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澳門管理專業協會  
Macau Management Association

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GMC Global Management Challenge

世界管理挑戰賽2021  
Global Management Challenge 2021

全球最大型的線上策略管理比賽

澳門區

一起為澳門爭奪世界冠軍殊榮！

報名日期  
Registration Period  
06/09/2021  
↓  
08/10/2021

學生隊費用全免

Free Registration for Student Team

贊助機構  
Sponsors

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澳門管理專業協會  
MACAU MANAGER

# 比賽介紹 Game Introduction

「世界管理挑戰賽」是一項橫跨五大洲的線上策略性管理比賽。比賽使用由蘇格蘭大學多位教授所研發出來的一套電腦程式(EDIT 515 UK)，該程式是模擬標準化市場經濟環境和企業管理的基本條件，及按照工商管理的基本理論所建立的一個互動的電腦化模型。

參賽隊伍將管理一家模擬上市公司，經營最近5個財政季度的決策及經營狀況，以獲取最佳投資表現為目標。

現時參與比賽的國家及地區共有37個，包括：

歐洲：	捷克共和國、愛沙尼亞、希臘、意大利、拉脫維亞、立陶宛、波蘭、葡萄牙、羅馬尼亞、俄羅斯、斯洛伐克、西班牙
大洋洲：	澳洲、新西蘭
美洲：	巴西、哥倫比亞、厄瓜多爾、墨西哥、巴拿馬、秘魯
非洲：	安哥拉、貝南、喀麥隆、科特迪瓦、肯雅、莫桑比克、尼日利亞、塞內加爾、多哥
亞洲：	印度、澳門特別行政區、中國、新加坡
中東：	科威特、卡塔爾、沙特阿拉伯、阿拉伯聯合酋長國

每年國際總決賽將在不同地方舉行，而澳門區冠軍將代表澳門與來自這36個國家及地區代表隊爭奪世界冠軍寶座。

**Global Management Challenge (GMC)** is a worldwide online strategy and management annual competition played in over five continents. It's the largest international event based on business simulations. The simulator was designed and developed by Partners of EDIT 515 U.K., Professors of the Operational Research Department of the University of Strathclyde in Scotland. Teams are required to manage a stock listed company, making decisions for 5 financial quarters, aiming to achieve the best investment performance.

Nowadays, there are 37 countries and regions participating in GMC. They are:

Europe:	Czech Republic, Estonia, Greece, Italy, Latvia, Lithuania, Poland, Portugal, Romania, Russia, Slovak Republic, Spain
Oceania:	Australia, New Zealand
America:	Brazil, Colombia, Ecuador, Mexico, Panama, Peru
Africa:	Angola, Benin, Cameroon, Ivory Coast, Kenya, Mozambique, Nigeria, Senegal, Togo
Asia:	India, Macao SAR, People's Republic of China, Singapore
Middle East:	Kuwait, Qatar, Saudi Arabia, United Arab Emirates

Winner of the Macao region shall represent Macao to compete against 36 countries and regions for the World Championship Title at the International Final, which is hosted in turn by these countries.

## 比賽形式及方法 How To Play

參賽者須組成3至5人之隊伍，大會以電腦抽籤形式將各參賽隊分為由7至8隊組成的不同組別，賽事每回合由5個財政季度組成，取得最佳投資表現的隊伍可獲晉級。

整個比賽共分為第一、第二回合淘汰賽及澳門區總決賽。參賽隊伍須登入比賽網站下載公司歷史(導致公司現況的過往業務資料)。根據比賽日曆，每隊將作出一系列的管理決策，包括：市場營銷、財務、生產及人力資源，並於網上直接輸入至中央電腦。在每一個財政季度結束後，大會將發出一份《管理報告》予每隊，詳細說明各隊的決策所產生的市場效果，並以公司投資表現作為綜合指標，衡量企業經營成果。各公司根據《管理報告》繼續對下季度的經營作出決策，提交電腦處理並得到第二季度的《管理報告》。以此形式反覆直至第五季度結束，最終獲得最佳投資表現的公司將勝出這次比賽。

Each team consists of 3 to 5 members, and all registered teams will be allocated into 7 to 8 groups by computer balloting. Each round requires five financial quarters of decisions and the team that can achieve the best investment performance shall advance to the next level.

GMC comprises of First Round, Second Round and a Regional Final. Teams are required to download the company history, which records the company's past performances and its present position at GMC website. Decisions surrounding Marketing, Finance, Production and Human Resources are entered online according to the Game Calendar schedule. At the end of each financial quarter, each team will receive a Management Report from the Game Administrator detailing the latest economic consequences and company's performance after such decisions.



