

出國報告(出國類別：國際交換學生)

新加坡南洋理工學院管理學院交換

服務機關：國立暨南國際大學

年級：國際企業學系 四年級

姓名：黃俊喬

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系主任審核：

## 摘要

本篇報告記錄了我於新加坡南洋理工學院（Nanyang Polytechnic）參與海外交換計畫的經驗。選擇新加坡作為交換地點，主要是因為其國際化環境、多元文化與英語為主的溝通語言，期望能藉此提升國際視野與語言能力。身為商學院學生，此次交換也讓我觀察並學習當地的教育模式與商業文化，有助於未來職涯發展。

在生活方面，住宿安排於學校公寓，生活開銷中以住宿費用為最大宗；飲食方面選擇多元，伙食費與台灣相較略高；交通主要仰賴捷運與公車，亦可使用共享單車。課程部分多為100% ICA（課堂作業評分），內容包含個人報告、電腦測驗與團體報告，並採用e-learning與課前線上學習方式。課程競爭激烈但富有挑戰，也促進了自主學習能力。

此外，學校舉辦的 International Fair 讓我有機會向當地學生介紹台灣文化，也促進了跨文化交流。此次交換經驗不僅增進了語言與學術能力，更讓我建立了多國友誼，擴展了國際人脈與文化理解，是一段非常值得也難忘的經歷。

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## 壹、目的

海外交換計畫提供了學生以較低花費體驗國外教育、環境和生活等的一個方式。而新加坡為東南亞最發達的國家，新加坡憑藉地理位置和金融的優勢處於領先的地位，2024年東南亞國家人均GDP排名新加坡也穩居首位，再加上當地豐富文化(華人、印度人、馬來人等)與英語環境的特色，讓我大一時就萌生前往新加坡交換的動機，以增加自己的國際觀與見聞和英語能力。

此外，身為商學院的學生，我希望能透過實際的國際交流經驗，了解不同國家在商業運作、教育體制與文化觀念上的差異，從中反思並強化自己的專業視野。新加坡做為亞洲重要的金融與貿易樞紐，融合東西方文化，提供了絕佳的環境去觀察國際商業脈動與政府政策的執行模式，這對未來希望結合商業與跨文化能力發展職涯的我來說，是一個非常理想的交換地點。

另一方面，新加坡的社會規範與法治觀念也十分嚴謹，這讓我對其公民素養與社會治理模式感到好奇，進一步希望透過在地生活深入觀察與理解，提升自我適應多元文化與跨文化溝通的能力。同時，也期盼能在學術上挑戰自己，了解不同教學風格與課程設計，以培養更高的自學與批判思考能力。

## 貳、生活、課業與活動

由於南洋理工學院與暨大互為姊妹校，因此我們到那邊進行交換只需負擔住宿的費用，住宿的部分是會被安排在學校的公寓裡面，學校共有3間公寓，會與教職員或在當地的外籍學生一起住在同一棟公寓。每間公寓的格局為 1 廳 1 廚 1 洗衣間 3 陽台 2 衛浴 3 房，與同期的交換學生一起住，男女分開，大部分男生較少所以生活空間會比較大。住宿租金的費用也是交換期間最大的開銷，每月住宿費為新幣 450 元，依當時匯率 25 來算，每月住宿費用為新台幣 11,250 元。住宿的費用需在出國前用國外匯款的方式繳納，總金額約新台幣 7 萬 4 千多。

吃的部分，校園內有 4 個學生餐廳(canteen)，一餐的價格約在 3 新幣至 6 新幣左右，比起校外的伙食會便宜一點點。也可以去超市買時才回去宿舍煮，或是到附近社區的 Kopi tiam 或 Foodcourt 吃飯，除非吃上餐廳，不然伙食費與台灣相比雖然高了一點，但不會差上太多。

行的部分，由於新加坡住商分離的特色，加上學校位於兩站捷運站中間，所以若要搭乘捷運前往其他地方或到超市購物，約需要走路 15 至 20 分鐘，或者可以依賴新加坡發達的公車系統轉程。學校周圍也有公共自行車可以租借騎乘。

