

# 銘傳大學管理學院創業競賽實施細則

## Ming Chuan University School of Management Enforcement

### Rules for Entrepreneurship Competition

#### 壹、目的

##### I. Purpose

本競賽的目的在提供學生一個發揮所學的舞台，透過腦力激盪、創意發想，提出創業企劃書，讓參賽者結合團隊默契、企劃能力、表達能力等，藉由上台提報的方式說明自己的想法和理念，讓學生在比賽中學習、進而發展出解決企業問題的能力，同時也提供一個自行創業的機會。

The purpose of this competition is to provide a stage for students to develop and express what they have learned. Through brainstorming and creative thinking, they can propose a business plan. Contestants can use their teamwork, planning ability, communication ability, etc., to express their ideas and concepts when presenting on stage. This provides students a chance to learn through the competition and develop the ability to solve business problems. It also provides an opportunity for starting a business on their own.

#### 貳、比賽獎金

##### II. Award Prizes

第一名 獎金 10,000 元及獎狀乙紙

First Place: 10,000 NTD and a certificate

第二名 獎金 8,000 元及獎狀乙紙

Second Place: 8,000 NTD and a certificate

第三名 獎金 5,000 元及獎狀乙紙

Third Place: 5,000 NTD and a certificate

佳作獎 數名頒發獎狀乙紙

Honorable Mention: A certificate

#### 參、參賽資格

##### III. Eligibility

- 一、本校就讀各系所在學學生(含研究所)，對於創業有興趣者，不限定系所、年級皆可報名參加。

(1) Students of MCU (including graduate programs) who are interested in starting a business can register to participate with no limit as to department or year-level.

二、參賽同學必須 4 至 6 人組成 1 隊，可跨系、學制組隊參賽。

(2) Each team must comprise 4-6 students, with no limit as to students' departments or degree type.

三、每隊皆須有指導老師，以校內老師 1 位為限。

(3) Each team must have an advisor, which is limited to one MCU faculty member.

四、完成報名後，競賽過程中不得臨時更換成員。

(4) After registration, no team members may be replaced during the competition period.

#### 肆、競賽時程

#### IV. Competition Schedule

賽實體活動，若因不可抗力之特殊原因如新型冠狀肺炎疫情擴大無法執行時或有未盡事宜，主辦單位保留取消、終止、修改或暫停等變更活動內容細節之權利。相關變更資訊將公告於競賽網站及粉絲專頁，不另行通知。

The organizer reserves the right to cancel, terminate, revise or suspend the event if the event cannot be carried out due to special reasons of force majeure, such as a surge in the COVID-19 epidemic, or other unexpected matters. Relevant changes will be announced on the competition website and Facebook page without separate notice.

項目	內容	日期
Item	Content	Time
線上 報名 Online Registration	報名網址 Registration Website： <a href="https://forms.gle/YjGh74PfcC21GgE88">https://forms.gle/YjGh74PfcC21GgE88</a> (網路上傳企劃書電子檔，主旨為【預賽作品-XX 隊 (主題)】)。 Upload business proposal document online with the file name as "Preliminary Competition Proposal- Team XX ( <i>project theme</i> )"	111 年 5 月 16 日 05.16.2022
線上 收件 <b>Online Submission</b>	<b>配合防疫措施，請改為報名表中上傳</b> 1.繳交競賽授權書紙本(附件一)。 2.繳交企劃書。  企劃書以匿名審查方式進行，請依企畫書封面格式遞交，勿自行修改增添指導老師及隊員學系姓名...等資料  1. <b>Online Submit</b> a printed copy of the authorization letter for the competition	111 年 5 月 16 日 05.16.2022

