

# 澳門大學工商管理學院商業提案比賽 – 澳門明愛社會企業邁步續健行

## 規則及章程

### 一、 活動目的：

“澳門大學工商管理學院商業提案比賽 - 澳門明愛社會企業邁步續健行”是由澳門大學工商管理學院、工商管理學院旅遊及綜合度假村研究中心及澳門明愛共同組織、香港上海滙豐銀行有限公司贊助的學生比賽。旨在改善社會企業健行旅行社的業務，為澳門大學學生提供將課堂所學應用於實際商業實踐的機會，同時對具有行動不便的人士產生積極影響。

### 二、 組織機構：

- 聯合主辦機構：
  - 澳門大學工商管理學院
  - 澳門大學工商管理學院旅遊及綜合度假村研究中心
  - 澳門明愛
- 贊助機構：
  - 香港上海滙豐銀行有限公司 (下稱“滙豐”)

### 三、 比賽主題：

- 社會企業的可持續發展

### 四、 參賽資格：

- 澳門大學所有在讀學生
- 每隊報名人數須包括最少 2 名學生或最多 3 名學生及 1 名校內教學人員作為指導老師

### 五、 比賽安排及規則：

- 比賽形式：比賽共分三個部分進行：
  - 第一部分 - 社會企業簡報會：  
為更好讓學生瞭解社會企業的可持續發展需求，各隊伍必須出席簡介會並前往指定社會企業考察。
  - 第二部分 - 提交商業提案：  
於考察結束後，每隊將以比賽主題「社會企業的可持續發展」，提交一份有關如何改善健行旅行社社會企業業務的商業提案。提案應以長期的業務改善、如何善用由滙豐贊助的 80,000 澳門元產品發展資金（包括但不限於計劃、統籌、推廣及實行一個新的或改良後的旅行團），謀求將贊助款項直接惠及不少於 50 位行動不便或長者為目標。每隊只能提交一份提案作為參賽作品。在提交的作品中，最終選出最佳 5 隊隊伍，進入比賽第三部分。
  - 第三部分—商業提案報告簡報演講：  
對於進入決賽的隊伍，滙豐銀行工作人員將為各隊提供如何改進提案的建議。最後由進入第三部分的隊伍就已提交之報告製作簡報於指定場地進行演講，現場評審進行評分及頒獎。

六、 比賽語言：

- 第二部分提交商業提案：中文或英文
- 第三部分商業提案報告簡報演講：中文或英文

七、 比賽時間安排及要求：

- 第一部分比賽(社會企業實地考察)：
  - 日期及時間(選擇以下其中一日,按先到先得報名順序,具體時間待公佈)：
    - 2023年10月24及25日(每個時段名額有限,額滿即止)
  - 考察地點:澳門明愛社會企業健行旅行社(每隊隊伍必須有最少1名代表前往指定的公司考察)
- 第二部分比賽(提交商業提案)：
  - 商業提案遞交截止日期:2023年11月10日
    - 逾期未提交商業提案報告的隊伍將視為自動放棄參賽資格
  - 第二部分結果公佈日期:2023年11月17日
  - 案例分析報告題目:圍繞「社會企業的可持續發展」為題,參賽隊伍將提交一份有關如何改善無障礙旅行社社會企業業務的商業提案。
  - 格式及頁數限制：
    - 格式：
      - a. 報告中文部分使用標楷體字型,英文的部分則使用 Times New Roman 字型
      - b. 行距為 1.5 倍行距
      - c. 字體大小採用 12 級
    - 頁數限制
      - a. 包括一版執行摘要 (Executive Summary) 及 不超過20 版的案例研究分析 (不包括附錄內容)
    - 語言:商業提案可使用中文或英文撰寫
  - 遞交方式:將報告存檔為".doc"或".docx"電子檔經電郵發送至以下工作人員電郵,電郵主旨請註明「澳門大學工商管理學院商業提案比賽-澳門明愛社會企業邁步續健行及"其中一名組員姓名"」
    - 陳先生  
電郵:[rexchchan@um.edu.mo](mailto:rexchchan@um.edu.mo)  
電話:853-8822 4732  
傳真:853-8822 2377
    - 鄧先生  
電郵:[jasontang@um.edu.mo](mailto:jasontang@um.edu.mo)  
電話:853-8822 8871  
傳真:853-8822 2377
- 第三部分比賽(商業提案簡報演講)：
  - 滙豐銀行工作人員為決賽隊伍提供改進建議日期:2023年11月22日
  - 簡報演講日期及時間:2023年11月27日晚上7時至10時
  - 地點:澳門大學(地點待公佈)
  - 演講要求
    - 形式:每隊最多可派3人進行演講
    - 時長:每隊隊伍將有15分鐘時間演講,另加10分鐘評審提問時間

