

MING CHUAN UNIVERSITY

International College

2022-23

**INTERNSHIP
HANDBOOK**

love →

*JOURNALISM & MASS
COMMUNICATION PROGRAM*

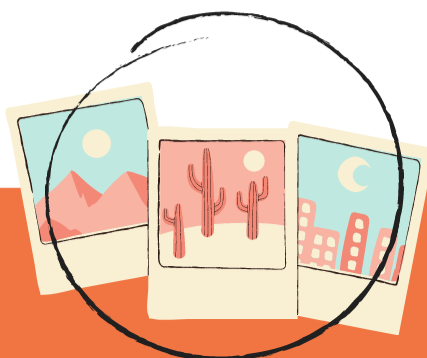
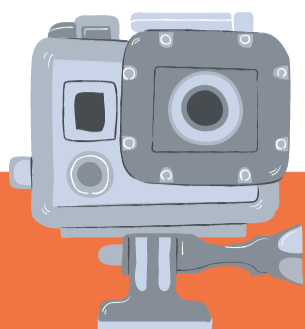


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Ming Chuan University International College Internship Regulations

- Article 1** The rules are formulated in order to allow the students of the Journalism and Mass Communication Program of the International College (IC) to coordinate theory with practice and increase practical experience.
- Article 2** The internship program is considered a 3-credit professional course covering practical operations training.
- Article 3** The internship program runs in the 1st semester of the senior year, 288 hours are required to complete.
- Article 4** There are two kinds of internship: flexible internship and unified distribution internship.
- Article 5** Any transfer student with a related major whom has completed an internship in his/her former school may submit an internship certificate issued by their former school, including the following details: internship place, internship department, internship subjects, internship time, chairperson's seal/signature, school's official seal, and report of internship, for approval by the dean and chairperson. On approval up to 144 hours of the internship may be waived.
- Article 6** During the internship period, full-time instructors and teaching assistants shall guide, review and recommend improvements on the internship process.
- Article 7** When the internship is completed, the internship organization should complete internship evaluation form and return it to the Journalism and Mass Communication Program office.
- Article 8** The evaluation standards for internship are as follows:
1. Internship record, including hourly record, agreement and evaluation form (5%)
2. Mid-term internship report (40%)
3. Final internship report and oral presentation (55%)
- Article 9** The punishment for violation of internship regulations:
1. The 288-hour internship should be completed before the end of the 1st semester of the senior year. If the hours have not been completed by the deadline, the 3 credit "Media Internship" course will not be issued.
2. Interns should uphold the reputation of the International College at all times. This includes strictly observing the regulations of the sponsoring organization, being punctual, avoiding absences and honoring the full, agree-upon length of the internship. Violation shall be punished according to related regulations.
3. If any student is found falsifying an internship work agreement, internship hours or internship evaluation performance, he/she will fail the "Media Internship" class and will receive 1 to 2 Level demerits according to Article 9 of Reward and Punishment of Students Regulations, "Have shown disrespect to or not heeded the instructions of instructors and elders" and "Have been absent without leave at a work-study job offered by the university."
- Article 10** These regulations are applicable to the students enrolled in the Journalism and Mass Communication Program.
- Article 11** Rules for the implementation of these regulations will be formulated separately.
- Article 12** These regulations were adopted by the International College Academic Affairs Committee and University Academic Affairs Committee, and approved by the present. The procedure for amendment is the same as above.

Rules for Implementation of Ming Chuan University International College Journalism and Mass Communication Program Internship

I. These rules are formulated according to Article 11 of Ming Chuan University International College Internship Regulations.

II. Internship types:

1. Flexible internship

1) Internship Organizations:

- Public or private industries or organizations
- Non-profit organizations in Taiwan or overseas
- Limited to not more than 3 organizations
- Relate to journalism or mass communication related major. Such as magazine, newspaper, Film, TV, radio, internet/online media, social media, marketing, advertising or public relations etc. (Samples show in Appendix 1)

2) Internship procedure:

The students in the end of their junior year should choose the time and place of the internship, and report to IC office for the following duties:

- To fill out and submit the Internship Agreement (Appendix 2)
- To provide Guardian's Consent Form (Appendix 3)
- The number of internship hours can be calculated after the supervisor approves the above documents.

