



科技管理學院
College of Technology Management

CTM

E-Newsletter

04 2025
April



專題報導 -
義大利交換之旅：在鬆弛感與浪漫中
探索多元文化

Feature Story-
An Exchange Journey to Italy Exploring
Multiculturalism Through Relaxation and
Romance

科管院大小事

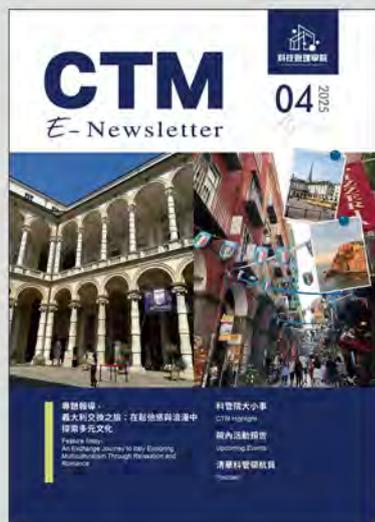
CTM Highlight

院內活動預告

Upcoming Events

清華科管領航員

Podcast



04 2025

CONTENTS

- 01 專題報導 -
義大利交換之旅：
在鬆弛感與浪漫中探索多元文化
- 09 Feature Story
An Exchange Journey to Italy Exploring
Multiculturalism Through Relaxation and
Romance
- 04 科管院大小事
CTM Highlight
- 07 院內活動預告
Upcoming Events
- 08 清華科管領航員
Podcast



發行人：科管院林哲群院長

執行總編：科管院陳怡芬行銷策略長

風傳媒財經 周岐原主編

共同編輯：盧妙卿、彭美婷

網站：www.ctm.nthu.edu.tw



義大利交換之旅： 在鬆弛感與浪漫中探索多元文化

作者：經濟系 徐詠婕

交換契機

我在 2023 年 9 月至 2024 年 2 月間，前往義大利杜林（Torino）擔任交換學生，身為土生土長的新竹人，雖然已經習慣待在舒適圈裡，但覺得生活好像缺乏挑戰，所以就決定要在畢業前去歐洲旅行。後來回想，我能夠在義大利體驗不同文化與生活，真是我大學生涯中最難忘的經歷。我在這段交換之旅中，走過杜林、米蘭、威尼斯、佛羅倫斯、羅馬以及拿坡里等城市，每一個地方都擁有獨特的文化背景與生活方式，最深刻的感受，便是義大利人面對生活的「鬆弛感」、悠閒，與無處不在的浪漫氛圍。

揭開杜林的神秘面紗

首先介紹我交換的城市 -- 杜林。這座位於義大利北部的城市，被阿爾卑斯山脈環繞，城區氣氛安靜而有序，並擁有一些歷史古蹟與博物館。在這裡，我感受到義大利人對於文化與歷史的深厚情感，他們對生活態度不疾不徐，對待每一個日常細節都充滿耐心。在早晨的咖啡廳裡，人們悠閒地品嚐一杯濃縮咖啡，同時享用著可頌，不急於進入一天的工作，這種放慢節奏的生活方式，讓我開始反思台灣社會中的快節奏和壓力，起初來到杜林前兩周，



杜林大學的校區照片

我還有點不適應這種慢節奏生活，到了後來，我反而學會「刻意放慢」自己的步調，讓自己學習當地人的態度，體驗生活的那份鬆弛與寧靜。在杜林有將近 50 個不同性質的博物館，如果你跟我一樣很喜歡參觀博物館的話，杜林是你絕對不能錯過的城市！





杜林的安托內利尖塔

杜林大學

我在杜林大學 (University of Turin) 的經濟學與管理學院交換，除了校本部之外，該校還跟 SAA 學院合作，我大部分是在 SAA 校區上課。杜林大學九月開學時，會舉辦一個划船比賽，是組織不同學院的學生共同參賽，他們會先一起在學校集合，再從學校出發，有點像遊行，學校會有自己的樂隊，一路演奏走到比賽的地點，路上車輛都會停下來拍照並幫我們加油打氣，現場充滿熱鬧的氣氛。這是杜林大學的傳統比賽，如果有機會一定要親身體驗一次！