新加坡的學期還有 e-learning 跟 Term break 的機制，每個學期大概會有 3 次左右的 e-learning 周，不需要到校上課。而在 12 月會放 3 周的 Term break 長假與 1 周的 e-learning 課程，所以會有 4 周可以自行安排的假期，由於新加坡較小，因此許多人會趁機安排到附近的國家走走旅遊。

網路的部分，在學校有校內網路可以使用，但因為新加坡駭客攻擊盛行的關係，某些網銀或證券的app無法透過校內網路開啟，因此還是建議用個人的網路使用起來較順暢。我是使用新加坡最大電信商 Singtel 的預付卡做使用，每月需要續約方案時透過 app 操作就可以完成，相當方便。

## 參、過程

在交換開始的前兩個月左右，對方學校的負責老師會透過 mail 傳送有關選課的相關資料檔案（詳附件）來讓你選填志願，最多可修習 8 門課程，最低要求 3 門課程。而南洋理工學院的課程分為兩種，分別是有期末的考試與 100% ICA（In Class Assignment）的課程，我所選擇的都是 100% ICA 的課程，每門課程在一學期裡面共有 3 次 ICA，大至上分別是個人報告、電腦筆試與團體報告（依授課老師為主）。

交換期間，學校也會派給你一位學伴，也是你的第一位當地朋友，他會帶者你認識新環境跟了解一些平時上課的方式等等。學校也會舉辦為期半天的city tour，會透過包遊覽車的方式，帶你去新加坡的一些知名觀光景點走走，以及包船遊河，看經典地標等等。

南洋理工學院課程進行的方式分為課前線上學習 e-Lecture、e-Learning 跟正課，每位學生必須在每周正課開始前到學校的課程系統去完成下周的課程內容，正課時老師多為補充教學或是 Tutorial Discussion，這點與在暨大的上課方式有點不太一樣。而且由於南洋理工學院並非大學而是 Poly 的形式，所以許多同學都很努力爭取成績以在畢業的時候可以順利插大，因此雖然教學內容不算太難但還是很競爭的。

到了 11 月左右，學校會舉辦 International Fair，會與來自同個國家的同學一起布置一個攤位介紹你來自的國家，可以先準備一些遊戲、小禮物、零食點心等去擺攤給來問問題的同学吃，讓有意願去交換的同學來問問題。接著下午會安排同學上台分享一些台灣的事情，上台介紹你來自的大學與當地的一些生活等，讓新加坡的同學多了解你來自的學校。

#### 肆、心得與建議

新加坡的多元讓每個族群的英文也都有自己口音的特色，所以在溝通的過程時常會需要請對方再說明一次，但是他們對於這種情況也很習慣，所以到當地可以盡情地放下包袱大膽開口說，時間久了聽力就會進步，也更敢開口表達與人對談。在交換期間也認識了很多不同國家的朋友，如新加坡、韓國、日本、印尼、中國、馬來西亞、菲律賓、西班牙、奧地利、德國、瑞士等，這段期間可以說是人生中非常難忘也非常值得的一年。

建議已參加過學海系列(如海外實習)的學弟妹若要申請管院補助學生出國獎學金至海外姊妹校交換，請於向國際處申請時直接申請公費，否則若跟我一樣依照規定主動申請自費，到時候向管院申請時需檢附曾申請校內其他單位補助被拒絕之證明文件會很麻煩，因為沒有向國際處申請公費，所以沒有被拒絕，等於拿不到被拒絕的這個文件。到時會需要特地跑一趟國際處請老師協助處理開立你的文件，也需要麻煩系辦姐姐協助處理，若暑假或大四時已不在埔里真的會有點麻煩。尤其男生更要自己處理役男出國超過三個月的流程，因為沒有公文字號，所以還要備齊很多文件，申請過程冗長，所以很感謝從申請交換到交換結束協助過我的老師和系辦姊姊們，暨大有你們真好。

