐富的超市。在宿舍煮飯的話建議買一個平底鍋和一個小鍋子，比較好料理。想要在外面吃的話，雷恩市區有很多餐廳可以選擇，坐地鐵到 republicue 站就好，雷恩有很多可麗餅餐廳，也有其他義式料理。通常宿舍附近也有學餐，價格大概是 3.3 歐。





※銀行卡的部分我使用台灣的永豐學生簽證金融卡就可以刷卡，並沒有用到當地的銀行卡。

(<https://bank.sinopac.com/sinopacBT/personal/credit-card/introduction/debit/ISIC-Debit-Card.html>)

(二) 衣

買衣服的話也是到雷恩市中心 republique 站，那邊有很多服飾店(Zara, Uniqulo, Pull and bear)，價格不會很貴跟台灣差不多。推薦大家可以到 Alma (坐地鐵可到)，那應該是一個購物中心，如果想一次買很多東西的話可以去那裡。

法國 8,9 月天氣大概在 20-30 度左右，可以以短袖為主，但早晚溫差大，晚上還是要帶個長袖外套。10 月中或底左右就會開始變冷，大概十幾度，個位數也有可能。有時候外面雖然出大太陽但是其實很冷，要注意保暖。法國天氣很乾，我剛來的時候洗完澡會有點小脫皮的狀況，要注意保濕或擦個乳液。



(三) 住

我是住法國公營宿舍 Crous。當時公營宿舍有五個可以選擇，我很幸運搶到離學校最近的 (Villjean University Alsace)，坐公車五分鐘就可以到學校，一個月 244 歐。宿舍房間其實蠻小的，但每一樓也是有公共廚房 (電磁爐、微波爐)，房間有冰箱和浴室。宿舍沒有曬衣場，所以可能要拿去烘衣服 (或是曬在房間，法國天氣很乾其實衣服放一天就可以乾)。洗衣服的地方在停車廠附近，只有六七台洗衣機 (宿舍總共有九百多間房間)，所以有時候可能要排隊使用。不過歐洲人好像沒有常常洗衣服的習慣，洗衣機也

很小，所以我去排隊等的次數也只有兩三次。洗衣服一次 2.8 歐，烘衣服一次 1 歐。建議學校在公佈宿舍時可以先查好自己想要住哪一間，並跟學校和住宿方確認搶宿舍的日期。



(四) 行

雷恩交通可以下載 Star L' appli 的 app，上面有公車和地鐵的路線圖，也有類似台北等公車 app 的功能，可以即時觀看公車動態。剛到達的時候可以到 Gare 地鐵站辦學生月票交通卡(Korrigo)，一個月 25.3 歐。如果要去其他地方或國家旅遊的話可以下載 SNCF Connect (類似高鐵，可以旅行法國國內或跨國，建議買 Carte Advanatage Jeune，之後買法國國內旅行的票都會有小優惠)、Flixbus (類似遊覽車)、THALYS (火車，可以去比利時或荷蘭，有時候提前三個月買會有便宜火車票)。聯航的話有 Ryanair, Easyjet, Volotea 等等，可以根據目的地自行比價一下。



STAR : bus, métro à Rennes

4.6 ★ (2K)

Navigation · Travel



Thalys - International trains

2.2 ★★☆☆☆ (191)



SNCF Connect: Trains & trajets

4.6 ★ (1M)

Travel · Utilities



FlixBus: Smart Bus Travel

4.7 ★★★★★ (235K)



(五) 網路

我是選擇 Free mobile，一個月 14-15 歐，一個月有 90G，一定夠用。因為我還要接收台灣門號的訊息之類的，所以當初來法國的時候有帶兩支手機，一隻放台灣門號的 sim 卡，一隻放法國的。不過我的其他同學