上課體驗大小事

我認為在義大利上課是一種很特別的體驗，可以讓我們很直接地感受到東西方文化的教學差異。我選了一堂叫「Public speaking」的課，老師會教我們如何在台上自信的即興演說，像是「TED TALK」裡面的講者那樣，從練習語氣、表情、肢體語言等等，都是要主動表達的。在台灣，

我們習慣老師在講台上講課，同學就在台下聽課、做筆記，但在這堂課程中，老師很鼓勵同學們舉手發言，就算答案是錯的，老師也會先肯定你發言的勇氣，再稱讚你的想法和正確答案的共同點，經歷整個過程，會讓你充滿自信，且更期待下一次的發言。這也是我來歐洲後，自認改變最大的地方；其實我在台灣上課時都不敢講話，但這堂課的期末測驗是要上台即興演講，而我卻沒有感覺到太大的壓力，就完成了我的期末測驗，一直到回台灣後，我都還會用到老師上課教的演講技巧。

和義大利老師學義大利文

我的老師是位充滿浪漫與藝術氣息的義大利人，留著一頭棕色的長卷髮，看起來就像藝術家米開朗基羅的作品。老師會用簡單的義大利文上課，雖然班上大部分都還是來自西班牙、葡萄牙等拉丁語系的學生，但老師還是會很照顧每個人，而且都會記得我們的名字，真的超級厲害！下課後，老師還跟我分享道地的好吃義大利菜，像是：vitello tonnato (生牛肉配鮪



杜林的街道





魚美乃滋醬), tomini (醃製起司) 等等。上課過程中, 我認為很輕鬆、沒有壓力, 班上亞洲學生很少, 老師也常常問我們關於亞洲文化的問題, 跨文化交流與學習真的很有趣!

隨性中, 我感受到了一種特殊的活力與熱情。拿坡里的街道狹窄而擁擠, 但人們樂觀開朗, 總是笑著面對生活中的種種挑戰。當地居民喜歡在傍晚時分聚集在街頭, 與鄰居們共享一杯葡萄酒或是一片披薩, 這樣的場景充滿了溫馨與人情味。



拿坡里的街道

義大利城市巡禮

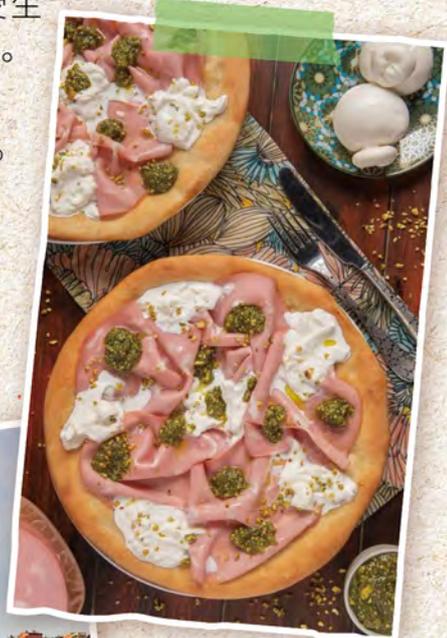
我的旅程首先來到時尚之都 - 米蘭, 這座城市融合了現代感與古典風格, 街道上充滿了時尚與藝術氛圍。在這裡, 儘管人們看似匆忙, 卻總能感受到他們對生活的享受。無論是精緻餐廳還是街邊小酒館, 義大利人總是懂得如何