## 伍、附錄

Official (Open)

NANYANG POLYTECHNIC, 2024 SEMESTER 2 - LIST OF MODULES

Module Code	Module Title	Description	Year of Study	Section	Exam	Hrs/ Sem	Credit	Pre-Requisites	Remarks
BM4103	Financial Management	This module provides students with an understanding of the financial statements of companies, including analysis and interpretation. It also considers the financial objectives of companies and covers topics such as capital budgeting, working capital management, relevant costing for decision making and short and long term financing decisions.	2	AF	100% ICA	60	4	Prerequisites: Basic Accounting	Students are required to do group project and presentation in their assessments.
BM4208	Investment Advisory	This module provides learners with an understanding of the client advisory process in the private banking industry. Topics covered include ethics, concepts of wealth management and private banking business, as well as specialist knowledge in portfolio construction and management. Learners will also learn about the latest developments in the wealth management industry. Upon completion of the module, learners will have the necessary competencies to support and provide investment advisory services in a wealth management environment.	2	BF	100%ICA	60	4	Prerequisites: Prior accounting, economics and financial knowledge required	Singapore centric
BM4212	Digital Banking & Fintech	In this module, learners will acquire understanding of the digital banking business services that are developed and offered to meet customer needs, and how banks generate revenues and profits through the application of Information Technology solutions. The learners will be exposed to the latest trends in financial technologies and services such as mobile banking, electronic payment systems, cryptocurrency, security and compliance. Through the module, learners would be able to clarify their thought process regarding modern-day banking and recognise the essential elements of financial technology.	2	BF	100%ICA	60	4	Prerequisites: Prior accounting, economics and financial knowledge required	Singapore centric
BM4363	Customer Psychology & Analytics	In today's workplace, organisations need to employ graduates who not only possess customer-centric mindsets, but also graduates who are familiar and are equipped with the ability to plan and implement CRM strategies. In this module, there will be opportunities for the learners to gain good understanding of the way customers behave as they go through the decision-making process of making a purchase or choosing a company to buy from. The learners will also learn the usage of data analytics to enable companies to better understand the collective behaviour of customers and how to improve the products/services based on those insights.	2	CRSM	Examinable	60	4	No	ICA 1 (30%) is individual assignment. ICA 2 (30%) is a test (on campus proctored eAssm-Keyboard) ICA 3 (40%) is a group report and presentation.

圖1：課程名單-1

Official (Open)