## 比賽模式 Game Cycle

1

下載手冊  
Download  
Manual



2

公司業績  
History



3

分析  
Analysis



4

決策  
Decision  
Making



5

輸入中央電腦  
Computation



6

管理報告  
Management  
Report



## 獎品 Prizes



亞軍

1<sup>st</sup> Runner Up

現金獎 MOP 8,000及獎盃一座  
Cash Prize of MOP 8,000 and a trophy



冠軍

Champion

現金獎 MOP 15,000及獎盃一座  
代表澳門參加世界管理挑戰賽國際總決賽  
Cash Prize of MOP 15,000 and a trophy  
The Champion shall represent Macao in  
the International Final



季軍

2<sup>nd</sup> Runner Up

現金獎 MOP 3,000及獎盃一座  
Cash Prize of MOP 3,000 and a trophy

## 報名日期及費用 Registration Period and Fee

報名日期  
Registration Period

2021年9月6日 – 10月8日  
6<sup>th</sup> September – 8<sup>th</sup> October 2021

學生隊  
Student Team

免費 (報名時須提交有效之本澳學生證副本)  
FREE (A copy of valid Macao student card must be uploaded together with the online application)

企業隊  
Corporate Team

MOP 1,000

混合隊  
Mixed Team

MOP 1,000

報名方式  
How to Register

可登入 [www.worldgmc.com/macao](http://www.worldgmc.com/macao) 或掃描二維碼報名，成功報名後本會將以電郵確認。

Please visit [www.worldgmc.com/macao](http://www.worldgmc.com/macao) or scan the QR code for registration.  
Confirmation will be sent to participants through e-mail.



Registration

付款方式  
Payment Methods

1. 親臨會址支付現金

Settle by cash at MMA office in person

2. 支票支付，抬頭請註明“澳門管理專業協會”

Cheque payable to “Macau Management Association”

3. 銀行轉帳：澳門中國銀行戶口號碼：1801-0120-7811-382 (澳門管理專業協會)

轉帳完成後請將轉帳憑條連同參賽隊名電郵至 [gmc-asia@mma.org.mo](mailto:gmc-asia@mma.org.mo)

Bank transfer: Account no. of Bank of China: 1801-0120-7811-382 (Macau Management Association)

Please email the bank-in slip and team name to [gmc-asia@mma.org.mo](mailto:gmc-asia@mma.org.mo) after the transfer is completed.

# 參賽者須知 Note to Participants

1. 報名費用必須於第一回合開始前五天支付。報名費一經繳交，恕不退款。
2. 企業隊的定義為所有隊員均是本澳在職人士；學生隊的定義為所有隊員均是在澳就讀之全職大專學生並持有有效學生證；混合隊則由在澳就職人士及在澳就讀之大專學生聯合組成。隊員報名時須連同有效身份證明文件或學生證副本一併上載至報名網站。
3. 參賽者必須正確填寫在網上的參賽表格，在報名截止日前提交到主辦單位方可作實。
4. 為確保所有參賽隊伍均可收到比賽資訊，於報名時必須提供非內地電郵地址作聯繫。
5. 進入澳門區總決賽的隊伍須提交澳門幣1,000元作為按金，該款項將於決賽當日憑有效身份證明文件全額退還。
6. 在地區總決賽當日，所有進入總決賽的隊伍成員必須全體出席，並向大會出示身份證明文件。
7. 如需出席任何國際性賽事，隊員必須持有有效之旅遊證件。
8. 主辦機構只負責國際總決賽期間之膳食、住宿及交通費用，簽證須由參賽者自行辦理。
9. 參賽隊成員不能同時代表多支隊伍參加比賽。如有違者，即被取消資格。
10. 主辦單位保留其取得及使用所有比賽期間的相片及其它資料的權利。

1. The registration fee must be settled 5 days before the First Round commences and is non-refundable.
2. Corporate Teams are identified as all team members are working executives in Macao. Student Teams are identified as all team members are full time tertiary level students in Macao holding valid student ID cards. Mixed Teams are identified as their team members consist of both working executives and tertiary level students in Macao. A photo copy of student ID card or identification document is required to upload to the GMC website for registration purpose.
3. Teams must fill in the online application form correctly. Application form must be submitted to the organizer before the registration deadline.
4. To ensure that all teams could receive information of the competition, teams should register with non-Mainland China email addresses for communication purpose.
5. Teams which could enter into the Regional Final will be required to make a cash deposit of MOP 1,000. A full refund will be issued with valid ID card presented on the day of Regional Final.
6. Teams which could enter into the Regional Final will be required to present themselves in a full team and to present their ID cards for checking.
7. All team members should ensure they have valid travel documents to participate in any International competition.
8. The organizer will only be responsible for meals, accommodation and travelling expenses during the stay of International Final competition. Visa application should be arranged by team.
9. Team members should not represent more than one team at the same time. Violators shall bring immediate disqualification from the competition.
10. The organizer reserves the right to obtain and to use all related photos or any other materials related to the game.

有關賽事的詳細規則，請瀏覽[www.worldgmc.com/macao](http://www.worldgmc.com/macao)。

For detailed regulations, please visit: [www.worldgmc.com/macao](http://www.worldgmc.com/macao).

## 查詢 Enquiry

澳門管理專業協會 Macau Management Association

電話 TEL 8296 0737 (劉小姐 Ms. Lau) 8296 0718 (歐陽小姐 Ms. Ao leong) 傳真 FAX 8296 0714 電郵 EMAIL [gmc-asia@mma.org.mo](mailto:gmc-asia@mma.org.mo)

地址 ADDRESS 澳門新口岸上海街一百七十五號中華總商會大廈九樓 Rua de Xangai 175, Edif. ACM, 9 Andar, Macau

主辦單位保留修改任何細節的權利，恕不另行通知。The Organizer reserves the right to amend any details without prior notice.