心得與建議

總結這段交換生活, 義大利給我的感受遠不僅僅是語言與文化上的差異, 更是一種生活態度的啟示。義大利人對生活的鬆弛與悠閒感深深打動了我, 他們懂得在忙碌中尋找生活的美好, 懂得享受當下, 這也是我在未來希望能夠保持的生活態度。這段旅程不僅豐富了我的國際觀, 也讓我學會如何用心去感受生活中的浪漫與美好。

如何在工作和生活之間找到平衡。我曾在黃昏時分, 坐在米蘭大教堂前的廣場上, 看著夕陽餘暉映照著大理石的牆面, 感受到那股無聲而悠長的浪漫。

老師推薦的 vitello tonnato



隨後的佛羅倫斯之旅, 更像是一場藝術饗宴。這座城市充滿了文藝復興的氣息, 在佛羅倫斯, 人們彷彿與藝術共生, 街頭巷尾隨處可見雕塑與繪畫, 這些藝術品不僅是裝飾, 更是義大利人生活的一部分。許多當地居民喜愛在週末或是工作結束後, 漫步在市中心的小巷中, 欣賞著街頭藝人的表演, 這樣的悠閒與自由感令人心醉。



佛羅倫斯的五漁村

最後, 我來到熱情洋溢的南部大城拿坡里, 這裡與北義大利相比, 生活節奏更為隨性, 甚至有些混亂。然而正是在這樣的



院內大小事

CTM Hightlight

作者：院辦公室提供

This article is provided by CTM Office

榮譽 Honor



孫運璿科技講座 Sun Yun-Huan Lecture

4月17日很榮幸邀請到文化部梁永斐參事擔任本次講座講者，為我們帶來一場精彩分享——《農家子弟的斜槓人生》。

梁參事曾任國立美術館、國立台灣歷史博物館及國父紀念館館長，在豐富的公務生涯中，不斷創新與改革，將藝術與音樂融入國人的日常，讓文化走入生活，觸動人心。

在演講開始前，梁參事特別提及已故的林聖芬前副校長。約莫兩年前，林副校長曾誠摯推薦梁參事擔任講者，但當時因公務繁忙而婉謝。如今林哲群院長即將卸任之際，再次發出邀請，終於促成這場期待已久的演講。梁參事與林副校長情誼深厚，縱使彼此忙於公務，心中始終牽念對方。他表示，今日特別來到清大演講，也將這



段話獻給天上的林副校長，致上最深的思念與敬意。

如今的他開啟藝術創作新篇章，透過書法與畫作，表達對人生的體悟與哲思，展現他斜槓人生的另一面風采。

謝謝梁參事帶來充滿啟發的分享，也讓我們看見不一樣的文化視野與人生可能。





孫運璿科技講座 Sun Yun-Huan Lecture

4月24日，孫運璿科技講座迎來上半年度最後一場精彩講座。我們榮幸邀請到振興醫院院長、心臟醫學權威——魏崢院長，為大家深入淺出地介紹心臟疾病、日常保健，以及各類精密的心臟手術。

魏院長以實際手術影片輔助說明，讓現場聽眾彷彿走進手術室，親眼見證心臟醫療的尖端技術，令人嘆為觀止。

本場講座主題為〈知心〉，魏院長不只談醫術，更談醫者的「知心」之道。他分享，

無論是對待病人還是同仁，理解與共感都是醫療現場不可或缺的核心價值。他始終相信，打造友善、溫暖的醫院文化，是守護生命的基石。

這場講座格外具有意義——是林哲群院長卸任前的最後一次公開分享。自2019年至2025年，六年來他親自參與了多達40場科技講座，始終如一地致力於知識的推廣與分享。在致詞中，林院長也向一路同行的團隊成員，以及始終支持的聽眾們，表達最誠摯的感謝。