NANYANG POLYTECHNIC, 2024 SEMESTER 2 - LIST OF MODULES

Module Code	Module Title	Description	Year of Study	Section	Exam	Hrs/ Sem	Credit	Pre-Requisites	Remarks
BM4364	Customer Experience Management & Design	In today's business environment, being able to design and manage effective customer experiences enable companies to gain competitive advantage. In this module, learners will be able to add value to their organisations by creating the right organisational culture, mind-sets and processes, for transformation of customer experience across different types of interactions. Using design thinking and an omni channel approach, learners will have the opportunity to design customer interactions that drive customer satisfaction. They will also be introduced to customer journey mapping and tailored satisfaction metrics to increase loyalty and advocacy.	2	CRSM	100%ICA	60	4	No	
BM4369	Social Customer Relationship Management	This module aims to introduce knowledge and practices needed to enhance Customer Relationship Management as a key business strategy for organisations. It examines Social CRM from people, process and technology perspectives with the key objective of building deeper relationships with customers for profitability. Students will gain knowledge of the social customer and strategies to increase customer engagement across leading social platforms. They will also learn techniques to harvest information from social media conversations and communities to better understand customers, their feedback and sentiments.	3	CRSM	100%ICA	45	3	No	
BM4803	Wine, Spirits & Mixology	Learners will be taught introductory and the application techniques in beverage, bartending and service. Learners will be trained in the identification, production and service of non-alcoholic beverages, beer, wine, spirits, cordials, cocktails, mixed drinks, and the sensory evaluation of beverages.	2	DFBB	100%ICA	45	3	No	Learners will be required to taste and smell wines, spirits
BM0185	ENTREPRENEURSHIP	This module inculcates an entrepreneurial spirit and mindset in students, and provides them a platform to develop and exercise their innovativeness and creativity in a practice-based environment. Students will learn to identify, assess and develop new or improve on existing business ideas, as well as plan, implement and manage these business ventures profitably. Students will also develop a total business plan encompassing feasibility studies, environmental research and analysis, marketing, operations and financial strategies. They will experience and understand the challenges and recovery issues faced by entrepreneurs through research, case studies and sharing sessions.	2	EIB	100%ICA	45	3	No	
BM4343	Purchasing & Supply Management	With the business environment becoming more competitive, the purchasing function is also evolving to play a more significant role in the success of an organisation. In this module, learners will be able to apply the concepts in purchasing and supply management with reference to the real-world examples, trends and best practices. These concepts include supplier evaluation and selection, quality and measurement, worldwide sourcing, purchasing systems and contract management. The learners will also be equipped with negotiation skills and purchasing ethics. contracts and ethics involved when negotiating with suppliers.	2	ES&SCM	100%ICA	60	4	No	Yes
BM4344	International Freight Management	Having a well-defined transportation system is pivotal to a modern economy. Efficient transport management will ensure uninterrupted movement of people and goods and it is necessary for a thriving economy. In this module, the learners will be taught basic freight management processes. They will be equipped to identify the characteristics of different modes of transportation, freight processes, trends as well as documentations. They will also be applying customs procedures concepts in a borderless world, focusing on import and export procedures. The learners will also be able to apply the concept of terms of trade (incoterms) and its implications under various business scenarios.	2	ES&SCM	100%ICA	60	4	No	Yes

圖2：課程名單-2



## NANYANG POLYTECHNIC, 2024 SEMESTER 2 - LIST OF MODULES

Module Code	Module Title	Description	Year of Study	Section	Exam	Hrs/ Sem	Credit	Pre-Requisites	Remarks
BM4346	Applied Economics for Business	This module provides students with a fundamental understanding of the economic environment. Through this module, students will learn to analyse and evaluate current economic issues and policies. Topics taught include the theory of national income, monetary and fiscal policies, inflation and international trade.	1	ES&SCM	100%ICA	60	4	No	Yes
BM0973	Business Continuity & Risk Management	Businesses increasingly operate in a volatile, uncertain, complex and ambiguous (VUCA) world. To succeed, businesses must have the ability to anticipate and manage events that could disrupt their business operations and affect the health, safety and security of employees, customers and other stakeholders. Learners will learn the importance of having a business continuity management system that enables businesses to continue with "business as usual" during times of disruption. Learners will learn how to manage situations including pandemics, acts of terrorism, fire, natural disasters, outages and product recalls etc. Learners will also learn about the strategies, plans, equipment and staffing required to prevent and mitigate losses.	3	HTM	100% ICA	45	3	Nil	
BM4706	Leisure Operations & Management	Leisure activities have always been a vital component of tourism, as travellers require activities for recreation and relaxation while travelling for leisure, work or personal reasons. Learners will acquire knowledge of the various types of businesses and developments that cater to tourists' leisure needs (such as holiday resorts, visitor attractions, recreational amenities, gaming entertainment, and cruising), the stakeholders involved, and how they are managed and operated in an effective, efficient, and sustainable manner. They will also be familiarised with the aspects and role of the fast-growing health and wellness sector in leisure tourism, and how leisure tourism contributes towards destination development.	2	HTM	100% ICA	60	4	Nil	
BM4714	Accommodation Services Management	The accommodation sector is a vital part of the tourism industry, providing travelers safe and comfortable accommodation while they are away from home. Learners will gain insights into the different types of tourist accommodation developments and the elements unique to each, including the different organizational structures and business models in the management and ownership of accommodation properties, as well as of the various departments within such businesses. They will learn about the adoption of digitalization and innovation by accommodation businesses, as well as the operations and management of critical resources for running a successful accommodation business.	1	HTM	100% ICA	60	4	Nil	
BM4087	BUSINESS IT & SPREADSHEET MODELLING	This course will teach you all about digital transformation—how it started, why it's important for businesses today, and how it changes the way companies operate. You'll learn about the different levels of becoming digitally advanced and see how this affects businesses. Learners will look at examples to understand how digital changes can make businesses more successful and discuss the challenges they might face. Plus, learners will dive into the latest trends. On top of this, learner will learn how to use MS Excel (practical lab lessons) to analyze data and make smart business decisions. This course is designed to help learner keep up with the digital world and use software tools to solve business problems.	1	ICTS	N	60	4	Good command of English	ICA2 is a group project and conducted as a hackathon style - out of classroom hours on 1 PM session. AY24S1 has experienced that OSEP timetable clash and need help from OSEP team to make special arrangement
BM4504	Integrated Marketing Communications	With more products and services competing for customers' attention and share-of-voice, one way to break away from the clutter is by creating a compelling and consistent brand message through Integrated Marketing Communications (IMC). In this module, learners will gain a practical overview of the promotion mix, from advertising to public relations, sales promotion to direct marketing, and personal selling to digital marketing. There will be opportunities to practise how to apply and bring together the best possible promotion and media mix in a synergistic manner to deliver impactful IMC campaigns across all media platforms.	2	MDC	100%ICA	60	4	Prerequisites: Basic knowledge of Essentials/Principles of Marketing. Proficient in English Language	

