



2022 International Macro Business Simulation Competition

Innovative and interactive business simulation platform that enhance Student's business acumen & leadership skill





There is a Better Way.....

Icetech Education is the subsidiary of Icetech HK Company Ltd. which has been established in HKSAR since 2011, we are the exclusive distributor of Top Boss in Hong Kong and Macau regions. Top Boss is the market leader in Asia with over 400 Universities being subscribed their simulation products. We are striving to provide students with the edge to broaden their business acumen, critical thinking and competitiveness in the community through experiential learning experience of Business Management Simulation.



1. Organization

Host

- Guangdong-Hong Kong-Macao Greater Bay Area Youth Association
- Hong Kong Business Simulation Association

Organizer

- Icetech Hong Kong Co. Ltd.

Co-Organizer

- China Council for the promotion of International Trade
- ConceptFound Group

Platform Sponsor

- Top-BOSS International Corp.

Supporting Institutions

- Hong Kong Metropolitan University

Supporting Organization

- Proactive Think Tank Limited
- Angel Investment Foundation
- Association of IT Leader in Education
- SAP
- Greater Bay Area Hong Kong & Macau Talents Association
- New Soho New Life Association
- Association of Great Bay Accountants

2. Participating Regions

The 2022 International Macro Business Simulation competition is converged for all undergraduate students of Hong Kong, China, Macau, Thailand, Taiwan, Indonesia, Malaysia, India, Vietnam and Singapore.





3. Objective

The objective of the simulation is to provide students a high-level of dynamic business marketplace with practical exercise of **Data Analysis** and **AI Decision Support System (DSS)** through **Business Intelligence (BI)** to enhance the experience of business management learning. Students is encouraged to analyze and debate over various important business issues in an individual team. Each team must make decisions with long term planning to stay ahead of the competitors. Students will be provided with a challenging business marketplace and exposure to show case their business acumen and broaden their horizon who envision to be the Entrepreneur continuing mission of upholding their academic excellence.



4. Competition Format

This competition is a business simulation competition in team format of 4-5 students from the same University to run a virtual enterprise competing with other virtual companies being run by other teams. The contestants of each University are required to form their own teams with their same University students to join the competition. The competition uses "MBS" software as the designated competition platform. Overseas teams would join the competition via online and onsite for Hong Kong students at Hong Kong Metropolitan University.

The overall objective of the business, within this simulation scenario, is to achieve the highest score throughout 6 rounds of game on a 'balanced scorecard' and the performance of interview by the judges. The balanced scorecard is designed to provide a summary of the overall business performance for a given period as well as measuring the current profitability of the business. The scorecard contains key elements which drive the total score for your team. The major element to evaluate each company performance is the net present value (NPV) for certain period cumulated dividends and net income, other elements such as profit margin, current ratio or ROE etc. will be described before the competition. (60%)

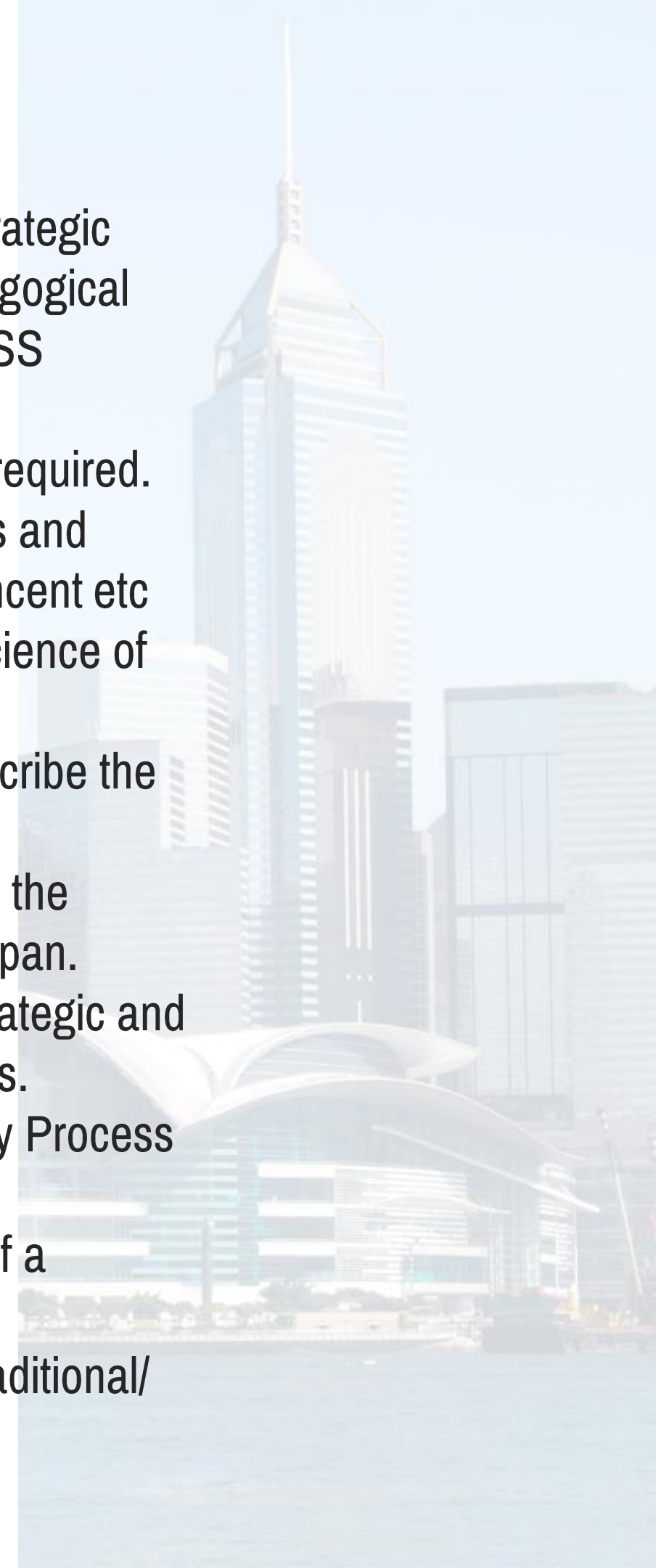
The second part of the scorecard is the presentation after the simulation, the top 5 winning teams are required to prepare the presentation report to illustrate their business decision and the score will be given based on the following criteria with respect to the presentations: (40%)

