

臺北市立大學

學生出國研修心得報告

獲補助年度：113-1

研修領域：Economics and Statistic

系所、年級：都會產業經營與行銷學系 四年級

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研修國家：義大利

研修學校(中英文)：西恩納大學(University of Siena)

研修時間：中華民國 113 年 08 月 29 日至 114 年 01 月 29 日

國外研修成績：ECTS credits(16)

短片時間及標題：3:01, 西恩納大學交換日記

中華民國 114 年 02 月 15 日

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壹、緣起

行前準備(100 字)

When you successfully become an exchange student and are preparing to go to Italy, there are two important things you should do in advance:

1. Book a visa appointment on the Italian consulate' s website in advance.

Based on my personal experience, I recommend booking a visa appointment three months in advance after confirming your departure date, ideally setting the appointment for two weeks before departure. For example, if your departure date is 8/29, it is recommended to book a visa appointment in May for a date before 8/15.

Additionally, when I applied for the visa in the year 113, the submission process was primarily in person, and there was no need to upload documents online in advance. Therefore, you could book the appointment first and then take your time preparing the required documents. Furthermore, it is recommended to review the required documents in advance and plan enough time to prepare them. On the application day, make sure to bring all necessary materials to avoid rejection, which

could require rescheduling the appointment.

2. Preparing the Required Documents for the Residence Permit

In Italy, a residence permit must be applied for within 7 days of your arrival. To ensure a smooth application process, it is recommended that you prepare all the documents you can in Taiwan ahead of time.

貳、 研修學校簡介

學校介紹(100 字)

The University of Siena, located in Siena, Tuscany, holds the distinction of being Italy's first publicly funded university as well as one of the oldest, originally established as Studium Senese in 1240.

Formerly, the University was composed of nine schools:

- The School of Economics
- The School of Engineering
- The School of Humanities and Philosophy

- The School of Humanities and Philosophy - Arezzo
- The School of Jurisprudence
- The School of Mathematical, Physical and Natural Sciences
- The School of Medicine and Surgery
- The School of Pharmacy
- The School of Political Science

Siena's campus is the city. 15,600 students live among the 53,000 Sienese. The university prides itself on diversity.

參、國外研修之課程學習(課內)

修課課程內容 (100 字)

My major in Taiwan is Marketing, so the department I studied in while in Italy was Economics and Statistics, I took two courses when I was an exchange student at the University of Siena: Marketing and Corporate Social Responsibility.

1. Marketing

The course consists of 12 modules (about 1 in each week, or 3 in each month). It deals with the principal topics related to consumers' behavior and operative marketing. The final modules regard strategic marketing (in particular planning and execution).

2. Corporate Social Responsibility

Lessons was focused on the ethical approaches to business management, the role of companies in pursuing sustainable development and how they communicate their sustainability commitment to their stakeholders.

	一	二	三	四
0800-1000	行銷 Marketing			行銷 Marketing
1000-1200				
1200-1330	企業責任 Corporate Social Responsability	企業責任 Corporate Social Responsability		
1430-1600		行銷 Marketing		企業責任 Corporate Social Responsability

肆、國外研修之生活學習(課外)

交換學校住宿、當地／該校學生活動、費用（保險費／生活費／特殊支出）、或是在當地遇到的特殊經歷(200字)

Below are the expenses during my exchange program in Italy (8/29 - 1/29), categorized into three types: living expenses, travel expenses, and other expenses.

1. Living expenses

Living expenses mainly include rent, daily essentials, groceries, and dining expenses.

Information for those looking to rent in Italy: Since the school did not provide dormitories for students, I rented a room in a shared apartment. My room was a shared room with one roommate, and the apartment had two other rooms. The kitchen and bathroom were shared by four people in total. The rent was €320 per month.

2. Travel expenses

Travel expenses include round-trip flight tickets, transportation and accommodation costs during my trips, and tickets for museums and tours.

For better budget estimation, here are the cities I visited: Rome (3 days, 2 nights), Florence (2 days, 1 night), Venice (2 days, 1 night), Pisa (day trip), Bologna (day trip), Naples (5 days, 4 nights), Paris (5 days, 4 nights).

