



**ACCA-CFA Institute Business Competition 2019-20**

# **A New Era of Business Success with Ethics and Purposes**

# Key Dates

**Online  
Application  
Deadline**  
**Wednesday**  
**16 October 2019**  
**4.00pm**

**Briefing Session**  
**Saturday**  
**26 October 2019**

**Professional Skills  
Workshop &  
Coach Meeting cum  
Ethics Challenge**  
**Saturday**  
**7 December 2019**

**Final  
Competition**  
**Saturday**  
**18 January 2020**

**Mark your calendar  
for these key dates  
as your presence  
is critical!**



# Highlights

For this year's Business Competition, ACCA is partnering with its global strategic partner CFA Institute. Contesting teams have to demonstrate their ability to pinpoint and suggest ideas to tackle some ethical challenges along the competition journey. This aims to build the awareness on the importance of ethical behavior for our future leaders.

Themed 'A New Era of Business Success with Ethics and Purposes', ACCA and CFA Institute are committed to advocating a new growth mindset for these future professionals, to drive business success and profitable growth through ethical and purposeful strategic leadership.

To encourage students to equip themselves with a blend of skills and qualities required for the future world, **the Seven Professional Quotients 7Qs** will continue to be used to evaluate the business proposals and students' performance.



## Technical and ethical (TEQ)

The skills and abilities to perform activities to a defined standard, while maintaining the highest standards of integrity, independence and scepticism.



## Emotional intelligence (EQ)

The ability to identify your own emotions and those of others, harness and apply them to tasks, and regulate and manage them.



## Intelligence (IQ)

The skills and abilities to perform activities to a defined standard, while maintaining the highest standards of integrity, independence and scepticism.



## Vision (VQ)

The ability to anticipate future trends accurately by extrapolating existing trends and facts, and filling the gaps by thinking innovatively.



## Creative (CQ)

The ability to use existing knowledge in a new situation, to make connections, explore potential outcomes and generate new ideas.



## Experience (XQ)

The ability and skills to understand customer expectations, to meet desired outcomes and to create value.



## Digital (DQ)

The awareness and application of existing and emerging digital technologies, capabilities, practices, strategies and culture.

On top of that, Top 20 Teams would have an opportunity to take part in an Ethics Challenge in competing for a new '**Ethics Excellence Award**'.

# Eligibility for Entry

The competition is open to all **full-time students (degree and sub-degree) in any disciplines from local institutions in Hong Kong and Macau.** Each team shall consist of 3 to 4 students from the same institution.



# Benefits

## Opportunity to learn from elites and experienced industry professionals

Each of the Top 20 Teams will be randomly assigned an ACCA-qualified member as coach who will offer professional advices and share their experience. This will create an exceptional learning experience and benefit the students during the Competition and in the long-run.

## Challenge yourselves with ethical dilemmas and sharpen your business acumen with social impact

Contesting teams will be exposed to some real-life cases provided by our case partner Barclays and take part in challenges of ethical dilemmas. Build your strategic leadership and enhance your employability in the digital age.

## Gain recognition to enrich your CV

Participants who have submitted business proposals will each be awarded a Participating Certificate. Among all, 20 teams will be shortlisted, of which 12 teams shall be awarded with Judges Commendation, while the Top 8 Finalist Teams will advance to the Final Competition to compete for the championship.

## Recognition and Awards

Awards	Prizes	Reflection on Seven Professional Quotients / Professional Skills
<b>Champion *</b>	Trophy, cash prize of HK\$10,000	Vision (VQ), Intelligence (IQ), Technical & Ethical Competencies (TEQ)
<b>1st Runner-up *</b>	Trophy, cash prize of HK\$6,000	
<b>2nd Runner-up *</b>	Trophy, cash prize of HK\$4,000	
<b>Merits Award</b>	Cash prize of HK\$1,000 each for other 5 Finalist Teams	
<b>Best Proposal</b>	Cash prize of HK\$1,000	Vision (VQ)
<b>Best Budgeting</b>	Cash prize of HK\$1,000	Technical (TQ)
<b>Creative Excellence Award</b>	Cash prize of HK\$1,000	Creative (CQ)
<b>Digital Excellence Award</b>	Cash prize of HK\$1,000	Digital (DQ)
<b>Team Excellence Award</b>	Cash prize of HK\$1,000	Emotional Intelligence (EQ)
<b>Research Excellence Award</b>	Cash prize of HK\$1,000	Experience (XQ)
<b>Ethics Excellence Award</b> <b>New Award</b>	Cash prize of HK\$1,000	Ethical Competencies
<b>Best Presenter</b>	Cash prize of HK\$1,000	
<b>My Favourite Team</b>	Special Gift	

\*Full Sponsorship of ACCA Qualification Initial Registration Fee and ACCA Annual Subscription Fee (for one year) will be awarded to each member of the Champion, 1st and 2nd Runner-up teams.