3) Internship Period:

Students may choose summer vocation or ordinary days to complete the 288-hour internship.

4) Other related regulations:

A. During the semester: The number of internship hours should not exceed 20 per week (Monday to Sunday); excess hours will not be counted.

B. During summer vocation: The number of internship should follow the Labor Standard Law. 8 hours will be calculated as one full day. If the supervisor at the internship organization asks for overtime, an Overtime Certificate shall be filled out and approved and signed by that supervisor. 0.5 to 4 overtime hours per day can be recognized, whereby the number of overtime hours should not exceed 12 hours per week. Any excess hours will not be calculated. Any Overtime Certificates, Hourly Records and photocopies of Time Cards must be submitted before the deadline.

C. Hourly Record Form (Appendix 4) should be submitted to IC office for recording before the end of the semester; if delayed, the number of internship hours will be cut in half and

no internship hours will be recognized if the delay is over one month.

- D. Any student who chooses the flexible internship and wants to leave during a period of internship should notify the internship organization and IC office 10 days in advance.
- E. After completing half of the internship hours, students should write an internship report of at least 2,000 words and submit it to IC office as mid-term evaluation. It will be scored by JMC program professors.
- F. After completing all 288-hour internship, students should submit a final internship report of at least 3,500 words and present in the “Media Internship” (course number: 27412) class as final evaluation. Any student who does not submit the final report before the end of the semester is considered as not having completed the internship.

2. Unified distribution internship:

1) Internship place:

Lecturers of the IC consult with competent authorities of Media industry or any related organizations for placements, including magazine, newspaper, TV, radio, online media, advertising or public relations etc.

2) Internship procedure:

- Taiwan’s internship organizations and the number of persons allowed for internship will be announced if there is any opportunity.
- If the number of registered persons exceeds the number allowed by the proprietor, the primary selection shall be made on the basis of the academic and conduct grade average for the total 6 semesters.
- If the internship organization does not provide insurance package, students shall buy their own accident insurance.

3) The term of internship:

From the end of June 2022 to mid-January 2023 is the suggested time during which the 288-hour internship should be completed. Students that do not complete required hours within this time should obtain approval from the internship organization and report to IC office to extend the days of internship or find another internship organization in order to make up the number of hours.

4) Other related regulations:

A. Eight hours will be calculated as a full day. If the supervisor at the internship organization asks for overtime, an Overtime Certificate shall be filled out and approved and signed by the supervisor. 0.5 to 4 hours per day can be recognized as overtime, where the number of overtime hours should not exceed 12 hours per week. Any excess hours to this will not be calculated. Any Overtime Certificates, Hourly Records and photocopies of Time Cards (signed by the supervisor with the company seal/stamp) shall be submitted to school office before the end of the semester. The

number of hours covered in overtime must be verified, where in cases that time cards are unavailable, a certificate issued by the supervisor is required. If submission of these records is delayed, the number of internship hours will be cut in half and no internship hours will be recognized if the delay is over one month.

- B. During unified distribution internship, if any unavoidable incidents, such as natural disasters happen, the insufficient hours of internship shall be made up contiguously. If any traffic accidents happen, the school office should be immediately notified, and the insufficient hours shall be made up after the student recovers. As for leave due to sickness, personal reasons or funeral affairs, intern students should report to the supervisor of the organization for approval. Leave hours should be made up at a later time.
- C. After completing half of the internship hours, students should write an internship report of at least 2,000 words and submit it to IC office as mid-term evaluation. It will be scored by all JMC program professors.
- D. After completing all 288-hour internship, students should submit a final internship report of at least 3,500 words and present in the “Media Internship” class as final evaluation. Any student who does not submit the final report before the end of the semester is considered as not having completed the internship.