- Market Analysis
- Evaluation of Feasible Alternatives, Solutions
- Implementation of Action Plan
- Question and Answer
- Presentation Form



5. Competition Platform - MBS

- MBS (Macro Business Simulation) is a new breed of online strategic management decision simulation ride on data analytic in pedagogical learning platform with BI & AI algorithm developed by Top-BOSS International Corp.
- MBS is a cloud-based platform without pre-installed software required.
- MBS is used in more than 400 Universities over Asia countries and National Competition held by China Government Org. and Tencent etc
- MSB provides the platform to learn and practice the art and science of corporate planning and managerial decision.
- MBS rides on academic and theoretic learning platform to describe the business relationship in departmental function.
- MBS provides students a competitive market place to improve the business performance with management from a period of lifespan.
- MSB provides students a cutting edge to demonstrate how strategic and managerial decision should be made on inter-discipline studies.
- MBS provides students the voting system of Analytic Hierarchy Process for decision making on the rating of the Scoring KPI
- MBS provides the "Balance Scorecard" to weight the growth of a company in different perspective.
- MBS provides multi-languages for users (English/ Chinese Traditional/ Chinese Simplified)



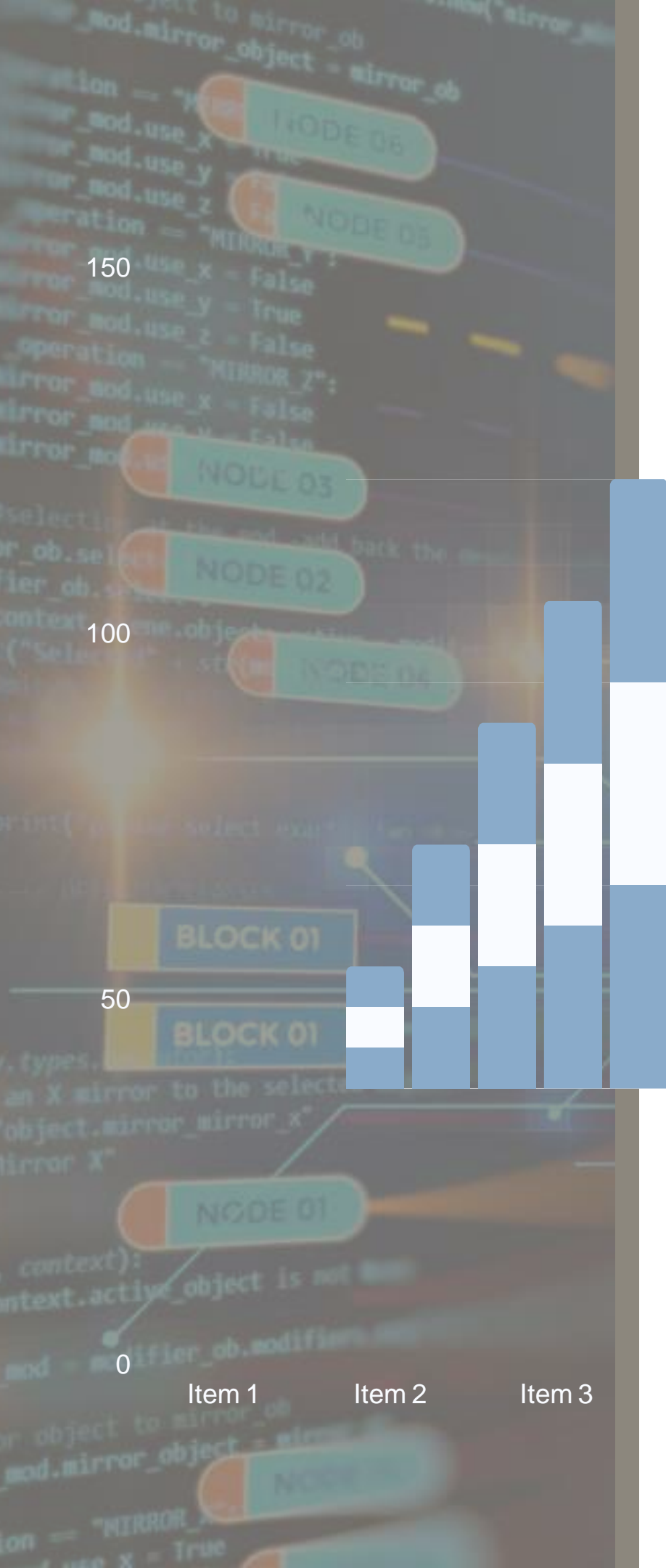
6. Competition Rule

- Each team shall consist of min 4 or max 5 undergraduates from the same University
- Participating teams (HK & Overseas) will be divided into 5 groups based on eBalloting. Each group shall not have more than one team from the same University.
- Each team is required to submit a team photo of the size (1600 pixel x 800 pixel 72dpi – file size around 4.63M)
- The scoring KPI will be given in 2 weeks before the competition.
- The top highest 5 score teams of each group after 4 rounds of game can be progressed to the Grand Final.
- The second part of the Grand Final is the presentation after the game, 5 teams are required to prepare the presentation report to illustrate their business decision and the score will be given by honorable judges based on their presentation performance.
- The final result is subject to the total highest score of simulation game & presentation.
- Participants are responsible for installing the required Zoom software on their devices and be within the coverage of internet network allowing high speed data transfer for the purpose of smooth audio/video conferencing.
