

臺北市立大學

學生出國研修心得報告

獲補助年度：114

研修領域：Marketing

系所、年級：行銷與管理學系五年級

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研修國家：美國 USA

研修學校(中英文)：Western Carolina University

西卡羅萊納大學

研修時間：中華民國 114 年 8 月 11 日至 115 年 1 月 5 日

國外研修成績：GPA 3.917

短片時間及標題：WCU' 25 fall Christina's Vlog

Video Link：https://www.youtube.com/watch?v=g9gy_CJNtTo

中華民國 115 年 1 月 19 日

*(非亞洲地區交換同學請以英文撰寫報告)

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壹、緣起

行前準備(100 字)

Studying abroad in the United States has always been my dream, and I am deeply grateful to my home institution, University of Taipei, for providing me with this valuable opportunity. From the very beginning of preparing the exchange application documents, to communicating with the host university in the U.S., completing registration procedures, and handling all pre-departure preparations such as visa applications and vaccinations, I approached every step with great seriousness and dedication.

During the application process this year, changes in U.S. policy led to a temporary suspension of visa processing, which caused me significant anxiety and further highlighted the importance of early planning and time management. This experience also encouraged me to remind future exchange students to begin their visa applications as early as possible and carefully review all required documents and timelines. Fortunately, with support from various parties, I was ultimately able to proceed with my exchange and complete this long-anticipated academic journey.

貳、研修學校簡介

學校介紹(100 字)

As the westernmost institution in the University of North Carolina System, Western Carolina University (WCU) attracts students from around the globe for its nationally ranked programs, affordability through the NC Promise initiative, and exceptional student support services. Recognized as a top adventure college and surrounded by the Blue Ridge and Great Smoky Mountains, students at WCU are able to explore the region's rich natural diversity through experiential learning and recreational activities.

WCU offers residential, hybrid, and online undergraduate and graduate programs, with its main campus located in Cullowhee and an additional campus in Asheville at Biltmore Park. The university provides a comprehensive learning environment supported by both academic and student-life resources.

參、國外研修之課程學習(課內)

修課課程內容 (100 字)

Courses Taken (Fall Semester)

- Integrated Marketing Communications (major-related course)
- Theatre Experience
- Sport Management
- Filmmaker on Filmmaking

As I participated in the exchange program during my fifth year of study, most of my required credits at my home university had already been completed. This allowed me greater flexibility in course selection. In addition to enrolling in one course related to my major, I chose the remaining courses based primarily on personal interest, with the goal of broadening my academic exposure across different disciplines.

Among these courses, Sport Management and Theatre Experience provided particularly meaningful learning experiences. The Sport Management course offered a wide range of practical and comprehensive materials, and through frequent group discussions and collaborative work, students were encouraged to apply theoretical concepts to real-world analysis and communication. This structure fostered effective interaction and a high level of engagement in class.

The Theatre Experience course combined the viewing of various film genres with live stage productions at the university, complemented by the instructor's professional guidance and in-depth group discussions. This approach allowed students to understand performance and storytelling from multiple perspectives. The course concluded with a short theatrical performance as a final project, making the learning process both hands-on and highly engaging. Overall, the course was enriching and provided a strong sense of accomplishment.

More broadly, I deeply felt the difference between the teaching styles in the United States and Taiwan. Classes placed strong emphasis on active participation and student expression. Whether in small-group

discussions or full-class conversations, students' perspectives were consistently respected and acknowledged. Professors also actively encouraged questions and open dialogue, and students who were willing to speak up often received constructive and positive feedback. I believe that setting small personal goals—such as gradually increasing participation in discussions—can help students build confidence and adapt more quickly to an English-speaking academic environment.

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)

Housing

WCU offers a variety of on-campus housing options. I lived in Norton Hall, which primarily consists of double-occupancy rooms. Students who know each other in advance may request to live together. Most dormitories are within walking distance of the campus center, making daily life convenient.

Campus Environment and Transportation

Western Carolina University is surrounded by natural landscapes, and Cullowhee serves as the main campus where most academic activities and students are concentrated. One limitation is that the campus is relatively far from the city center and major shopping areas such as Walmart, requiring either a shuttle or private transportation. However, the university provides a weekly shuttle service to Walmart, which is especially helpful for students without cars.

Meal Plan

Due to the campus's location, dining off-campus is not always convenient, and grocery shopping can be challenging without transportation. As a result, a meal plan is essential for most students. I recommend the Weekly 14 plan, which I found to be more than sufficient, and there is generally no need to select an unlimited meal plan.

Campus Activities and Student Organizations

The university hosts a wide variety of activities, including Valley Ballyhoo at the beginning of the semester, where students can explore different clubs and organizations. Some sports clubs require tryouts, which differs somewhat from student organizations in Taiwan.

For students interested in sports, I highly recommend attending WCU athletic events. The university offers a diverse range of sports, and admission is free with a CatCard. Additionally, I strongly recommend participating in the International Friends program. Organized by a group of dedicated volunteers, this program offers exchange students opportunities to join various activities and quickly build friendships. Events are held weekly and are usually free of charge.

