東海大學國際經營與貿易學系發展基金 Brilliant Thinking 獎學金

Brilliant Thinking Scholarship, International Business Talents Development, Department of International Business, Tunghai University

民國 114 年 03 月 06 日系務會議通過

Passed by the DIB Council meeting on 03/06/2025

第一條 設置宗旨 Purpose：

為鼓勵國際經營與貿易學系(DIB)及國際經營管理學位學程(IBA Program)在國際經營與行銷、策略規劃相關課程中表現優異的學生，提升其策略思考與規劃之能力，特設置 Brilliant Thinking 獎學金。

To encourage students from the Department of International Business and Trade (DIB) and the International Business Administration (IBA) Program of the International College who demonstrate excellence in courses related to international business, marketing, and strategic planning, and to enhance their strategic thinking and planning capabilities, the Brilliant Thinking Scholarship is established.

第二條 獎學金來源 Scholarship Funding：

本獎學金由本系第一屆系友連風彥先生捐贈成立，存入專屬帳戶。

The scholarship is funded by the donation from Mr. Fong-Yang Lien, an alumnus from the first graduating class of the DIB, and is deposited into a dedicated account.

第三條 獎勵對象、名額與額度 Eligibility, Number of Recipients, and Award Amount：

每年依以下兩階段獎勵上述兩系/學程大三及大四學生：

Junior and senior students from both department/program are eligible to apply and must complete the two stages below to receive the scholarship each year.

第一階段：獎勵兩系/學程各五名，合計十名。

申請人自申請表附件所列國際經營及行銷相關課程中，自選三科「已修習且學期成績為 85 分（含）以上」之課程，提請所屬系/學程審核。

通過審核者，需參加第二階段競賽；完成競賽者，每名獎勵新台幣 3 千元；雖審核通過但未完成第二階段競賽者，將無法獲得獎助。

曾獲本獎勵者，申請審核之課程，不得與過去申請時重複。

Stage 1:

A total of 10 students from both department/program will be awarded, with five students selected from each department/program. Applicants must select three courses from the provided list of international business and marketing-related courses that they have completed, with a minimum semester grade of 85 or above, and submit them for review by their respective department/program. Those who pass this review

must participate in the second-stage competition. Students who pass the first stage and complete the second stage will receive a scholarship of NTD 3,000 each. Those who pass the review but fail to complete the second-stage competition will not receive the award. Students who have previously received this scholarship cannot reapply with the same courses used in past applications.

第二階段：通過第一階段審核，需參加連風彥先生主持的英文個案研究競賽。競賽時程及辦法另行公佈。每系/學程各取 1 名冠軍、1 名亞軍，頒贈獎狀及獎金。各冠軍除第一階段之獎勵金外，可另得 1.5 萬元，各亞軍另得 5 千元，總冠軍再加 5 千元；惟獎項得從缺。

Stage 2:

Students who pass the first stage must participate in an English case study competition hosted by Mr. Fong-Yang Lien. The competition schedule and rules will be announced separately. Each department/program will have one champion and one runner-up. Champions will receive an additional NTD 15,000 on top of the first-stage scholarship, runners-up will receive an additional NTD 5,000, and the overall champion will receive an additional NTD 5,000. The award is at the discretion of the committee.

第四條 審核標準與程序 Evaluation Criteria and Procedures：

第一階段：申請人依前條規定自選的三科課程中，需至少二科是必修、必選或組選修課程，且需至少一科是「國際或全球」範疇之企業管理及另一科是行銷管理相關課程。

前項 3 科成績總分排序前 5 名者通過審核；若同分者則以申請時已通過勞作教育者為優先。

Stage 1:

Applicants must select three courses, including at least two from Compulsory Courses, Required Elective Courses, or Program-Specific Elective Courses. Among these, at least one course must be related to international/global business management and one marketing management. The top five applicants will pass the review based on their total scores and ranking. In the event of a tie, priority will be given to students who have completed labor service education.

第二階段：英文個案選題接受各系/學程相關課程老師推薦，並由連風彥先生選定。競賽評審由連風彥先生及兩系/學程各一位教師擔任。

Stage 2:

Case study topics will be recommended by faculty members of the respective departments/programs and selected by Mr. Fong-Yang Lien. The competition will be judged by Mr. Fong-Yang Lien and one faculty member from each department/program.

第五條 本辦法經系務會議通過施行，修正時亦同。獎勵辦法如有不足之處，可

於次年度二月底前提出修正建議，三月中完成修正。

This scholarship policy is implemented following approval in the departmental Council meeting. Amendments follow the same procedure. If revisions are necessary, proposals must be submitted by the end of February, with final amendments completed by mid-March of the following academic year.