4 月科管院內活動預告

Upcoming events

| 舉辦日期 Date | 語言 Language | 院內單位 Office/ Department | 主題 (中英) Topic | 地點 (中英) Venue | 報名連結 Registration |
|--------------|----------------|-------------------------------|------------------------------------|--|---|
| 05/23 | 音樂 Music | 科管院 CTM | 追尋世紀的聲音：終章·新序 | 孫運璿演講廳 1 樓 Sun Yun-Suan Lecture Hall |  |
| 04/30 | 中文 Chinese | 科管所 ITM | B 型企業系列演講 王道銀行 總經理 李芳遠 | 台積館 R905 |  |
| 05/07 | 中文 Chinese | 科管所 ITM | B 型企業系列演講 嘉澎塑膠 總監 冉祥蕾 | 台積館 R905 | |
| 05/21 | 中文 Chinese | 科管所 ITM | B 型企業系列演講 綠藤生機 執行長 廖怡雯 | 台積館 R905 | |
| 05/28 | 中文 Chinese | 科管所 ITM | B 型企業系列演講 博仲法律事務所 律師 許綾殷 | 台積館 R905 | |

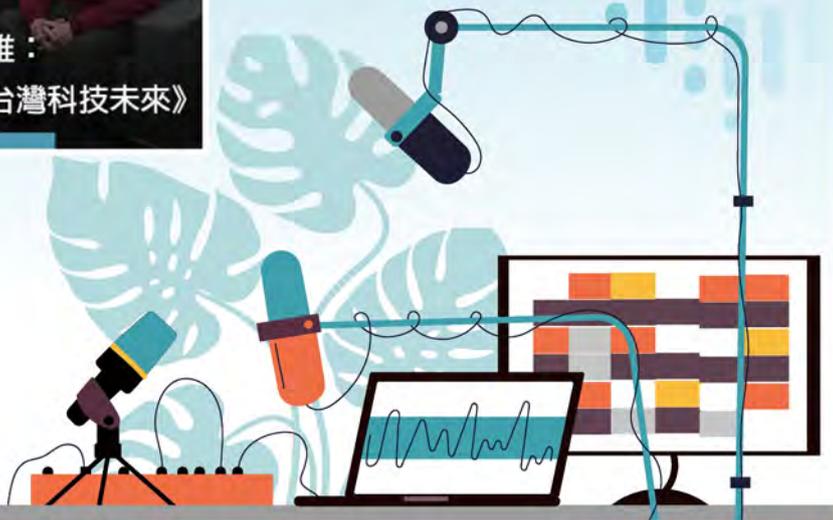


ON AIR

清華科管領航員 Podcast



連結 Link



An Exchange Journey to Italy: Exploring Multiculturalism Through Relaxation and Romance

Author: Hsiu Yung-Chieh, Department of Economics

Opportunity for Exchange

From September 2023 to February 2024, I participated in a student exchange program in Turin, Italy. As someone born and raised in Hsinchu, I had grown used to staying in my comfort zone. However, I felt that my life lacked challenges, so I decided to travel to Europe before graduation. Looking back, being able to experience different cultures and lifestyles in Italy became one of the most unforgettable experiences of my university life.

During this exchange journey, I traveled through cities such as Turin, Milan, Venice, Florence, Rome, and Naples. Each place had its unique cultural background and lifestyle. What struck me most was the “sense of ease” the Italians bring to life—their leisurely attitude and the omnipresent romantic atmosphere.

Unveiling the Mystique of Turin

Let me begin with the city where I studied—Turin. Located in northern Italy and surrounded by the Alps, the city is quiet and orderly, boasting many historical sites and museums. I could feel



University of Turin campus



the Italians' deep affection for their culture and history. Their attitude toward life is unhurried and patient, with care given to even the smallest details of daily living.

In the mornings, people would enjoy an espresso and a croissant leisurely in a café, without rushing into the workday. This slow-paced lifestyle made me reflect on the fast-paced and high-pressure society in Taiwan. During my first two weeks in Turin, I struggled to adapt to this new rhythm. But over time, I learned to “intentionally slow down,” embracing the local way of life and experiencing a newfound sense of peace and ease.