- III. If any difficulties or requests for change occur during internship period, students should directly contact program secretary. Office Tel: (02) 2882-4564 ext 2408.
- IV. Internship will be evaluated by the supervisor according to the student’s punctuality and absence record, conduct, working attitude, professional knowledge, performance, adherence to rules, professional responsibility, cooperativeness and communication ability.
- V. The form and outline of contents for the internship report are shown in **appendix 5**.
- VI. These implementation rules are adopted by the International College Academic Affairs Committee; the procedure for amendment is the same as above.

Samples of Internship Companies **(Media related organizations preferred)**

TV/ Film	Radio Station	Newspaper/ Magazine/ Online Media	Advertising/ Public Relations	Marketing/ Event Planning/ Business Development
華視 (CTS)/ 大愛電視 台 (DaAi TV)/ 三立電 視	國立教育廣播電台 (National Education Radio)	親子天下雜誌 (Education Parenting Family Lifestyle)	冠亞公關集團 (GREAT ASIA)	跨際數位行銷 (Kua-Chi Digital Marketing Ltd.)
東森新聞 (EBC News)	台北勞工教育電台 (Bravo FM91.3)	誠美社會企業 (Chen-Mei Arts & Culture Social Enterprise)	台灣奧美集團 (Ogilvy & Mather Taiwan)	斯邦奈 (SPUNITE)
公共電視 (Public Television Service Taiwan)	Sony Music	台灣英文新聞 (Taiwan News)	電通安吉斯集團 (Dentsu Aegis Network)	美亞企業 (Herxi Corp.)
亞太電視網 (Discovery Networks)	中央廣播電台 (Radio Taiwan International)	英文中國郵報社 (The China Post)	亞卓立群 (Startboard)	愛樂酷科技 Aero Cool Advanced Technologies Corp.
福斯傳媒集團 (Fox Sports)	台北國際社區廣播電 臺 (ICRT)	英文台北時報 (Taipei Times)		恩沛國際投資 (IMPCT.Co)
香港商壹同樂動畫工 作室有限公司台灣分 公司 (Next Animation Studio)		Mixmag Asia (Hong Kong)		克耐得資訊 (OnRamp Lab)
天大影業娛樂 (EPIC ENTERTAINMENT)		TIMedia INDEX		龍創科技 (LonTrend Corporation)
禾果有限公司 (Dennis Films)				

International College of Ming Chuan University
Internship Cooperation Agreement
銘傳大學國際學院 實習合作契約書

Intern

立契約書人 Signatories

_____ (以下簡稱甲方) (hereafter referred to as A)

銘傳大學 Ming Chuan University (以下簡稱乙方) (hereafter referred to as B)

茲因甲方同意為乙方校外實習機構，並由乙方實習計畫之學生至甲方營業處協助處理相關作業事宜，經雙方同意訂定契約，遵循條款如下：

Whereas A has agreed to be an external internship institution for B's students acting as intern(s) to assist with A's operational matters. Both parties agree to sign this Agreement with the following terms:

第一條 契約期間與實習名額 Period of Agreement and Internship Quota

契約期間自民國（以下同）_____年_____月_____日起至_____年_____月_____日止，提供_____實習名額。

This Agreement shall be valid from _____ D/M/Y to _____ D/M/Y.

For _____ internship student quota.

第二條 實習內容 Content

- 甲方指示之工作內容為_____相關作業，乙方實習學生應受甲方之工作監督與指揮。

The internship content instructed by A shall be related to _____, and B's students shall accept A's supervision and instruction.

- 乙方之實習學生應隨時保持作業場所之整潔。

B's students shall keep the working place neat and clean all the time.

第三條 實習地點 Venue

甲方指示之營業處或辦公場所

Working place shall be determined by A.