圖3：課程名單-3

## NANYANG POLYTECHNIC, 2024 SEMESTER 2 - LIST OF MODULES

Module Code	Module Title	Description	Year of Study	Section	Exam	Hrs/ Sem	Credit	Pre-Requisites	Remarks
BM4511	Public Relations & Communication Management	In today's fast-paced business environment, Public Relations (PR) is viewed as one of the top tools to grow a business and also lead communication between the organisation and the publics. Learners will study the principles behind the practice of PR and understand the role of PR practitioners, and the external and internal 'publics' that they are in contact with. This module will also focus on critical skills that every PR practitioner needs to know, such as planning a PR campaign, cultivating relationships with the media and managing crises.	2	MDC	100% ICA	45	3	Prerequisites: Basic knowledge of Essentials/Principles of Marketing. Proficient in English Language	
BM4512	Digital Marketing & Analytics	New digital technologies have fundamentally reshaped marketing practices and brought about changes in the ways that companies engage consumers. In this digital age, businesses are constantly evolving the way in which they measure, plan and implement digital marketing campaigns to keep ahead of competition and capitalise on opportunities online. This module provides learners with opportunities to evaluate the changing digital marketing landscape and build a strong foundation in the core concepts of digital marketing. Learners will gain an in-depth understanding of how to effectively strategize and implement powerful digital marketing campaigns. They will also glean meaningful consumer insights through the use of different digital marketing platforms and analytics tools.	2	MDC	100% ICA	45	3	Prerequisites: Basic knowledge of Essentials/Principles of Marketing. Proficient in English Language	
BM4513	Marketing	Good marketing is no accident, but a result of careful planning and creative execution. Companies are constantly looking for marketing professionals who can help them to analyse the business environment, build strong brands and achieve profitable customer relationships. In this CmU, learners will be equipped with the knowledge and skills to conduct market research, glean market insights and make the best possible tactical and strategic decisions for brands based on the company's business objectives. Upon completion of this CmU, learners can look forward to leveraging the technical know-how and expertise attained and design a customer-driven marketing plan for products by applying the marketing mix strategies - product, price, promotion and place.	1	MDC	100% ICA	60	4	Good command of English	
BM4910	Digital Media Design	In a media-rich environment, it is essential for media professionals to be proficient in commonly used content creation applications. In this CmU, learners will be able to unleash their creativity while acquiring skills in the Adobe Creative Cloud suite of applications. Through practical sessions, learners will attain essential skills in digital imaging and compositing using Photoshop, create motion graphics and video effects with After Effects and design a multi-page digital publication using Indesign.	1	MMM	100%ICA	45	3	Based on the available PCs in tutorial room(BS05). Please check maximum capacity.	
BM4911	Presenting for Media	Video and podcast content are in great demand and the ability to present well on these media in an engaging manner and still convey your messages with clarity and succinctly is an important skillset. In this CmU, learners will learn how the visual, vocal, verbal & non-verbal elements contribute to being an effective communicator in the media environment. Through hands-on learning, learners will be able to experience emceeing, news broadcast presenting and conducting interviews on a show.	1	MMM	100%ICA	45	3	Above average competency in written and spoken English Language	
BM0055	HUMAN RESOURCE MANAGEMENT & PRACTICES	This module introduces human resource as a dynamic function within an organisation. Through this module, students will learn about various aspects of human resource practices such as recruitment, selection, orientation, human resource planning, performance appraisal, compensation and benefits, human resource development, employee relations, and trends in human resource management.	3	MSHRM & LAW	100%ICA	45	3	Nil	

