



# uShine Case Challenge 2016

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Factsheet

## Timeframe for the Case Challenge

1 Sep - 30 Sep 2016

- Registration period for the Case Challenge

7 Oct 2016

- Release of the case via email

24 Oct 2016

- Deadline for the submission of the business proposal via email

25 Oct - 1 Nov 2016

- Evaluation period of the first-round business proposals

2 Nov 2016

- Announcement of the top 20 teams via email

12 Nov 2016

- Second & Final Rounds Presentation

## Eligibility for the Case Challenge

- Interested students should form team of four.
- All members of the team must be Year-1 or Year-2 full-time undergraduate students (4-year curriculum) studying in local universities.
- At least one member of each group must pursue a major programme offered by the Faculty of Business in local universities, for example, BBA, IBBA, Accounting, BBA(Law), BBA(IS); it is NOT necessary for all of them be business students.
- Members of the same team may come from the same university or from different universities.
- Participating student cannot be a member of more than one team.

## Registration Period

### **1 Sep – 30 Sep 2016**

Interested teams should submit completed electronic application forms during the above-stated period. Each group could only submit one application form (see Application Form Submission Guidelines). Any registration that is incomplete or violating the eligibility criteria will not be processed.

The submission deadline for registration is 23:59 hours on 30 September 2016. Late application will not be entertained. Leaders of the teams that have successfully registered for the Case Challenge will soon receive further confirmations by email. If the leader of a team does not receive any e-mail confirmation, it is presumed that their registration is unsuccessful; so it is highly recommended that the interested teams should register as early as possible within the period, so that they can resubmit the application in case of unsuccessful registration. All final decisions are subjected to Deloitte Club uShine Case Challenge 2016 Organizing Committee.

## Release of Case Materials

### **7 Oct 2016**

A business case will be released to all teams that have successfully registered for the Case Challenge through email on 7 October 2016.

## First Round Deadline

### **24 Oct 2016**

For the first round of the Case Challenge, all contesting teams must submit a 5-page executive summary to [deloitteclub@deloitte.com.hk](mailto:deloitteclub@deloitte.com.hk) before 23:59 hours on 24 October 2016. Each team could only submit one executive summary (through the leader). Late submission will be regarded as giving up the eligibility under any circumstances.

The executive summary should outline the implementation plan of solving the case problem(s) and should include the below components:

- A cover page listing out the team number, which will be issued upon successful registration
- 5-page Executive Summary
- 2-page Appendix

An executive summary usually includes the following content, but the length and order of the sections can be adjusted:

- Purpose of your campaign/ project
- Approach/ Concept of the campaign/ project
- Implementation plan and impact of your suggestions
- Predictable problems and possible solutions

For detailed format and content requirements, you may refer to our executive summary guidelines that will be sent to you along with case content upon successful registration.

## Announcement of First Round Results

**2 Nov 2016**

The executive summary will be reviewed and the top 20 teams will be advanced to the second round of the Case Challenge. Announcement will be made on 2 November 2016 by email.

## Second and Final Rounds

**12 Nov 2016**

### Second round

Each team will deliver a 10-minute PowerPoint presentation of the executive summary followed by a 5-minute Q&A session. The Q&A session will be conducted by the judges of the presentation.

### Final round

The finalists, i.e. the top five teams, will deliver a 10-minute PowerPoint presentation followed by a 15-minute Q&A session. Judges of the final round will include Partners and Human Resources representative(s) of Deloitte China.

## Prizes

Prizes will be given to the top three teams:

Champion	HK\$10,000 + Trophy + Deloitte Job-shadowing
1st Runner Up	HK\$6,000 + Trophy
2nd Runner Up	HK\$4,000 + Trophy

Availability of job-shadowing is at the final discretion of Deloitte China.

## Frequently Asked Questions

1. Can I join the Case Challenge if I am pursuing a general BBA programme?

Yes. The Case Challenge is open to all Year-1 and Year-2 full-time undergraduate students of the 4-year curriculum pursuing any major programmes offered by the Faculty of Business in local universities.

2. Can I, a Year-1 Business student, form a team with students from Year-2?

Yes. A mix of Year-1 and Year-2 students under 4-year curriculum is acceptable. You may refer to the "Eligibility for the Case Challenge" for more information.

3. Can I change team members after registration?

Changing of team members is not allowed in all circumstances. In case of absence of any member in the second or final round due to medical or other pre-approved reasons with written consent from Deloitte Club uShine Case Challenge 2016 Organizing Committee, the remaining team members may carry on with the Case Challenge; and the absent member will not receive any prize.

4. Can I participate in the Case Challenge if I am not a business student?

As per participating team, at least one of the member has to be a business student (regardless of having major or not) and become the leader, other members in that team can have majors from different schools (e.g. school of engineering, school of social science).

## Contact

If you have any queries, please do not hesitate to email us at [2016ushine@gmail.com](mailto:2016ushine@gmail.com) or [deloitteclub@deloitte.com.hk](mailto:deloitteclub@deloitte.com.hk).

For more information, please follow us on Facebook page (Deloitte Club, HK) or Instagram (@deloitteclubhk).

## About Deloitte Club

### What is Deloitte Club?

Deloitte China is committed to supporting the young generation to excel in the accounting profession. Deloitte Club is one of the initiatives exemplifying this commitment. Over the past few years, the Club has been proven a well-received avenue to equip young people with technical knowledge and practical experience before they join the profession.

### The Club's four focuses:

1. Mentoring
2. Experiencing the Profession
3. Networking with Talents
4. Developing Leadership Qualities

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