第四條 實習時間與時數 Time and Hours

實習期間之實際工作時間由甲方與實習學生在符合相關勞動法規前提下自行約定，但應符合乙方實習時數之最低時數_____小時規定。實習學生應主動且明確告知甲方目前修業狀況與實際可參與實習時間。

The internship time during the internship period shall be discussed and determined by A and B's students in accordance with the relevant labor laws and regulations. However, the internship hours shall meet the minimum 288 hours required by B. Internship students shall take the initiative to inform A about their study status and the time for participating in the internship.

第五條 實習成果 Performance

甲方於實習結束後，應提供乙方實習學生之實習表現相關資料。並同意協助乙方之實習指導老師定期或不定期前往甲方訪視了解實習學生之實習狀況。

A shall provide the relevant data related to B's student internship performance after the

internship, and assist B's advisor in scheduled and unscheduled visits at A to understand the work status of internship students.

第六條 特約事項 Special Covenant

- (一) 甲方應確保其工作場所之安全性，參與實習學生因執行甲方指示之工作致本人或第三人傷亡等損害，概由甲方負責。
A shall ensure the security of the working venue and be responsible for any injury to interns or any third person incurred while on the job as directed by A.
- (二) 甲方於實習學生報到時，應即給予職前訓練，並派專人指導。
A shall provide pre-job training and have a specially assigned person to instruct internship students when they report for work.
- (三) 參與實習學生若有違反保密合約、未依規定參與實習、確有不適任之情事、違反甲方監督管理或有其他足以造成甲方損害之情形者，得隨時終止實習。
During the internship period, in case of any violations related to confidentiality, internship regulations or any inappropriate behavior on the part of internship students that impairs A, A may at any time suspend the internship of the dishonored intern.
- (四) 非經乙方事前書面同意，甲方不得將參與實習學生轉介服務其他單位。
A shall not transfer B's internship students to any other institution without prior written approval from B.
- (五) 基於平等互惠原則，乙方應協助甲方遴選表現優良之同學前往實習、協助甲方辦理校園徵才、提供校內相關設備，配合辦理各項研習活動。
Based on the principles of fairness and mutual benefit, B shall assist A in: (1) selecting outstanding students to participate in internship, (2) campus recruiting, and (3) providing relevant facilities for holding workshops or any related activities.

第七條 智慧財產權 Intellectual Property Rights

- (一) 本契約所產生之智慧財產權或技術成果由雙方共同持有。
All intellectual property rights and technological achievements created under this internship Agreement shall be possessed by both parties.
- (二) 本契約所獲致之成果於申請智慧財產權時，授權甲方負責辦理。
For any intellectual property rights created under this internship Agreement to file this application, the parties agree to authorize A to file the application.

第八條 合約終止或解除 Termination or Rescission

甲乙雙方應立即將對方交付之所有文件資料、影本及手抄本返還，並不得自行或提供非合約當事人使用上述文件。

In case of or termination or rescission of this Agreement, both A and B shall immediately return all related documents, copies and hand-written copies to the other party; the abovementioned materials shall not be used by either party or other people not involved in this Agreement.

第九條 違約責任 Breach Liability

任一方違反本契約之約定，除本契約另有約定外，經他方限期催告仍未改善者，他方得以書面終止或解除本契約並請求損害賠償。

If either party breaches this Agreement, except otherwise set out in this Agreement, and fails to

improve within the specific time after being asked, the other party may terminate or rescind this Agreement in writing and request compensation.

第十條

管轄暨補充規定 Jurisdiction and Supplements

本約未盡事宜，經雙方同意後得以書面協議補充之，或依中華民國法律之相關規定辦理；如有爭執時，應以台灣士林地方法院為第一審管轄法院。

Any matters not covered in this Agreement may be agreed upon by both parties by putting into writing Agreement, or shall be dealt with in accordance with the relevant regulations of laws of the Republic of China. In case of any dispute or controversy that arises, the parties hereby submit and consent to the jurisdiction of Shih-Lin District Court.

第十一條

契約收執 Custody

本契約書正本壹份。甲方執正本壹份；乙方執影本壹份為憑。

There shall be one original copy of this Agreement. A shall retain original while B shall keep the copy.