Turin is home to nearly 50 museums of various types. If, like me, you enjoy visiting museums, Turin is definitely a city you shouldn't miss!

University of Turin

I studied at the School of Economics and Management at the University of Turin. Besides the main campus, the university also collaborates with the SAA School of Management, where most of my classes took place.

In September, when the university begins its academic year, there is a traditional rowing competition. Students from various departments gather on campus and parade to the competition site, accompanied by a school band. Cars stop to take photos and cheer us on, creating an incredibly festive atmosphere. If you ever get the chance, it's a must-have experience!



Mole Antonelliana
in Turin

Classroom Experiences

Studying in Italy was a unique experience that highlighted the differences in teaching styles between East and West.

I took a course called “Public Speaking,” where the instructor taught us how to deliver impromptu speeches confidently, like speakers in a TED Talk. We practiced tone, facial expressions, and body language, all with an emphasis on active expression.

In Taiwan, students are used to sitting quietly while the teacher lectures, but in this course, we were encouraged to speak up. Even if your answer was wrong, the teacher would first praise your courage, then find positive connections between your answer and the correct one. This process builds confidence and motivates you to participate more actively.

It was one of the biggest changes I experienced during my time in Europe. Back in Taiwan, I rarely spoke up in class. Yet for the final exam in this course, I had



to give an impromptu speech on stage—and I completed it without feeling much pressure. Even after returning to Taiwan, I still apply the public speaking techniques I learned in this class.

Learning Italian with an Italian Teacher

My Italian language teacher exuded romance and artistic flair, with long brown curly hair that reminded me of a Michelangelo sculpture.

The classes were conducted in simple Italian. While most of my classmates came from Latin-speaking countries like Spain and Portugal, the teacher was attentive to everyone and even remembered all our names—super impressive!

After class, she would recommend authentic Italian dishes such as vitello tonnato (veal with tuna mayo sauce) and tommini(marinated cheese).

The lessons were relaxed and pressure-free. With very few Asian students in class, the teacher often asked us about Asian culture. The intercultural exchanges made the learning experience especially interesting and enriching.

Touring Italian Cities

My journey began in the fashion capital, Milan—a city that blends modernity with classical elegance. Its streets are filled with a sense of style and art.

Though people appeared busy, I could still

sense how they embraced life. Whether in fine dining establishments or small street bars, Italians always seem to know how to balance work and life. I once sat in the square in front of the Milan Cathedral at dusk, watching the golden sunlight reflect off the marble façade. It was a moment of silent, enduring romance.

Next came Florence, which felt like a grand feast of art. The city breathes the spirit of the Renaissance. Sculptures and paintings are everywhere—not just as decorations but as integral parts of daily life.

Many locals enjoy strolling through the alleyways in the city center after work or on weekends, enjoying street performances. The leisurely and free-spirited vibe was absolutely captivating.

Finally, I reached the vibrant southern city of Naples. Compared to northern Italy, life here felt more spontaneous—perhaps even a little chaotic.



Streets of Turin



Yet, in that very looseness, I felt a unique energy and warmth. The streets were narrow and crowded, but the locals were cheerful and optimistic, always facing life's challenges with a smile.

People would gather in the evenings on the streets, sharing a glass of wine or a slice of pizza with their neighbors. The scene was filled with warmth and human connection.