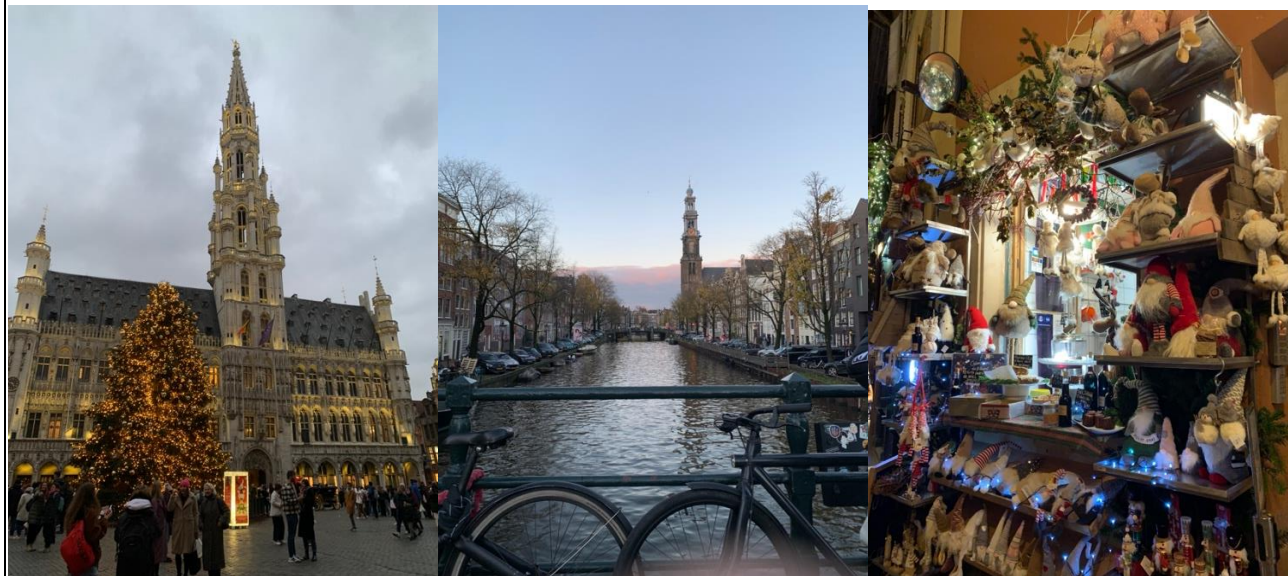
們好像可以用一支手機同時使用兩個門號，這個我不太了解，可能要上網研究一下。基本上 Free mobile 一個月也有給固定的其他歐洲國家上網量，我自己是蠻夠用的。如果想要再另外購買的話我是選擇台灣的 DJB，購買 esim 的方案，只是跟實體 Sim 卡比會比較貴一點。

(六) 心得總結

我覺得這次交換是一個很特別的經驗。因為是在歐洲國家交換，除了可以體驗在法國的生活，也可以到其他歐洲國家旅遊。學校裡有很多國外交換生，所以用英文溝通大致上是沒問題的。但因為法國人不說英文的關係，如果不太會法文的話，來到這邊生活會有點小吃力。食物的部分偏冷食物，建議可以自己料理或是偶爾買一些超市的微波食品。一開始交通的部分會覺得比較困難，因為歐洲畢竟是相比台灣來說更廣大的區域，交通方式很多較複雜，每個國家也有不同的交通系統，旅行途中轉成交通工具也很花費精神體力，但是習慣以後就還好了。如果想要旅遊其他國家的話建議可以先存一筆旅費會比較保險！（個人建議大約 15-25 萬）

在歐洲交通費真的比較貴，有時候會花到一些冤枉錢（例：法國 sncf 臨時罷工，如果當初買較便宜的高鐵像是 ouigo 就無法退費）

在歐洲體驗當地的生活步調是一個很難得的經驗，很多事情都需要自己處理主動詢問，也是訓練自己提早獨立的一種方式，如果學弟妹們有能力可以參加交換計畫的話，很推薦大家來歐洲國家的學校交換！



最後附上一些之前辦交換的一些相關資訊，我的 IG 和 Dcard 也會陸續更新一些在法國生活的貼文！

(IG : mimis_dally / Dcard : 阿雪 花冰 的流浪日記)

- 法國簽證網站：

<https://pastel.diplomatie.gouv.fr/etudesenfrance/dyn/public/authentication/login.html?codeLangue=EN>

- (Crous) 學生擔保機制：<https://www.visale.fr>
- (Crous) 大學生國家系統：<https://www.visale.fr> [MesServices.etudiant.gouv.fr](https://www.visale.fr/MesServices.etudiant.gouv.fr)
- (Crous) 房屋保險：<https://www.assurances-etudiants.com/en/184-my-account.html>
- (Crous) 搶宿舍詢問：accommodation@rennes-sb.com
- (學校) 選課系統：<https://rise.rennes-sb.com/#>
- (學校) 信箱：aloha@rennes-sb.com