- 檔案：建議遞交副檔名為「.PPTX」或「.PDF」的演講檔案
- 語言：簡報演講可使用中文或英文進行，演講開始後，簡報過程不能更改演講語言（除專業術語/用字外可用英文表達）
- 計分：演講將會進行評分，為總評分的一部分
- 演講檔案必須於 2023 年 11 月 24 日或之前發送至以下大會工作人員。逾期未提交演講檔案的隊伍會在總評成績中扣除相應分數。
  - 陳先生  
電郵：[rexchchan@um.edu.mo](mailto:rexchchan@um.edu.mo)  
電話：853-8822 4732  
傳真：853-8822 2377
  - 鄧先生  
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電話：853-8822 8871  
傳真：853-8822 2377

#### 八、 獎項及獎金：

- 比賽設冠軍、亞軍、季軍、第四名、第五名及最佳演示隊伍共 6 個獎項：
  - 冠軍隊伍將獲得澳門幣 10,000 元獎金<sup>#</sup>、獎座、獎牌及獎狀；
  - 亞軍隊伍將獲得澳門幣 6,000 元獎金<sup>#</sup>、獎座、獎牌及獎狀；
  - 季軍隊伍將獲得澳門幣 2,000 元獎金<sup>#</sup>、獎座、獎牌及獎狀；
  - 第四名隊伍將獲得澳門幣 1,000 元獎金<sup>#</sup>、獎牌及獎狀；
  - 第五名隊伍將獲得澳門幣 1,000 元獎金<sup>#</sup>、獎牌及獎狀；
  - 最佳演示隊伍將獲獎狀

<sup>#</sup>現金獎項由香港上海滙豐銀行有限公司贊助及提供

#### 九、 評選標準：

提案將根據以下標準進行評估：

1. 可行性：所提出的業務改進應易於實施，並具有很高的成功幾率。提案應表明清楚了解無障礙旅行社目前的業務模式和資源以及在實施過程中可能出現的任何潛在挑戰。
2. 創意：提案應表現出創造性思考和創新。參賽隊伍應提供獨特和原創的想法，具有潛在帶來對無障礙旅行社業務有重大積極變化的能力。
3. 社會影響：提案應對行動不便的人士及更廣泛社區產生積極的社會影響。參賽隊伍應清楚了解與可達性相關的社會問題，並表明他們的提案如何解決這些問題。
4. 財務可行性：提案應表明清楚了解所提出的業務改進的財務影響。參賽隊伍應提供詳細的財務計劃，顯示潛在的投資回報和實施提案所需的資金。
5. 可持續性：提案應表明對無障礙旅行社業務的長期願景。參賽隊伍應提供一個計劃，顯示他們所提出的改進如何在時間上得以維持，並為業務和其利益相關者帶來持續的好處。
6. 展示：參賽隊伍應提供一個清晰而引人入勝的演示文稿，以有效地傳達他們的提案及其潛在影響。展示應組織有序，引人入勝，並展示參賽隊伍有效傳達其想法的能力。

- 在提交商業提案之前，參賽隊伍應該對健行旅行社業務進行深入調研，了解其現有的業務模式、資源和潛在挑戰，以及行動不便人士面臨的問題和需求。
- 評審委員會將根據上述標準評估提案，選出 5 個隊伍進入決賽。評審委員會將對所有隊伍的決賽提案和演示進行反饋。
- 在決賽中，5 個入圍的隊伍將在一個多元化和公正的評審小組面前呈現他們的提案。評委將根據上述標準評估提案，選出第一、第二和第三名得獎隊伍，以及兩個優秀隊伍和最佳演示隊伍。
- 獲勝的隊伍將作為澳門明愛的顧問，就如何實施提案，改善無障礙旅行社的業務，並對澳門行動不便人士產生積極影響提供建議。
- 通過實施這些評選標準，比賽將確保提案得到公正客觀的評估，並且獲勝的提案表現出高度的創造性、社會影響、財務可行性和可持續性。