立約人 Signatories

甲 方：

代表人：

聯絡人：

地 址：

電 話：

統一編號：

Party A:

Representative:

Contact Person:

Address:

Telephone No.:

Company Tax ID:



乙 方：銘傳大學

代表人：沈佩蒂 校長

聯絡人：國際學院新聞與大眾傳播學程

張舒斐主任

地 址：臺北市中山北路五段 250 號

電 話：02-2882-4564 分機2415

Party B: Ming Chuan University

Representative: Dr. Shen, Pei-Di

Contact Person: Dr. Shu Fei Chang,

Chair of Journalism and Mass Communication

Program, International College

Address: No.250, Zhong-Shan N. Rd., Sec. 5,

Taipei 111, Taiwan

Telephone No.: 02-2882-4564 ext. 2415

日期：民國_____年_____月_____日

Issue Date: _____Date_____Month,_____Year

Guardian's Consent Form

I agree for my child _____ now studying in Ming Chuan University Journalism and Mass Communication Program to participate in the internship and accept responsibility to coach him/her to obey the rules of off-campus internship.

1. Term of Internship: _____

2. Internship Enterprise: _____

3. Parent/Guardian's Supervision Responsibilities:

a. To supervise students' punctuality for internship.

b. During the internship period, parent/guardian will assist and supervise by phone or in person.

4. Parent/Guardian's Phone: _____

Signature & Date

家 長 / 監 護 人 同 意 書

茲同意敝子弟 _____ (現就讀國際學院新聞與大眾傳播學程)
參加其本人所安排之校外實習，並負責督促其遵守左列實習規定：

一、實習期間：_____

二、實習地點：_____

三、家長/監護人監督：

(一) 督導學生準時上下班。

(二) 實習期間以電話或親自協助督導。

(三) 實習期間與校方及實習單位共同督導學生之健康情形。

四、家長連絡方式：_____

簽章/日期：_____

Internship Hourly Record

To Whom It May Concern:

Thank you for providing an internship opportunity for students of Journalism and Mass Communication Program to help enhance their ability to apply theory to practice. The Hourly Record should accurately reflect the total work time when students interned in your company. After checking it completely, we respectfully request that the supervisor of the department sign his/her name and affix the company seal. Thank you for your support and kind assistance.

感謝您提供本學程學生實習的機會，使傳播理論與實務相互配合。下表為學生在貴單位實習之工作時數紀錄，煩請您確認時數無誤後，單位主管或實習督導簽名並蓋公司章。謝謝您的支持及協助。

Internship Organization 實習公司						
Department 實習單位						
Intern/Student Name 學生姓名						
Record 記錄表	Date or Week 日期/週次	Time Worked (00:00~00:00) 時間	Hours 時數	Date or Week 日期/週次	Time Worked (00:00~00:00) 時間	Hours 時數
Total Hours 總時數				Supervisor's Signature or Company Seal 實習督導簽名或蓋章		

Ming Chuan University International College			
Proof of Internship Overtime Record			
Student Name		Student ID	
Internship Enterprise		Department	
Overtime	Date: _____ Hours: _____		
Overtime Reason			
Supervisor's Signature	Name: _____ Title: _____ Date: _____ Department seal _____		

(Please fill in overtime hours and reasons, with department supervisor's permission and signature. Only 0.5-2 hours per day can be recognized, and each week is limited to not more than 12 overtime hours. The certificate should accompany the hourly record.)

Ming Chuan University International College			
Proof of Internship Overtime Record			
Student Name		Student ID	
Internship Enterprise		Department	
Overtime	Date: _____ Hours: _____		
Overtime Reason			
Supervisor's Signature	Name: _____ Title: _____ Date: _____ Department seal _____		

(Please fill in overtime hours and reasons, with department supervisor's permission and signature. Only 0.5-2 hours per day can be recognized, and each week is limited to not more than 12 overtime hours. The certificate should accompany the hourly record.)