TIPS:

- You may get better prices for accommodation and transportation if you book in advance. However, if you encounter a strike, you may incur additional costs, such as changing your tickets or taking a taxi. Additionally, the refund process is complicated and usually not approved.
- When visiting museums, in general, you can get student tickets with a student visa or residence permit in any European country. Although there is a chance you may be refused, it is recommended to book the student tickets in advance and then pay the full price if you are rejected.

3. Other expenses

Including the application fees for the visa and residence permit (€168.46), internet fees (€9.96 per month), and souvenir purchases.

Category	\$	%
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Living expenses	NT\$149,665	45%
Travel expenses	NT\$107,926	32%
Other expenses	NT\$77,230	23%
Total	NT\$334,821	100%

伍、 研修之具體效益

(請條列式列舉 150 字)

- **Broaden My Horizons:** Everything during my exchange period felt new and refreshing, offering experiences that are harder to gain in Taiwan.
- **Cultural Exchange with Students from Other Countries:**
During my exchange period, I met classmates from various countries through courses and activities. Through conversations, I was able to learn about different cultures.
- **Improving My English Speaking Skills**
- **Learning and Using a Third Language:** Sometimes,

speaking Italian is necessary when traveling or living in Italy. Learning and practicing Italian with locals during the exchange program was a wonderful experience.

- **Independent Thinking Ability:** Through the experience of living and traveling alone during the exchange program, I learned to manage my time better and enjoy being alone. Most of the time, I became more responsible for myself and learned to solve problems in my daily life.

陸、感想與建議(含 3 分鐘短片連結)

心得經驗分享以及給未來參加交換計畫同學建議(350 字)

During the exchange program, I experienced the Italian education system and visited many cities, making this journey an unforgettable memory.

When it comes to higher education, there are some differences between Taiwan and Italy. First, the courses are scheduled two or three times a week, each lasting 1-2 hours. Most students primarily engage in

self-directed learning, with professors mainly providing study materials. Additionally, the semester in Italy feels shorter compared to Taiwan. The academic year typically starts in mid-September, and classes usually end by mid-November. By December, students focus on group presentations. The final exams are scheduled by appointment, and students have multiple opportunities to take the exam for the same course. From my experience, there are exam opportunities in January and February. To sum up, students in Italy need strong time management and self-discipline to acquire a comprehensive and in-depth understanding of the subject matter.

When visiting cities in Italy, I noticed that each city has its own unique architectural style. Every time I got off the bus or train, the scenery made me feel like I had arrived in a different country. Additionally, Italians are very friendly and warm-hearted; they are always eager to help and enjoy chatting with others. My advice is to at least learn basic Italian, as it will make your life and travels more convenient and enjoyable.

To summarize, in my opinion, Italy is a great choice for an exchange program. You can have a unique

experience that's hard to find Taiwan.

There are still two points to recommend,

1. Safety

Safety is an important issue in Italy, and theft is something you must be mindful of while living there. When walking on the street or using public transportation, make sure to keep an eye on your belongings and be aware of your surroundings.

2. Strike

Before traveling to other cities or countries, check the official website of the destination to see if there are any transportation strikes. Additionally, some airports close at night, so if you plan to wait for an early morning flight at the airport, it's recommended to confirm that the airport is open overnight.

These are my reflections and experiences from the exchange program. If you have any questions, feel free to email me!

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影片連結: <https://youtu.be/-zdUR6eDyc?si=edDSofGAj0hSne3W>

具代表性出國交換照片說明(4張)



圖 1 說明(20 字)

Joining the dinner organized by the school to
experience a traditional Italian meal.



圖 2 說明(20 字)

A passionate waiter suddenly joined our photo while we were traveling in Rome.



圖 3 說明(20 字)

Celebrating a birthday with friends and creating a surprise.



圖 4 說明(20 字)

A polaroid with my buddy, who fell in love with Asian food. We often went to Asian restaurants together.