#### 十、 頒獎：

頒獎儀式將於比賽第三部分結束後立即進行，比賽結果亦將於 2023 年 11 月底刊登於本院網站及發出新聞稿。

#### 十一、 比賽注意事項：

1. 參賽學生有義務遵守本章程及由主辦單位訂定的相關規定；
2. 配合主辦單位安排的拍攝人員工作，有關人員將根據需要把考察、演講及頒獎等比賽過程的拍攝內容用於是次比賽的宣傳及有關報導；
3. 任何人如在比賽過程中有任何投訴或不滿，可於每一部分比賽結束後向主辦單位反映，由主辦單位仲裁；
4. 所有參加者必須遵守比賽的規則及組委會的決定；
5. 比賽期間如有涉及 IP 開發的情形，該 IP 版權歸主辦機構所擁有。

#### 十二、 章程的修改：

主辦單位保有隨時修改及終止本活動之權利，有權按實際情況及需要修訂賽制，恕不另行通知。

#### 十三、 組織委員會：

- 澳門大學工商管理學院助理院長（國際及對外關係）及旅遊及綜合度假村研究中心主任蘇小恩教授
- 澳門大學校友會副主席周可祺先生
- 澳門明愛副服務總監李浩旋女士
- 香港上海滙豐銀行有限公司代表馮嘉寶女士
- 澳門大學工商管理學院旅遊及綜合度假村研究中心鄧聯輝先生
- 澳門大學工商管理學院陳仲豪先生

#### 十四、 報名及聯絡處：

- 網上報名：
    - 請填寫以下網上報名表，只需由一名代表填寫整隊資料
      - [https://umac.au1.qualtrics.com/jfe/form/SV\\_2mDNmLJ1K64dn3E](https://umac.au1.qualtrics.com/jfe/form/SV_2mDNmLJ1K64dn3E)
      - 陳先生
- 電郵：[rexchchan@um.edu.mo](mailto:rexchchan@um.edu.mo)  
電話：853-8822 4732  
傳真：853-8822 2377



澳門大學  
UNIVERSIDADE DE MACAU  
UNIVERSITY OF MACAU



工商管理學院  
FACULDADE DE GESTÃO DE EMPRESAS  
FACULTY OF BUSINESS ADMINISTRATION

- 鄧先生  
電郵：[jasontang@um.edu.mo](mailto:jasontang@um.edu.mo)  
電話：853-8822 8871  
傳真：853-8822 2377
- 報名截止日期：2023 月 10 月 20 日

# **UM FBA Business Consultancy Competition – The Social Enterprise Accessible Travel Agency of Caritas Macau**

## **Rules and Regulations**

### **I. Objective of the competition**

UM FBA Business Consultancy Competition - The Social Enterprise Accessible Travel Agency of Caritas Macau is a student competition organized by the Faculty of Business Administration (FBA) of the University of Macau, Centre for Tourism and Integrated Resort Studies (CTIRS) at the FBA and Caritas Macau to improve the business of the Social Enterprise of the Accessible Travel Agency of Caritas Macau. The competition aims to provide University of Macau students with the opportunity to apply what they learn in class to a real-world business practice, while also making a positive impact on individuals with mobility difficulties in Macau.

### **II. Organizations**

- Co-organizers:
  - The Faculty of Business Administration of the University of Macau
  - The Centre for Tourism and Integrated Resort Studies (CTIRS) at the Faculty of Business Administration of the University of Macau
  - Macao Caritas
- Sponsored by:
  - The Hongkong and Shanghai Banking Corporation Limited

### **III. Theme of the competition**

- Sustainable development of Social Enterprises

### **IV. Participating qualifications**

- The competition is open to all University of Macau registered students
- Each team should include a minimum of 2 students to a maximum of 3 students and 1 faculty advisor

### **V. Competition arrangement and rules**

1. Format: The competition is divided into three parts.
  - a. Part 1 - Field visit of Social Enterprise

All teams are required to attend the briefing session and visit the designated Social Enterprise for the sustainable development need.

b. Part 2 - Business Proposal

After the visit, each team will submit a business proposal based on the theme of the competition "Sustainable Development of Social Enterprise" of how to improve the business of the Social Enterprise of the Accessible Travel Agency. The proposal should target a long run business improvement with the goal of MOP 80,000 as funding for product development or improvement (including but not limited to planning, organizing, promoting and executing a new or upgraded packaged tour for at least 50 elders or people with inaccessibility). Each team can only submit one report as the entry. Among the submitted entries, the best 5 teams will be selected to enter the third part of the competition.

c. Part 3 - Presentation of Business Proposal

Teams entering the third part will be advised by the HSBC staff on how to improve their proposals. Teams entering the third part will make presentations of their submitted reports at the designated venue, and be graded and awarded by on-site judges.