Internship Report Form

Content Outline

A. Introduction

- (1) Internship Period:
- (2) Internship Organization:
Internship Department:
Internship Address:
Telephone Number:
Supervisor:
- (3) Internship Motivation (why you choose this internship organization, etc....)

B. Main Body

- (1) Introduction of the working place
Enterprise culture, organization, departments, products, and image, etc.
- (2) The operation flow path (work procedure)
Short description of the internship unit operations and work description (Your internship duties, output, results etc).

C. Review of Learning (Impact/Highlights) and Suggestions (Feedback)

- (1) Review of skills and learning developed during Internship
- (2) Suggestions and feedback for both the internship placement and organizational program
For example; what research should be done in preparation, what attitude should be employed, or how can the intern company improve their internship system, etc.

D. Appendix

Include 3-5 photos taken during the internship period. Similarly copies of any drafts or final products that you developed during the internship period, should be included in this section

E. Format

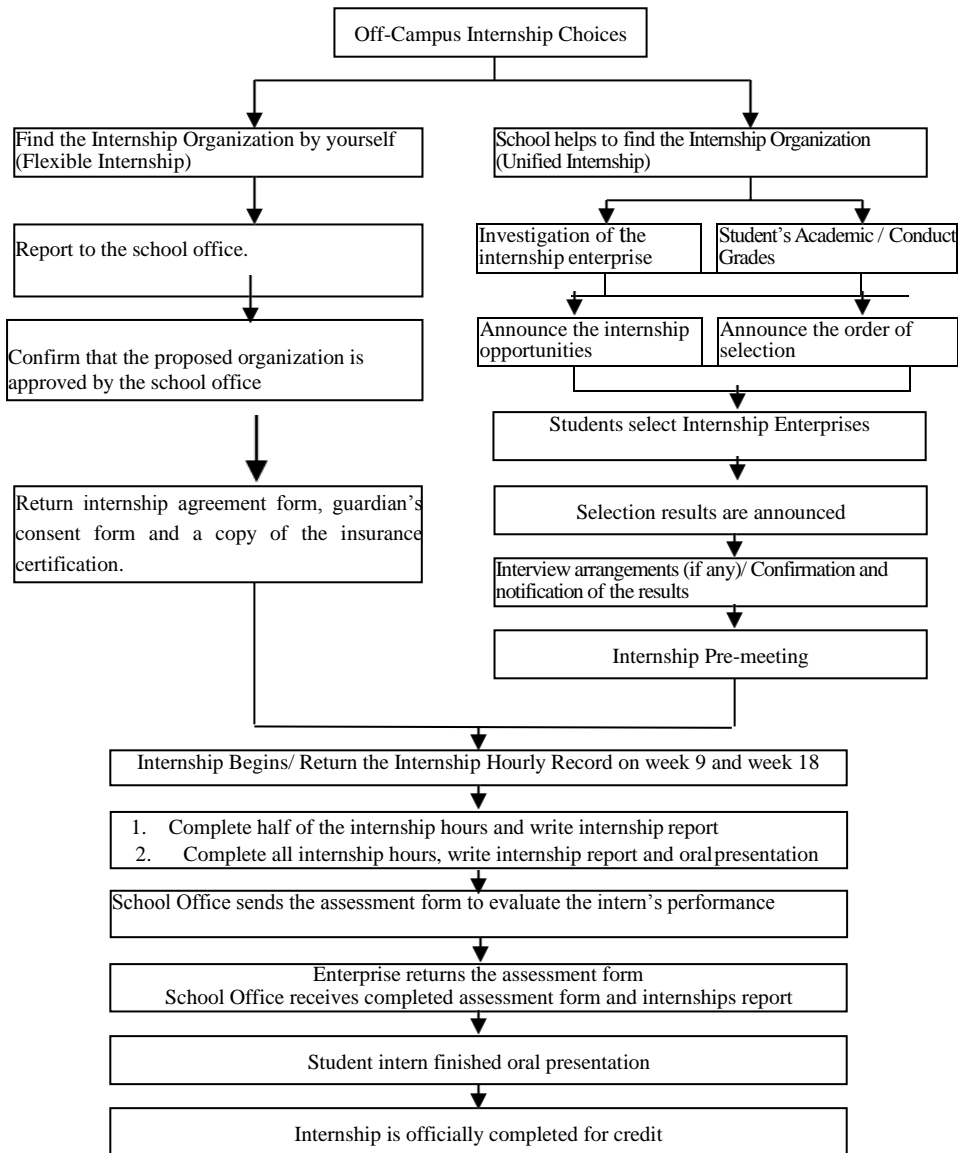
1. Presented in Microsoft Word format, a printed A4 paper report must be submitted by the required date.
2. A front cover must be attached with the MCU logo. Similarly a Contents Page must be included.
3. Other details:

