HKU
International Case Society
Session 2019-20
Recruitment Talk
September 4, Wednesday
6:30 - 7:30 pm
Something about us...

- First established in September 2012
- The ONLY international case society in HKU
Previous competitions

- Asian Business Case Competition @ Nanyang
  *(2nd Runner-up in 2018)*
- BI International Case Competition 2019
  *(1st Runner-up in 2019)*
- Scotiabank International Case Competition
  *(2nd Runner-up in 2019)*
- Alberta International Case Competition
- Belgrade Business International Case Competition
- Heavener International Case Competition
- Marshall International Case Competition
- NUS International Case Competition
Why join HICS?
“I don’t know what to expect in an actual case competition…”

“I’m having difficulties in searching for like-minded individuals to form a team…”

“I just want to learn more!!”
Objectives of HICS
Increase students’ motivation to participate in case competitions (both local & overseas)

Training on case cracking, financial analysis and business presentation

Foster and develop meaningful interactions between like-minded individuals
Timeline

HICS 2019-20
Annual Plan
Overview

Recruitment Talk Recruitment

1st Training Seminar 2nd Training Seminar

Sep Oct Nov Dec

Joint University Case Challenge 4th Training Seminar HICS Case Competition

3rd Training Seminar

Jan Feb Mar Apr
A look into our training seminars & practice workshops
Training Seminars with the following topics:

- Essentials of Case Analysis
- Presentation & Storytelling
- Solution Formulation & Implementation
- Financial Analysis & Forecast
Practice Workshops (EXCLUSIVE FOR MEMBERS)

- A Follow-Up of EACH Training Seminar
- In the practice workshops:
  - Give a short presentation
  - Present on the topic they just learnt
  - Receive feedback from judges
  - Peer-Learning: Compulsory to stay to watch presentations by other groups
Joint University Case Challenge
HK Joint University Case Challenge 2020

- Application Open to All Students
- Chance to Talk to Past Winners
- Mingle with Top Students from other Universities
- Accumulate Real Case Cracking Experience
- Receive Invaluable Feedback from Professional Judges
Sharing of Resources & Experience

HICS Database
HICS Database

- Online Platform Exclusive to HICS Members
- Sharing of Skills, Knowledge & Accumulated Experience
HICS Database

Collection of Past Case Competition Experience

Current Members Share their Experience with Future Members

Current Members Make Informed, Better Choices after Consultation

Sustainability & Continuous Improvement of the Database
Team Building & Bonding

HICS Pin Badge
HICS Pin Badge

- Member-Exclusive Pin Badge
- Distributed to Members upon Successful Enrolment
- Being Put On in Internal & External Case Competitions
Recruitment Procedures
Selection Procedures

Submission of Application Form

Application Deadline: 9:00 a.m., September 6, 2019 (Friday)

Screening Applications

Candidates will be shortlisted based on their personal particulars, CVs, statements of purpose, etc.

Interview: Sept 16 (Mon)

Shortlisted candidates will attend selection interviews individually
Membership Application

Subject: [Call for Applications] HKU International Case Society Membership & Case Competition Talent Programme | Deadline: Sep 6, 2019 (9am)

To: All FBE UG students,

To enhance your case analytical skills, communication skills, gain exposure and excel in local and global business case competitions, you are cordially invited to apply as a member of the HKU International Case Society (HICS) or participant of the Case Competition Talent Programme (CCTP) for the academic year 2019-20.

<table>
<thead>
<tr>
<th>Name of the Programme</th>
<th>Programme Schedule</th>
<th>Target Students</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>HKU International Case Society</td>
<td>Semester 1 &amp; 2 of 2019-20</td>
<td>Year 1 – 3 UG students</td>
<td>Link</td>
</tr>
<tr>
<td>Case Competition Talent Programme</td>
<td>Semester 1 of 2019-20</td>
<td>Year 2 or above UG students</td>
<td>Link</td>
</tr>
</tbody>
</table>

**Application Method**

Interested students please apply online [HERE](#). Applicants are required to submit the following information in the online application form:

1) Personal particulars
2) Case competitions & other related experiences
3) Most updated CV
4) 1-page statement of purpose on “Why are you interested in joining HICS / CCTP and what is your expectation?”

**Application Deadline:** 9:00 a.m., September 6, 2019 (Friday)

Selection interviews will be arranged for shortlisted candidates in mid of September 2019. Students who do not hear from us by then may regard your application as unsuccessful.

**Recruitment Talk**

A recruitment talk will be held on September 4, 2019 (Wednesday) from 6:30 – 7:30 p.m. to provide students with further details regarding the HICS and CCTP. It will also provide an opportunity to network with alumni of CCTP after their sharing. If you are interested to join the recruitment talk, please sign up at the following link [by 10:00 a.m., September 4, 2019 (Wednesday)].


For any questions regarding the above programmes, please email [fbe.ugenrichment@hku.hk](mailto:fbe.ugenrichment@hku.hk). Thank you.
QR Code for the HICS Membership Application Form
THANK YOU