VI. Competition language

- Part 2 - Business Proposal: Chinese or English
- Part 3 - Presentation of Business Proposal: Chinese or English

VII. Competition schedule and requirements:

- Part 1 competition (field visit):
  - Date and time (select one of the following days on a first-come-first- served basis, the actual time will be announced later):
    - October 24 and 25, 2023 (Seats are limited at each session and will stop when quota is full)
    - Visit place: designated Social Enterprise (At least 1 member of each team should visit and inspect the facilities of the designated company)
- Part 2 competition (Business Proposal):
  - Business Proposal submission deadline: November 10, 2023
    - Any team that does not submit the Business Report after the deadline will be regarded as an automatic disqualification in the competition
  - Date of part 2 result announcement: November 17, 2023
  - Case analysis report topic: Around the theme of "Sustainable

Development of Social Enterprise", the participating teams will write a report to analyse the company and put forward feasible suggestions.

- Format and page limit:
  - Format: Standard italic font should be used in the Chinese part while Times New Roman should be used in the English part. The line spacing shall be 1.5 times, and the font size shall be 12.
  - Page limit
    - The report shall include one page of Executive Summary and up to 20 pages of case studies (excluding the appendix)
  - Language: The Business Proposal can be written in Chinese or English
- Submission method: File the report as ".doc "or ".docx" and send it to the following staff email with the subject of "UM FBA Business Consultancy Competition - The Social Enterprise Accessible Travel Agency of Caritas Macau' and name of one of the team members"
  - Mr Chan  
E-mail: [rexchchan@um.edu.mo](mailto:rexchchan@um.edu.mo)  
Tel.: 853-8822 4732  
Fax: 853-8822 2377
  - Mr Tang  
E-mail: [jasontang@um.edu.mo](mailto:jasontang@um.edu.mo)  
Tel.: 853-8822 8871  
Fax: 853-8822 2377
- Part 3 competition (Presentation of Business Report)
  - Advises received from HSBC staff: November 22, 2023
  - Date and time: November 27, 2023
  - Venue: University of Macau (To be confirmed the room)
  - Presentation requirements:
    - Format: Up to 3 speakers for each team
    - Duration: Each team will have 15 minutes for presentation and 10 minutes for answering questions raised by the judges



- File: It is recommended to submit the document with ".pptx "or".pdf" of the presentation
- Language: The presentation may be conducted in Chinese or English, and the language cannot be changed during the presentation process (except for technical terms/words which should be presented in English).
- Grading: Presentation will be graded as part of the overall grading
- Presentation files must be sent to the following staff on or before November 18, 2023. The team that does not submit the presentation files on time will deduct the corresponding score from the overall grading.
- Mr Chan  
E-mail: rexchchan@um.edu.mo  
Tel.: 853-8822 4732  
Fax: 853-8822 2377
- Mr Tang  
E-mail: jasontang@um.edu.mo  
Tel.: 853-8822 8871  
Fax: 853-8822 2377

#### VIII. Awards and prizes

- There are 6 prizes for the Champion, 1st runner-up, 2nd runner-up, 3rd runner-up, 4th runner-up and best presentation award:
  - The champion team will win MOP 10,000 prize money#, trophy, medals and certificates;
  - The 1<sup>st</sup> runner-up team will win MOP 6,000 prize money#, trophy, medals and certificates;
  - The 2<sup>nd</sup> runner-up team will win MOP 2,000 prize money#, trophy, medals and certificates;
  - The 3<sup>rd</sup> runner-up team will win MOP 1,000 prize money#, medals and certificates;
  - The 4<sup>th</sup> runner-up team will win MOP 1,000 prize money#, medals and certificates.
  - The best presentation award will win certificates.