Font: Times New Roman, size 12

Labels: Consistent use of italics, bold and underlining to determine headings and sub-headings
Length: 3,500 words, with page numbers added at the bottom of each page

Page Setup: Margins: top/bottom 2.54 cm, left/right 3.17cm

Internship Flow Chart



Internship Evaluation Form 實習評分表

Information of the intern student 實習學生資料	Name of Intern 學生姓名 _____ Student ID 學號 _____ Intern total hours 實習總時數 _____ Work Content 擔任工作 _____	
Information of the intern unit 實習單位資料	Name of Organization 公司/部門名稱	
	Location 地點	<input type="checkbox"/> Taiwan 台灣 <input type="checkbox"/> Overseas 海外 ()
	Name of Supervisor 督導/主管	
	Contact Number 連絡電話	
	Contact E-mail 聯絡信箱	

Please grade the intern below and write a statement concerning the intern's performance in your organization. And finally return this form to the secretary of Journalism and Mass Communication Program at MCU's address: No.250 Zhong-Shan N. Rd., Sec. 5, Taipei 111

請實習督導或主管依據以下考核項目評分並填寫評語，最後送回銘傳國際學院/新聞與大眾傳播學位學程 林姿呈秘書 (地址：111 台北市士林區中山北路五段 250 號)

Items 項目	Description 說明
Attendance (40%) 考勤狀況	- Arrive late/ Leave early 遲到/早退 - Personal leave/ Sick leave 事/病假 - Absent 曠職
Work Performance (60%) 工作表現	- Professional Knowledge and skills 專業技能 - Compliance 服從 - Cooperation/Team work 團隊合作 - Responsibility 責任感 - Learning Attitude 學習態度 - Enthusiasm at work 服務熱忱
Total Grade 總分	
Other Comments 其他評語 Signature & Date 簽章/日期	

雇主對本學程學生實習滿意度問卷調查表 Employer Satisfaction Survey for Intern Students

基本資料 Basic Information

填表人姓名 Name of the Trainer	(Supervisor's Name)	部門 Department	
公司名稱 Company Name		電話 Phone	
電子信箱 E-mail		受評者姓名 Name of the Trainee	(Student's Name)

實習學生表現評價 Trainee's Performance

請依據您的看法在適當的 內打“ ”，謝謝！

Please select from the following items that best describes the performance of the trainee, thank you!

項目 Items	極佳 Very Good	佳 Good	普通 Adequate	差 Poor	極差 Very Poor
專業知識與技能 Professional Knowledge					
團隊合作能力 Team Work					
主動積極性 Proactive					
學習能力及成長潛力 Learning Ability					
抗壓及挫折容忍力 Resistance to Pressure					
工作表現 Work Performance					
工作效率 Work Efficiency					
工作態度 Work Attitude					
責任感 Responsibility					
表達能力 Expression					
品德言行 Morals and Manners					
溝通協調能力 Coordination Skills					
服從性 Compliance					
整體表現 Overall Performance					

♥ 該學生畢業後，貴公司是否會考慮優先錄用？

Would the company consider employing the trainee when he/she finished the study at the university?

會 Yes 不會 No

(原因 Reason : _____)

♥ 其他建議 Suggestions
