

※ 考生請注意：本試題不可使用計算機。請於答案卷(卡)作答，於本試題紙上作答者，不予計分。

一、請以中文簡單說明以下英文重點(40%)

This study reveals the circumstances surrounding the supervision of international sport management students. Three themes emerged from the analysis of findings. Supervisor preparation in the selection and support of international students is essential in fostering success. Sensitivity to the cultural differences that distinguish international students can be addressed by supervisors via increased awareness of instructional strategies and communication style. Supervisor empathy and understanding, within and beyond the classroom, can result in proactive strategies to assist international students. The researchers acknowledge these three themes are very straightforward and may even be considered predictable, yet our findings, which yielded these themes, lead to strategies that can increase the likelihood of success for international students in sport management.

Strategies such as the implementation of strong identification practices, constant monitoring, and empathy by student supervisors are essential components. The strategies enumerated in this study provide prospective benefits to all stakeholders. The application of best practices is essential to enhance the success of international students. Domestic students, faculty, and sport management programs also benefit from the inclusion of international students. Ultimately, universities flourish as an inclusive environment for international students. Both the destination and home countries of international students can benefit from the positive socioeconomic impacts of a better-educated populace. Enhanced international cooperation can also result from grassroots, interpersonal interaction of international students (Beer & Nohria, 2000). The strategies identified inform best practices in international sport management education, and ultimately result in benefit to all stakeholders in the process. [Sources: Journal of Sport Management, Danylchuk Baker, Pitts, & Zhang, 2015, p. 64]

二、試規劃全國大專校院運動會(簡稱全大運)。依據規定，必辦種類計 14 種(田徑、游泳、體操、桌球、羽球、網球、跆拳道、柔道、擊劍、射箭、舉重、射擊、拳擊及空手道)，另可視舉辦學校條件，報教育部同意選辦及示範種類項目。目前近幾屆參與人數達 1 萬 3 千多人，參與學校達一百六十所左右。依此背景，請您試從組織架構、預算規劃(經費籌編來源、總經費、規劃分配)、行銷與舉辦效益等面向來思考，並代表自己所就讀之大學，向教育部提出一份簡要爭辦計劃書，讓自己所就讀之學校有機會能夠從眾多競爭者中脫穎而出，獲得評審青睞。(60%)