- Event organisers reserve the right of final decision and interpretation in the case of any dispute.
- Any personal data relating to the entrants will be used for the purpose of the Competition and other ACCA-related events and promotions and will not be disclosed to a third party without the individual's prior consent.
- You are required to supply the data in order to process your enrolment. You have rights of access and correction with respect to your personal data. If you wish to exercise these rights with respect to your personal data held by us, please contact the ACCA Hong Kong office.

# Competition Schedule

## 1 Online Application

**Deadline for submission:** Wednesday, 16 October 2019 (no later than 4.00pm)

*Late submission will not be accepted.*

## 2 Briefing Session

All team members are encouraged to attend the briefing session to get the first-hand information from the organisers and case partner. The key elements and importance of ACCA's Seven Professional Quotients for Success and Professional Skills relating to various awards would be illustrated.

**Date:** Saturday, 26 October 2019 **Time:** 10.00am – 12.00nn

**Venue:** The Life Auditorium, St Andrew's Life Centre, St Andrew's Church, 138 Nathan Road, Tsim Sha Tsui, Kowloon

## 3 Submission of Brief Business Proposal (All contesting teams)

**Deadline for submission:** Wednesday, 13 November 2019 (no later than 4.00pm)

All contesting teams are required to submit a brief business proposal with no more than 8 A4-sized pages (including optional appendixes and references) in hard copy to ACCA Hong Kong office. The proposal should be written in English, Arial font type and in font size 12.

*Late submissions will not be accepted. Contesting teams will not be allowed to alter their chosen area of social issues after brief business proposal submission.*

## 4 Professional Skills Workshop & Coach Meetings cum Ethics Decision Making Workshop# (Top 20 Teams)

**Date:** Saturday, 7 December 2019 **Time:** 2.30pm – 5.30pm

**Venue:** 8/F, United Centre, Admiralty, Hong Kong (SCOPE City University of Hong Kong)

*# More details on the workshop will be announced to Top 20 Teams at a later stage*

## 5 Submission of Final Business Proposal (Top 20 Teams)

**Deadline for submission:** Monday, 16 December 2019 (no later than 4.00pm)

The Top 20 Teams are required to submit a detailed final business proposal with no more than 12 A4-sized pages (including optional appendixes and references) in hard copy to ACCA Hong Kong office. The proposal should be written in English, Arial font type and in font size 12.

*Late submissions will not be accepted.*

## 6 Submission of Final PowerPoint Presentation (8 Finalist Teams)

**Deadline for submission:** Wednesday, 15 January 2020 (no later than 4.00pm)

The 8 Finalist Teams are required to submit their final business proposal in English and in PowerPoint format with no more than 15 slides (including optional appendixes and references). All teams are required to send 2 hard copies (printed on two-sided A4-sized papers with 2 slides on each side, in full colours or black and white), and a soft copy in a USB drive to ACCA Hong Kong office.

*Marks will be deducted for late submissions. The PowerPoint Presentation will be treated as the final version and cannot be modified at the Final Competition.*

## 7 Final Competition

At the Final Competition, the 8 Finalist Teams are required to present their proposals to a panel of judges **in English**. Open audience will be invited.

**Date:** Saturday, 18 January 2020 **Time:** 9.00am – 2.30pm

**Venue:** The Ballroom, Level 7, Cordis Hotel, 555 Shanghai Street, Mongkok, Kowloon

**APPLICATION DEADLINE: Wednesday, 16 October 2019 (4.00pm)**

Application: Please visit our website for more information and complete the online application at [www.accaglobal.com/hk/bizcomp](http://www.accaglobal.com/hk/bizcomp)

Enquiry: Please email to [hkstudents@accaglobal.com](mailto:hkstudents@accaglobal.com)

Submit your business proposals / PowerPoint Presentation to ACCA Hong Kong office:  
Unit 3003-04 Oxford House 979 King's Road Quarry Bay Hong Kong



# Case Question

Each team is required to pick one of the social issues in Hong Kong/Macau:

**Diversity & Inclusion**

**Affordable Housing**

**Environment & Sustainability**

and design a campaign/project/product for a selected industry. Each team has to develop a visionary proposal within the suggested framework and budget plans to optimise the return from the ideas. On top of that, due consideration must be made to identify and consider the potential ethical dilemmas. The team must also provide practical solutions to alleviate and/or mitigate these ethical dilemmas.