- All participants are required to log in from the device with properly working Video Camera connected or built in their devices and use a headset and be in a quiet space for better audio quality.



7. Learning Outcome

- Through the strategic management process, student is encouraged to learn about what is the workforce in the business, financial awareness, key concepts within core business functions, accounting and finance principle on how they are interconnected and their roles impact business success
- Relate the business strategy and execution for a company in a competitive market.
- Explain a broad spectrum of business concepts and business function from data analytic process.
- Identify the strategic decisions to achieve higher returns and market dominance.
- To learn how to explain a broad spectrum of business concepts and functions from data analytic process and they can explore the causes and effect relationship between the drivers and business performance.
- A workplace for students to nail down their strategic planning, goals setting, situation appraisal, potential problem, analysis, risk appraisal, identify possible solutions, decision making and last but not the least is to review and debrief from financial statement.
- Students can showcase their business acumen and competitiveness through participative management.
- To extend the learning from the theories (includes mainstream business principle, financial statements, market analysis etc. of book to a practical business management decision.



8. Prize

- Champion: HKD20,000
- First runner up: HKD10,000
- Second runner up: HKD5,000

Remarks:

- Organizer logo and representative's signature will be endorsed on the certificate.
- All participating teams will have the printed certificates



9: Timeline

- 1) Competition Date/ Time: 11 Jun 2022 (Sat) / 09:15 a.m. to 05:00 p.m.
- 2) Open For Registration: 7 Feb 2022 (Mon)
- 3) Briefing Session: 24 Feb 2022 (Thur)/ Online
- 4) Deadline of Registration: 06 Mar 2022 (Fri)
- 5) First Workshop: 08 Mar 2022/ Online (Tue) –1st Workshop
- 6) Second Workshop: 15 Mar 2022/ Online (Tue) – 2nd Workshop
- 7) Third Workshop: 22 Mar 2022 Online (Tue) – 3rd Workshop
- 8) Fourth Workshop: 29 Mar 2022/ Online (Tue) – 4th Workshop
- 9) Fifth Workshop: 5 Apr 2022/ Online (Tue) – 5th Workshop
- 10) eBalloting Date: 12 May 2022 (Thurs)
- 11) Zoom link for all briefing/ workshop and eballoting