# Cash prizes are sponsored and provided by The Hongkong and Shanghai Banking Corporation Limited

## IX. Scoring standard:

Proposals will be evaluated based on the following criteria:

1. **Feasibility:** The proposed business improvement should be feasible to implement and have a high chance of success. The proposal should demonstrate a clear understanding of the Accessible Travel Agency's current business model and resources, as well as any potential challenges that may arise during implementation.
  2. **Creativity:** The proposal should demonstrate creative thinking and innovation. The team should offer unique and original ideas that have the potential to bring significant positive change to the Accessible Travel Agency's business.
  3. **Social Impact:** The proposal should have a positive social impact on individuals with mobility difficulties, as well as the broader community. The team should demonstrate a clear understanding of the social issues related to accessibility and demonstrate how their proposal can address these issues.
  4. **Financial Viability:** The proposal should demonstrate a clear understanding of the financial implications of the proposed business improvement. The team should provide a detailed financial plan that shows the potential return on investment and the funding required to implement the proposal.
  5. **Sustainability:** The proposal should demonstrate a long-term vision for the Accessible Travel Agency's business. The team should provide a plan that shows how their proposed improvements can be sustained over time and generate ongoing benefits for the business and its stakeholders.
  6. **Presentation:** The team should deliver a clear and compelling presentation that effectively communicates their proposal and its potential impact. The presentation should be well-organized, engaging, and demonstrate the team's ability to effectively communicate their ideas.
- After submission, the organizing committee will evaluate the proposals based on the above criteria and choose 5 teams to advance to the final round competition. The organizing committee will provide feedback to all teams on their final round proposals and presentations.
  - In the final round competition, the 5 selected teams will present their proposals in front of a diverse and impartial judging panel. The judges will evaluate the proposals based on the above criteria and select the 1st, 2nd, and 3rd prize winners, as well as two outstanding teams and the best presentation team.
  - The winning team will work as consultant for Caritas Macau on how to implement the proposal to improve the business of the Accessible Travel Agency and make a positive impact on individuals with mobility difficulties in Macau.

- By implementing these selection criteria, the competition will ensure that proposals are evaluated fairly and objectively, and that the winning proposals demonstrate a high level of creativity, social impact, financial viability, and sustainability.

#### X. Prize presentation

The prize presentation will be held immediately after the part 3 of the competition, and the results will be posted on our website and press release at the end of November 2023.

#### XI. Notes of the competition

1. Participants are obliged to abide by these Rules and Regulation set by the organizer;
2. Cooperate with the filming staff arranged by the organizer, who will use the shooting contents of the visit, presentation and award presentation as necessary for the promotion and reporting of the competition;
3. Any complaint or dissatisfaction during the competition may be brought to the attention of the organizer at the end of each part for arbitration by the organizer;
4. All participants must abide by the rules of the competition and the decisions of the organizing committee;
5. If any IP developed during the competition, IP right belongs to the organizers.

#### XII. Modification of these Rules and Regulation

The organizer has the right to modify and terminate the event at any time, and has the right to amend the competition regulation and system according to the actual situation without prior notice.

#### XIII. Organizing committee

1. Prof Amy Siu Ian SO, Assistant Dean (International and External Relations) and Director of Centre for Tourism and Integrated Resort Studies of Faculty of Business Administration, University of Macau
2. Mr Danny CHAU, Vice President, University of Macau Alumni Association
3. Ms Esther LEE, Deputy Service Director, Caritas Macau
4. Ms. Helena Fong, representative from The Hongkong and Shanghai Banking Corporation Limited
5. Mr Jason Lun Fai TANG, Administrative Officer of Centre for Tourism and Integrated Resort Studies, Faculty of Business Administration, University of Macau
6. Mr Rex Chong Hou CHAN, Faculty of Business Administration, University of

Macau

#### XIV. Registration and contact

- Online registration:
  - Please fill in the online registration form below, one representative of team to fill in the form
    - [https://umac.au1.qualtrics.com/jfe/form/SV\\_2mDNmLJ1K64dn3E](https://umac.au1.qualtrics.com/jfe/form/SV_2mDNmLJ1K64dn3E)
  - Mr Chan  
E-mail:  
rexchchan@um.edu.mo  
Tel.: 853-8822 4732  
Fax: 853-8822 2377
  - Mr Tang  
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jasontang@um.edu.mo  
Tel.: 853-8822 8871  
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- Deadline for registration: October 20, 2023