圖4：課程名單-4

## NANYANG POLYTECHNIC, 2024 SEMESTER 2 - LIST OF MODULES

Module Code	Module Title	Description	Year of Study	Section	Exam	Hrs/ Sem	Credit	Pre-Requisites	Remarks
BM4328	Managing Global Events	In the society today, events are not only one of the most important parts of tourism, but also inseparable part of human society. They are global phenomenon which is gaining greater and greater importance through the event industry. This module provides learners with the concepts and techniques in mastering the different scales of international/local events and roadshows, such as Formula 1 Grand Prix, BNP Paribas WTA Finals Singapore and Singapore Fashion Festival. Learners will apply their knowledge on event creation, design, planning, budgeting, marketing, legal issues and operations to events of different scales as part of the module.	2	REM	100%ICA	60	4	Nil	
BM0348	Sports Facility Management	In the fast-evolving sports facility sector, the role of a sports facility manager is now more challenging. This module introduces learners to the planning and administration of facilities for sport and recreation purposes as well as the relevant roles of the delivery agents such as the National Sports Associations and International Sport Federations. Learners will also understand the impact of globalization and commercialization on countries bidding to host international sport events and the resources required to justify such hallmark events. Topics include the importance of facility maintenance, out-sourcing contracts, risk management and upgrading considerations. Learners will also be familiarised with the responsibilities of sports facility operators such as daily operations of facility management, the marketing and promotion aspects and how to maximise facility utilisation and profitability.	2	SWM	100%ICA	45	3	No	
BM4603	Sports & Esports Event Management	Singapore's ambition to be the hub for hosting major sport events not only brings economic benefits but also requires a spectrum of capabilities and services to create enjoyable and positive experiences for athletes, fans and viewers. In this module, learners will study the principles and processes related to planning, managing and staging of sports and esports events, workforce deployment and volunteer management. They will also acquire cross disciplinary knowledge and perspectives peculiar to the esports and hybrid events industry such as media streaming platforms and digital channel broadcasting.	2	SWM	100%ICA	45	3	No	
BM4606	Managing Health & Wellness	The dynamic health and wellness industry demands that Sport & Wellness graduates are equipped with knowledge and competencies to identify wellness trends and apply targeted solutions to improve the wellness status of people from individual, community to societal levels. In this CmU, learners will learn the skills to conduct needs analysis based on the bio-psychosocial aspects of individuals and thereafter recommend wellness solutions to improve identified areas of concern. Learners will also learn the dimensions of health and wellness, transtheoretical change model, and behavioural change strategies to help improve overall body wellness status.	1	SWM	100%ICA	45	3	No	

圖5: 課程名單-5



圖6:校園一角



圖7:International Fair