HKU Business School

HKU Business Case Challenge 2020

Objectives
Every year, the HKU Business School selects teams of outstanding students to participate in various case competitions against top universities around the globe. This year, the School introduces the HKU Business Case Challenge (HBCC) 2020, which provides an opportunity for students to hone their case cracking, analytical and presentation skills for joining international and local competitions. HBCC also serves as a platform for selecting students with outstanding performance to join future international competitions on behalf of the School.

Competition Format

1) Team Formation
Each participating team should comprise 3 - 4 team members who are UG Year 1 - 4 students.

Each team should submit the online application form via

Attention:
Teams cannot approach any HKU teacher/academic staff for advice throughout the competition period. Violation of the rule will result in disqualification of the team.

Note for Applicants of HKU International Case Society 2020-21
HBCC is a mandatory event for HICS members. In case if you are selected as HICS members, you are required to form into teams with other HICS members to participate in HBCC. In other words, you will need to withdraw from this HBCC team. The School will get in touch with remaining HBCC team members for alternative arrangement if the team members is less than 3 due to such withdrawal.

2) Submission of PPT & Presentation Video for Preliminary Round Selection
A business case will be released on September 28, 2020. Participating teams will be given 2 weeks to work on the case. Each team should submit 1) the presentation deck (in PDF format) and 2) a 15-minute video presentation by 11:59pm October 11, 2020. The judging panel will shortlist 6 best teams based on the teams’ submission materials to enter the Final Round Presentation.

3) Revision of Presentation Deck
The 6 shortlisted teams will enter the Final Round Presentation. They will be given one week to revise the presentation deck and submit the finalized materials by 11:59 p.m. on November 6, 2020.
4) **Final Presentation**
Finalist teams will be given 15 minutes for the presentation, followed by 10 minutes Q&A with Judges. Reminder will be given when there are/is 5 and 1 minute(s) left for the presentation. Judges will select the winning teams (Champion, 1st Runner-up and 2nd Runner-up) based on the judging criteria below:
- Content of the presentation, including analysis, solutions, financial and creativity
- Presentation skills
- Performance in the Q & A session

*Note: The 6 finalist teams are required to stay throughout the whole presentation session.*

5) **Post-Competition**
Students in the Champion team will represent the School to take part in one of the Overseas Case Competitions. Students with outstanding performance might also be selected for future case competitions. Below is the tentative list of upcoming competitions (*subject to further updates)*:
- Alberta International Case Competition (University of Alberta)
- CaseIT MIS Case Competition (Simon Fraser University)
- Sauder Summit Global Case Competition (University of British Columbia)
- Scotiabank International Case Competition (Western University)
- Global Business Case Competition (University of Washington)
- HSBC/HKU Asia Pacific Business Case Competition (The University of Hong Kong)

**Eligibility**
- HKU Business School UG Year 1 - 4 students

**Competition Schedule**

<table>
<thead>
<tr>
<th>Items</th>
<th>Timeline</th>
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<tbody>
<tr>
<td>Application Deadline</td>
<td>September 21, 2020 (5 p.m.)</td>
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<tr>
<td>Case Release</td>
<td>September 28, 2020</td>
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<tr>
<td>PPT + Video Submission</td>
<td>October 11, 2020 (11:59 p.m.)</td>
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<tr>
<td>Preliminary Round Selection</td>
<td>October 12 - 24, 2020</td>
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<tr>
<td>Announcement of Preliminary Round Result</td>
<td>October 30, 2020</td>
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<tr>
<td>Revised PPT Submission</td>
<td>November 6, 2020 (11:59p.m.)</td>
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<tr>
<td>Final Round Presentation</td>
<td>November 7, 2020 (9:30 a.m. – 1:30 p.m.)</td>
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**Prize**
- All members of the winning teams will receive award certificates and trophies
- Champion team of HBCC will be selected to take part in one of the future Overseas Case Competitions on behalf of the School
- Students with outstanding performance might also be selected for future case competitions
Application Link

Application Deadline
5:00 p.m., September 21, 2020

Enquiries
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