	<p>(Appendix 1) .  2. <b>Online Submit</b> the business project proposal.</p> <p>The business proposals will be reviewed anonymously. Please submit according to the format on the cover page of the proposal. Do not modify or add the names of instructor and team members, etc.</p>	
初賽結果公布 Preliminary Competition Result Announcement	初賽結果公布於管理學院網頁最新消息 Preliminary competition results will be announced in News on the School of Management webpage.	111年5月25日 05.25.2022
決賽 Final Competition	<b>台北校區 B901 會議室舉行</b> (決賽學生可公假) Final Competition will be held in B901 Conference Room at Taipei Campus (Students may apply for official leave for attending the final round)	111年6月10日 06.10.2022 <ul style="list-style-type: none"> <li>◦ 隊長 11:30 抽籤決定順序  11:30 Team leaders draw lots to determine sequence</li> <li>◦ 隊員 11:50 完成報到  11:50 Team members complete report in</li> <li>◦ 決賽 12:20 準時開始  12:20 Final round begins</li> </ul> 上述時程將依報名組數調整 The above timeline may be adjusted based on the number of teams

## 伍、初賽規定（書審）

### V. Preliminary Competition Rules (Document Review)

#### 一、繳交資料如下

##### 1. Documents that must be submitted are as follows:

1. 繳交競賽授權書紙本(附件一)。  
1 printed copy of the authorization letter for the competition (Appendix 1)
2. 繳交企劃書一式五份書面資料。  
5 printed copies of the business proposal.
3. 網路上傳企劃書電子檔，主旨為【預賽作品-XX 隊（主題）】。  
Upload business proposal document online with the file name as “Preliminary Competition Proposal- Team XX (*project theme*)”

#### 二、初賽注意事項

##### 2. Notes for Preliminary Competition

1. 各隊需於時限內完成線上報名以及書審資料繳交，始具有參加初賽之比賽資格。  
Each team must complete the online registration and submit the document review materials within the time limit to be eligible to participate in the preliminary competition.
2. 參賽者必須尊重評審結果，且不得有異議。  
Contestants must respect the review results, with no objections.
3. 各隊伍企劃書一經來函參賽，即視為該作品之一切權利歸本主辦單位所有，含公開發表、刊登、轉載、修改及一切公開活動，各隊不得有異議。  
Once each team's proposal is submitted to the competition organizer, it will be deemed that all rights of the work belong to the organizer, including public presentation, publication, reprinting, modification and all public activities, with no objections by any team.
4. 企劃書內（含頁首、頁尾、封面等處）請勿出現與參賽選手本身相關之資料，以維持本次比賽的公平性。若作品中出現姓名或與身份相關等用句，主辦單位保留刪除之權利。  
No information related to the contestants should appear in the proposal document (including the header, footer, cover, etc.) to maintain fairness in the competition. The organizer reserves the right to delete any phrases such as names or identity-related words in the works.

5. 選手可自行參考相關資料，並附上該資料出處，惟嚴禁抄襲、盜用他人研究等情事發生，若經發現立即取消參賽資格，並不另行通知。

Contestants may reference relevant materials and include references for the data source of such materials. Plagiarism and misappropriation of other people's research are strictly prohibited. If such is discovered, this proposal will be disqualified from the competition immediately without prior notice.

### 三、初賽企劃書格式

#### 3. Proposal Format for the Preliminary Competition

1. 檔案格式為 Acrobat PDF 或 Word DOC 均可。

Document format can be either Acrobat PDF or Word DOC.

2. 企劃書封面(附件二)。

Cover page of the proposal (see Appendix 2)

3. 版面以 A4 直向格式，內文字體大小 12pt，單行間距，標楷體。

The layout is to be A4 vertical format, with a font size of 12pt, single line spacing, using (Times New Roman) \_\_\_ font.

4. 為使參賽者能充分發揮，本次預賽作品將不限定頁數，惟頁數多寡不列入評分標準內。

In order to enable the contestants to fully express their concept, the number of pages for preliminary competition proposals is not limited; the number of pages is not part of the scoring criteria.