## REQUIREMENT OF PROPOSALS

Each team is required to choose ONE of the following social issues:

- Diversity & Inclusion
- Affordable Housing
- Environmental & Sustainability



## YOUR PROPOSAL SHOULD INCLUDE THE FOLLOWING:

- Indication of the social issue your team has chosen
- Indication of the industry your team suggest to propose a campaign/project/product for (optional to name a specific company by stating the name of the company with relevant researches to support your proposed ideas)
- Researches on awareness and social needs
- Innovative approach with digital strategies will add value
- A business model enhancing the social mission with measurable return
- Sensible budgeting plan to optimise the financial return
- Demonstrate capability to pre-empt potential ethical dilemmas as well as coming up with feasible solutions to mitigate them



\*The case question and the evaluation criteria are designed solely for the purpose of ACCA-CFA Institute Business Competition 2019-20.



# Inspiring Real Cases – first of its kind banking / investment products by Barclays

## Diversity & Inclusion

### THE PRODUCT

Launched in 2014, the Barclays' **Women in Leadership Index** provides investors with access to US companies that have gender-diverse leadership, offering investors an opportunity to directly back companies with female executive leadership.

### SOCIAL IMPACT

Build awareness of the importance and benefits of gender parity among corporate leadership

### BUSINESS IMPACT

Barclays is the first investment bank to offer gender-focused investment products.

Know more about the products



## Affordable Housing

### THE PRODUCT

Aiming to address the UK housing crisis, the **Housing Delivery Fund** was set up between the UK government and Barclays Corporate Banking in 2018 to provide £1bn of loan finance to open up the housing market and help small to medium-sized developers to deliver new homes across England.

### SOCIAL IMPACT

Provide finance to develop homes for rent or sale including social housing, and retirement living. Support innovation in delivery, such as brownfield land, modern methods of construction and urban generation projects.

### BUSINESS IMPACT

As of June 2019, the Fund had deployed loans worth £155.3m to support the construction of 660 new homes in Wimbledon and Southampton.

Know more about the products



## Environment & Sustainability

### THE PRODUCT

The **Impact Series** funded by Barclays' Social Innovation Facility is designed to explore the social impact affecting markets, sectors and society at large, delivering integrated, cross-asset class perspectives on economic, political and market developments.

### SOCIAL IMPACT

Provide insightful, cutting edge research with a societal focus

### BUSINESS IMPACT

Become a thought-leader on issues that impact business and society, while elevating and enhancing commercial value of Barclays' research.

Know more about the products



## Case Partner



### About Barclays

Barclays is a transatlantic consumer and wholesale bank with global reach, offering products and services across personal, corporate and investment banking, credit cards and wealth management, with a strong presence in our two home markets of the UK and the US.

With over 325 years of history and expertise in banking, Barclays operates in over 40 countries and employs approximately 83,500 people. Barclays moves, lends, invests and protects money for customers and clients worldwide.

For further information about Barclays, please visit our website <https://home.barclays/>

## Partner Organisation



### About Social Enterprise Business Centre (SEBC)

Jointly funded by the Hong Kong Bank Foundation and the Social Welfare Department's Partnership Fund for the Disadvantaged, the Hong Kong Council of Social Service established Social Enterprise Business Centre in 2008, to advance social entrepreneurship and mobilise social innovation ([www.socialenterprise.org.hk](http://www.socialenterprise.org.hk)).

## About ACCA

ACCA (the Association of Chartered Certified Accountants) is the global body for professional accountants. It offers business-relevant, first-choice qualifications to people of application, ability and ambition around the world who seek a rewarding career in accountancy, finance and management. ACCA now has **26,000** members and **133,000** students (including affiliates) in Greater China, with **11** offices in Beijing, Shanghai, Chengdu, Guangzhou, Shenzhen, Shenyang, Qingdao, Wuhan, Changsha, Hong Kong SAR, and Macau SAR.

Globally, ACCA supports its **219,000** members and **527,000** students in **179** countries, helping them to develop successful careers in accounting and business, with the skills required by employers. ACCA works through a network of **110** offices and centres and **7,571** Approved Employers worldwide and **328** approved learning providers who provide high standards of learning and development.

ACCA has introduced major innovations to its flagship qualification to ensure its members and future members continue to be the most valued, up to date and sought-after accountancy professionals globally.

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## About CFA Institute

CFA Institute is the global association of investment professionals that sets the standard of professional excellence and credentials. The organisation is a champion of ethical behaviour in investment markets and a respected source of knowledge in the global finance community. Our aim is to create an environment where investors' interests come first, markets function at their best, and economies grow. There are more than 165,000 CFA® charterholders worldwide in 164 markets. CFA Institute has nine offices worldwide and there are 156 local member societies.

For more information, visit [www.cfainstitute.org](http://www.cfainstitute.org) or follow us on Twitter at @CFAINstitute and on [Facebook.com/CFAINstitute](https://www.facebook.com/CFAINstitute).

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