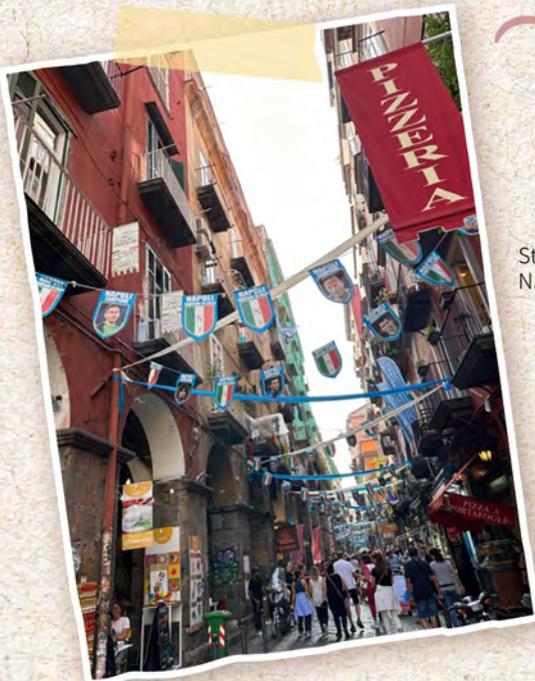
Reflections and Suggestions

To sum up this exchange journey, what Italy gave me went far beyond differences in language or culture. It was a revelation about how to approach life.

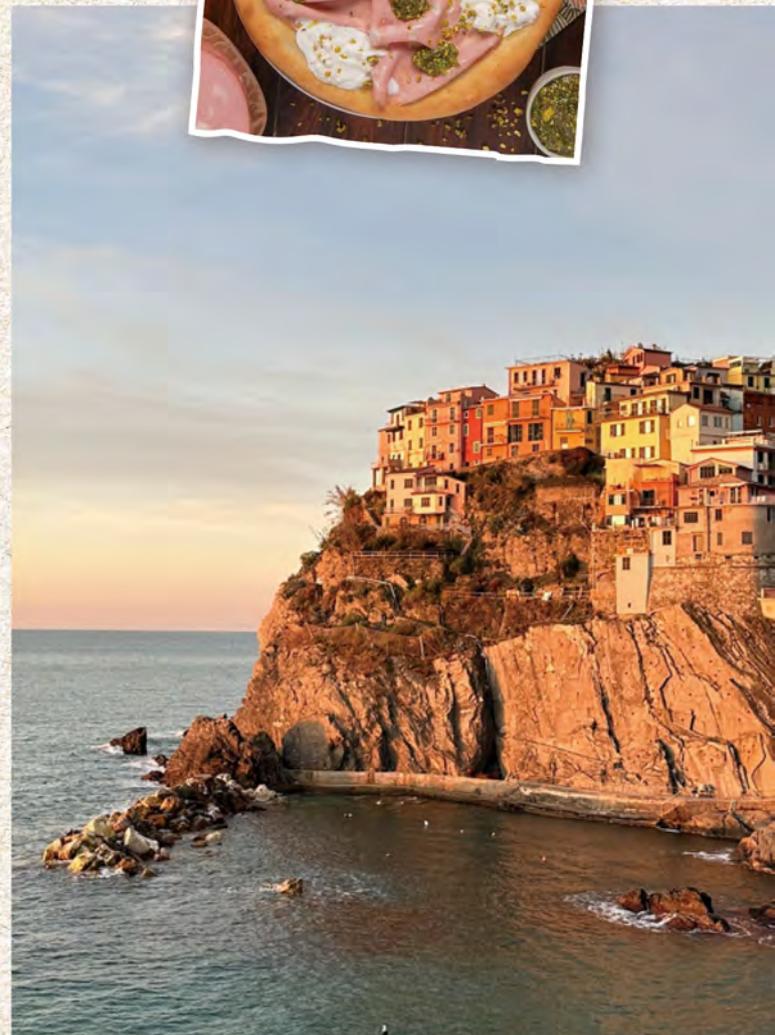
I was deeply moved by the Italian sense of ease and leisure. They know how to find beauty amidst their busy lives and enjoy the present moment—an attitude I hope to maintain going forward.

This journey not only broadened my international outlook but also taught me to appreciate the romance and beauty found in everyday life.

Teacher-recommended vitello tonnato



Streets of Naples



Cinque Terre from Florence



CTM

E-Newsletter
