

# HKU International Case Society

## Mini Case Competitions 2019

### Objective

The HICS Mini Case Competitions 2019 serves as a preliminary round for the Hong Kong Joint-University Case Challenge 18-19 which will be held from March 30 – 31, 2019. It provides an opportunity for FBE students who are strongly interested in participating in international or local case competitions to practice the case cracking, analytical as well as presentation skills and advance to the next level through the feedback and comments from judges. This competition is believed to be an unforgettable team collaboration experience that unlock students' potential.

### Competition Format

#### 1) Competition Sessions

**Session 1:** January 18, 2019 (6:00 p.m. – 9:30 p.m.)

**Session 2:** February 22, 2019 (6:00 p.m. – 9:30 p.m.)

**Session 3:** February 27, 2019 (6:00 p.m. – 9:30 p.m.)

#### 2) Team Formation

Each participating teams should comprise **4 team members** who are FBE UG Students.

Interested students please form into teams of 4 members and submit the online application form via <https://goo.gl/yV8XLa>. Cross-year formation of teams from different majors is highly encouraged.

For individual applicants or applications with less than 4 members, HICS will help allocate other interested students to your team.

Applicants are required to indicate in the online application the session that they prefer to take part in.

#### 3) Submission of PPT & Executive Summary for Screening

A business case will be released on December 17, 2018. Participating teams will be given two-week time to work on the case. Each team should submit **1) the powerpoint slides (up to 15 slides in PDF format)** and **2) an one page executive summary of the case** by 23:59pm on December 31, 2018. The judging panel will shortlist **5 teams** from each of the 3 sessions of the Competition based on the teams' submission materials to enter the Case Presentation Round.

#### 4) Revision of PPT

**15 shortlisted teams** (5 teams for each session) will enter the Case Presentation Round. Shortlisted teams will be given one-week to revise the PPT and submit the finalized presentation file by 23:59 p.m. before the date of presentation.

Email announcements will be sent to shortlisted teams of each session according to the competition schedule.

#### 5) Case Presentation

Shortlisted teams will be given 15 minutes for the presentation, followed by 10 minutes Judges Q&A. Judges will select the winner based on the judging criteria below:

- Content, including analysis, solutions, financial, creativity
- Presentation Skills
- Q & A

**3 Winning Teams** (1 winner from each session) will enter the Hong Kong Joint-University Case Challenge 18-19 and represent HKU to compete for the Championship!

*Note: Participants of each competition session are required to stay throughout the whole presentation session.*

#### Eligibility

- All FBE undergraduate students are welcome to join

#### Competition Schedule

	<b>Session 1</b>	<b>Session 2</b>	<b>Session 3</b>
Case Release	December 17, 2018		
PPT Collection	December 31, 2018		
Round 1 Selection	January 1 - 10, 2019		
Announcement of Round 1 Result	January 11, 2019	February 15, 2019	February 20, 2019
Revised PPT Collection	January 17, 2019 11:59pm	February 21, 2019 11:59pm	February 26, 2019 11:59pm
Case Presentation Round	January 18, 2019 6:00 p.m. – 9:30 p.m.	February 22, 2019 6:00 p.m. – 9:30 p.m.	February 27, 2019 6:00 p.m. – 9:30 p.m.

## **Prize**

- Winning team of each session will represent HKU in the Hong Kong Joint-University Case Challenge 18-19
- All members of the winning teams will receive award certificates
- Students with outstanding performance in the Competition might be selected to take part in one of the Overseas/Local Case Competitions in the academic year of 2019-20 on behalf of the Faculty

## **Application Link**

<https://goo.gl/yV8XLa>

## **Application Deadline**

**9:00 a.m., December 14, 2018**

## **Enquiries**

HICS Committee

Email: [fbe.ugenrichment@hku.hk](mailto:fbe.ugenrichment@hku.hk)