

臺北市立大學

學生出國研修心得報告

獲補助年度：109

研修領域：行銷

系所、年級：都會產業經營與行銷學系、五年級

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研修國家：美國

研修學校(中英文)：伊利諾州立大學, Illinois State University

研修時間：中華民國 111 年 1 月 10 日至 111 年 5 月 6 日

國外研修成績：GPA 2.29

短片時間及標題：Illinois State University exchange student program. 美國交換之旅(5分28秒)

中華民國 111 年 6 月 7 日

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壹、緣起

Before I went to America, the biggest concern for me was transportation, because Illinois State University is a bit far from Chicago O' Hare airport. So, my friends and I spent some time researching, just wanted to make our trip smoother to university. Then we have to deal with the problem of accommodation because there is a time difference, it usually takes a day or so to contact the person in charge. And then I spent time discussing the course I wanted to take during the exchange program with my advisor before the semester started. It is very important to find the class you are interested in and that suits you, because most of the workloads for each class are heavy, unlike in Taiwan.

貳、研修學校簡介

Illinois State University is a public research university in Normal, Illinois. Founded in 1857. Illinois State University has three residence halls, one apartment complex, and dedicated apartments for the upper class and graduate students. Facilities are administered by the ISU's University Housing Services. One interesting fact about ISU residence halls is that Watterson Towers is not only the largest residence hall on campus but also one of the world's tallest student residence halls and provides the highest vantage point in Illinois between Chicago and St. Louis. Most of the exchange students will live on the international floor in Manchester Hall.

參、國外研修之課程學習(課內)

I took 5 courses during the spring semester. Individual & Social choice (EC0103), Understanding the Global Business Environment (IB225). The basic concept for these two classes is a little bit similar. The difference is that EC0103 is more about the economic concept and the latest news for the world economy. However, IB 225 is more about how to manage or do business in the future, and we have a lot of group projects. My favorite class is volleyball! Even though most of the people in the class are new to volleyball, it was amazing to have time to exercise instead of sitting all day in the classroom. I took Basic Spanish Skills as well; it was supposed to be Basic! But it is more like the intermediate class for beginners because the assignments are difficult and too much. But it was still a good experience because I finally get to know more about Spanish. Finally, I had one marketing class, which is my major. Introduction To Marketing Analytics, I learned some basic skills for using SAS, SPSS, and Tableau.

肆、國外研修之生活學習(課外)

For exchange students, most of us stay for one semester and only a few for one year. Therefore, we usually live in a dormitory. Our school has a dormitory area for international students, which is on the 8th and 9th floors of Manchester Hall, so the friends we made at the beginning of the semester are from the 8th or 9th floors

Because the classes were held online in early January and the mandatory wearing of masks at school, there were not many people in the gym, and there were fewer activities. After that, the International Office started to organize some day trips for international students. In February, we went to Gateway Arch National Park in St. Louis. In April, we went to Starved Rock State Park near the school.

If you just stay on campus, you won't have to spend extra money because you have all three meals in the school dining center and you paid for your housing already. However, if you go out with your friends, basically the cost of one day is at least 60 USD just for food in a small city. If you go to a big city like New York or Chicago, you can spend up to \$100 a day just for food. Not to

mention the transportation cost and souvenirs.

伍、 研修之具體效益

- Experiencing the local culture, including local dormitory life, American food, school campus, etc.
- Learn to look at things from a different perspective. Professors in the U.S. expect students to think proactively, answer questions, and share their ideas.
- The course is relatively solid, you can learn a lot of knowledge. Most of the assignments are highly relative to the courses, even though the workload is heavy, it is still worth spending time on them.
- I met people from different countries, such as France, Japan, Korea, Vietnam, Guatemala, Mexico, and of course, the United States, and became friends with them.
- I had the opportunity to travel to major cities in the U.S. and really experience what daily life in the U.S. is like. I learned that the cost of living in the U.S. is high, but they also value entertainment in addition to work. Each city has its own team and stadium. Watching the game is also an important part of American life

陸、 感想與建議(含 3 分鐘短片連結)

Illinois State University is located in a very ordinary and small city, Normal. Its ranking is not too high, the students are mainly American from Illinois. Because of this, we can experience the feeling of living in the United States. Unlike in the next city, Champaign, where there are many Asians.

There is nothing to do in general in Normal city. In addition, the United States is huge, so basically everyone is driving to everywhere, but exchange students do not have a

car. Public transportation in the United States is not a thing. If you don't have a car, it's hard to go out on vacation; therefore, it is important to get along with the locals! So they can drive you to go bowling, golfing, playing in other cities, etc.

I was surprised by the academic part. I thought that because of the low ranking of the school, the classes should be easy, but I didn't expect that every course would be very stressful and many of my American friends have to study for at least 5 hours a day. I heard from the students in class that they basically have to work during the summer or on weekends, and they knew that they could not afford the student loans, but they still had to take out loans in order to go to school. They pay the minimum amount every month, and then the interest rate keeps increasing, resulting in more and more debt. Therefore, many of them have no recreation, and many of them have never been to the big cities, such as New York, San Francisco, Miami, etc. This changed my impression of American students, and I think they are really under a lot of pressure.

Finally, the most exciting part of the trip, is that I study in Illinois, so it is also very convenient to go to Chicago. I went there three times in four months. It's still snowing in mid-April; the weather is unpredictable! And Chicago is called the Windy City, it is really windy. Then I also went to New York, Miami, and Los Angeles with friends. The characteristics of each city in the United States, and the local folk customs are very different. I also went to San Francisco and San Diego on my own, and I love the weather in California, it never rains, and the sun goes down at 8 pm! The local people are also very nice, and the pace of life is very chill. Unlike the lots of people who think it's dangerous to travel in the U.S. by yourself, I not only did not get into any trouble but also made lots of friends.

[交換影片連結](#)

具代表性出國交換照片說明(4張)



First snowman in my life! I made it with friends in front of the dorm, our hands were almost frozen.



I went bowling with friends at night! It was fun to hang out with friends on weekend! Escape from boring school!



On the last week of spring semester. Went to go around the campus with friends and say goodbye!



Spring break in New York City. Went to the Central Park on a sunny day. The view is marvelous definitely worth visiting again.

*格式依需求可自行調整