Internet and Mobile Service

Initially, I chose a mobile plan offered by a provider partnered with the university, which cost approximately USD 45 per month during a promotional period but increased after three months. I later switched to Visible, which offers unlimited data for about USD 19 per month. The signal quality was reliable both on campus and during travel. Moreover, wireless internet is available throughout campus buildings, ensuring

convenient connectivity.

伍、 研修之具體效益

(請條列式列舉 150 字)

Broadening Global Perspectives

Studying in the United States had always been my dream, and this was my first experience living outside Asia. Through participating in diverse cultural activities and experiencing daily life abroad, I gained a more vivid and comprehensive understanding of the world.

Developing Independence

Living away from familiar surroundings for four months required me to handle all challenges independently using a non-native language. Whether in academic settings or social interactions, I had to take the initiative to communicate in English. This experience significantly strengthened my independence and problem-solving abilities.

Building International Friendships

One of the most rewarding aspects of this exchange was meeting people from different countries. By listening to their stories and learning about their cultures, I developed a stronger sense of connection to the global community. These friendships inspired me and gave me greater motivation to continue pursuing my

personal goals.

Improvement in English Speaking Skills

Before the exchange, I lacked confidence in my English speaking ability, which was one of my greatest concerns about studying in the United States. However, daily interactions and the friendliness of people around me gradually reduced my fear of speaking English. I encourage future exchange students not to be afraid of making mistakes, as most people are extremely patient and supportive.

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)

I am truly grateful that I took the step to participate in this exchange program. From my senior year onward, I felt constrained by language barriers, which delayed my decision to study abroad until my fifth year. Although I initially experienced fear and homesickness upon arriving in the U.S., overcoming these emotions helped me realize that I was far more capable than I had imagined, and this realization brought a strong sense of achievement.

For students facing similar challenges, I recommend allowing time for personal relaxation in the evenings and actively making friends during

orientation. Going out with friends during the early stages can greatly reduce feelings of loneliness and anxiety.

I also encourage students not to place excessive pressure on themselves at the beginning of classes. Struggling to understand lectures or feeling nervous when speaking is completely normal during the adjustment period. Setting small, achievable goals—such as participating in group discussions or greeting classmates—can gradually help reduce anxiety and build confidence.

Everyone has their own pace for growth and forming relationships, and there is no need to compare oneself with others. By interacting with others in a way that feels comfortable, I was able to form close and meaningful friendships at WCU, which continue even after returning to Taiwan. These friendships became an essential source of comfort and support during my time in the United States.

After the semester ended, I traveled independently to several cities across the United States for two weeks. Each city offered a distinct atmosphere and culture. I highly recommend that students take the opportunity to explore different cities if possible, as these experiences provide valuable perspectives and renewed motivation upon returning home.

具代表性出國交換照片說明(4 張)



圖 1 說明(20 字)

Two photos of trips with my friends from International Friends. We went hiking together and celebrated Thanksgiving at church. This community brought me so much warmth during my exchange.



圖 2 說明(20 字)

WCU offers a wide variety of events. Watching sports games and stage performances became my favorite part of campus life. Every game and performance left a lasting impression on me.

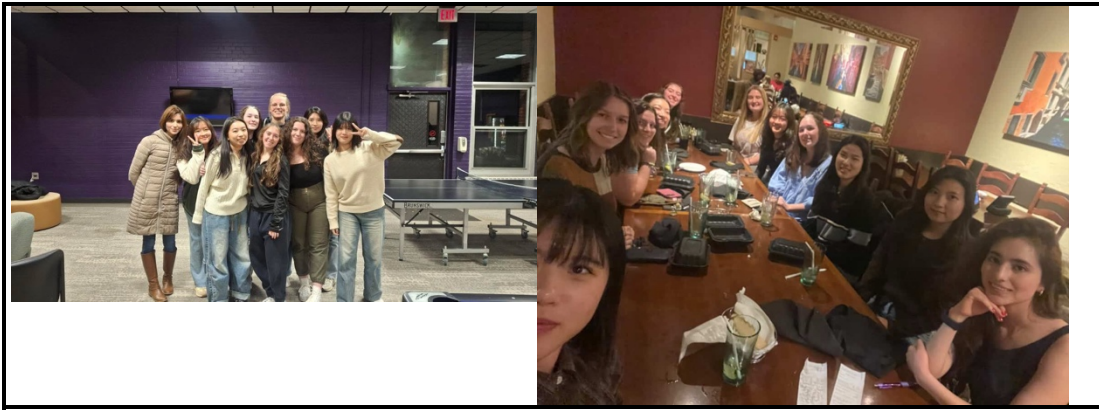


圖 3 說明(20 字)

The most precious people from all around the world. These are the friends I met during my four months at WCU. We spent almost every day together, and they became my greatest support in the U.S.



圖 4 說明(20 字)

These are the two most important final projects of my semester. It was my first time working on long-term group projects abroad and presenting in English. It was a huge step for me — and I'm truly proud of myself.

THE END

Feel free to reach out to me if you would like to
know more about my life in WCU!

My email address is hsuan.christina@gmail.com!