### 四、初賽企劃書內容

#### 4. Proposal Content for Preliminary Competition

企畫書內容必須涵蓋以下項目：

Proposals must include the following items:

1. 摘要 Abstract
2. 創新產品與服務說明 Explanation of Innovative Product(s) and Service(s)
3. 市場分析 Market Analysis
4. 營運計畫與行銷組合 Operations Plan and Marketing Mix

### 五、初賽評分方式

#### 5. Preliminary Competition Scoring Method

創意	Creativity	50%
實施可行性	Feasibility of Implementation	25%
市場潛力	Market Potential	25%

### 六、初賽成績公布

#### 6. Preliminary Competition Results Announcement

主辦單位將在 111 年 5 月 25 日於管理學院網站最新消息。

The Organizer will announce the preliminary competition results in News on the School of Management webpage on May 25, 2022.

## 陸、決賽規定

### VI. Final Competition Rules

#### 一、決賽注意事項

##### 1. Notes for Final Competition

1. 各組必須準備投影片，其他輔助方式不限，請自行發揮創意。報告時間為8分鐘，超過時間需扣分。

Each team must prepare a Powerpoint presentation. There is no limit on auxiliary methods; please be creative. The presentation time is 8 minutes, and points will be deducted if the time is exceeded.

2. 決賽當日常繳交競賽簡報PPT電子檔1份

On the day of the final round, the PPT file of the competition presentation must be submitted.

3. 口頭報告當日各組需著正式服裝，如有其他需要(如配合報告內容)亦可著其他服裝。

On the day of the oral report, each team member should be dressed in formal business attire. If, due to other considerations (such as to match the report content), team members can select other attire.

#### 二、決賽評分方式

##### 2. Final Competition Scoring Method

創業/創意	Creativity	40%
提案表現	Presentation Performance	30%
實施可行性	Feasibility of Implementation	15%
市場潛力	Market Potential	15%

## 柒、注意事項

### VII. Notes

- 一、參加競賽或入圍作品，如經人檢舉或告發為他人代勞或違反本競賽相關規定，且有具體事實者，則追回得獎資格與獎勵。

1. If competition contestants or selected works are reported to have been completed by others or relevant rules of the competition have been violated, and there are concrete facts to support this, the award-winning qualification and awards will be revoked.

- 二、參加競賽或入圍作品如涉及著作權、專利權等之傷害，由法院判決屬實者，追回入圍資格與獎勵，主辦單位不負任何法律責任。參賽作品亦不得有抄襲或代筆之情事，若經發現，一律取消參賽資格。
2. If participation in the competition or selected works involve violating of other's copyright, patent rights, etc. and proof of the violation has been verified by the court, the award-winning qualification and awards will be revoked. The organizer will not bear any legal responsibility. Entries must not be plagiarized or ghostwritten; confirmed cases will be disqualified from the competition.
- 三、參加競賽者作品之相關資料延遲交件者，予以取消與賽資格。
3. If the submission of relevant materials for the competition work is delayed, qualification for the competition will be revoked.
- 四、參加初賽者之研究報告，承辦單位收到後不再影印，直接將研究報告呈送評審委員審查與評分。繳交所有文件不論得獎與否將不予退回，請參賽者自行備份。
4. The research report for the preliminary competition will not be photocopied by the organizer upon receipt; it will be directly submitted to the review committee for review and scoring. No submitted work will be returned; competition participants are to please retain a copy of their own works.
- 五、基於比賽公平原則，參賽小組不得抽換或更改繳交之報名相關資料。
5. Based on the principle of fair competition, participating teams are not allowed to swap or alter the submitted registration information.

**捌、主辦單位聯絡資訊**

管理學院陳雅玲秘書

連絡電話：02-28824564#8322

Email: yalchen@mail.mcu.edu.tw

聯絡地址：台北市士林區基河路 130 號 5 樓 J502

活動網頁：銘傳大學管理學院最新消息

**VIII. Organizing Unit Contact Information**

Chen, Ya-Ling, Secretary of School of Management

Telephone No.: 02-28824564 #8322

Email: yalchen@mail.mcu.edu.tw

5F, No.130, Jihe Rd., Shihlin District, Taipei City

Activity Website: News on Ming Chuan University School of Management webpage