<https://us02web.zoom.us/j/82510975936?pwd=bnJSQ1gzV0ZQZVozVTdJOWhnYm5TdDZ09>

Time	Description	Remark	
Competition Date	11 Jun 2022	3 rd – 6 th Decisions & Presentation	
Semi-Final (Online/ Onsite)	09:00 p.m.	08 Jun 2022	
	09:00 p.m.	10 Jun 2022	
	09:15 - 09:50	Opening Video Opening Speech Introduction of teams	35 Minutes
	09:50 - 10:00	Group Photo (Live/ Online)	10 Minutes
	10:00 – 10:10	Intro. of competition format, team assignment & Game Rule	10 Minutes
	10:10 - 10:45	Submission of First Decision	35 Minutes in Each Decision Making & 5 Minutes for Calculation and Result Review
	10:45 - 10:50	Break	
	10:50 - 11:25	Submission of Second Decision	
	11:25 - 11:30	Break	
	11:30 – 12:05	Submission of Third Decision	
	12:05 - 12:10	Break	
	12:10 - 12:45	Submission of Fourth Decision	
Lunch (12:40 - 14:00)			



Grand Final (Online/ Onsite)	14:00 - 14:05	Opening After Lunch	5 Minutes
	14:05 - 14:15	Semi-Final Result Review	10 Minutes
	14:15 - 14:30	Introduction of Judges and Group Photo	15 Minutes
	14:30 - 14:45	Guest Talk - 1	15 Minutes
	14:45 - 15:00	Guest Talk - 2	15 Minutes
	15:00 - 15:09	First Team Presentation	9 Minutes in Each Group's Presentation & 8 Minutes for Judge's Interview
	15:09 - 15:17	Judge Interview	
	15:17 - 15:26	Second Team Presentation	
	15:26 - 15:34	Judge Interview	
	15:34 - 15:43	Third Team Presentation	
	15:43 - 15:50	Judge Interview	
	15:50 - 15:59	Fourth Team Presentation	
	15:59 - 16:07	Judge Interview	
	16:07 - 16:16	Fifth Team Presentation	16 Minutes
	16:16 - 16:24	Judge Interview	
	16:24 - 16:40	Prize Awarded to Judges and Representatives of Universities	5 Minutes
	16:40 - 16:45	Final Result Announcement	5 Minutes
	16:45 - 16:50	Prize Presentation to winning teams	5 Minutes
16:50 - 16:55	Sharing from Winning Teams	5 Minutes	
16:55 - 17:00	Closing Speech	5 Minutes	



Reminder:

- (1) Semi Final - The participating teams will be divided into groups according to the participating university. Each group can only have one team of the individual University.
 - Participating teams need to submit 4 rounds of management decision
 - The top highest score team of each group can be advanced to the Grand Final session.
 - semi-finals accounted for 60% of the total score.
- (2) Grand Final – The top five highest score teams will have 45 minutes to prepare the ppt for presentation.
 - Senior members of the business community judge the presentation, giving students exposure to renowned industrial leader and qualified business talent.
 - Grand-final accounted for 40% of the total score.
- (3) The highest score of the total score in semi-final and grand final given on the proportional scale will be name as champion of 2022 International Macro Business Simulation Competition.
- (4) If any participating team fails to submit a decision on time, it shall be deemed to have abstained.
- (5) All participating teams-registration for the competition, practice phase, semi-finals, and finals are free of charge.

60.00%

Semi Final - MBS

40.00%

Grand Final - Presentation



Competition Venue

Overseas Teams

Hong Kong Teams

Online Participation

Onsite Participation

Hong Kong Metropolitan University

The Open University of Hong Kong, 1
Sheung Shing Street, Ho Man Tin,
Kowloon



香港公開大學
THE OPEN UNIVERSITY
OF HONG KONG

10. Competition Notes

- 1) The environment setting value of the scoring KPI is decided by the judges of the organizing committee.
- 2) Successful applicants will receive a confirmation email from the organizer and announce the website of the competition platform at the same time. Participating needs to confirm the email must be correct, please check it carefully and timely apply for the company registration to participate in the competition.
- 3) Please send out decisions for each period as early as possible. Unless the game is interrupted due to a temporary and occasional network or host failure, otherwise, the time will not be extended.
- 4) The organizer reserves the right to adjust the rule of competition.
- 5) The result of each competition is calculated by the computer to summarize the economic added value (NPV) of the enterprise that has accumulated operating results and the other four performances drawn on the Balance Score Card determine the score.
- 6) In the competition, if a team plays tricks to manipulate the decision making that are not of consistent to the company's operations behavior, or deliberately disrupting the order of the competition, the competition organizing committee will give a warning as appropriate, or cancel the qualifications of the teams directly.

Query

Should there be any doubt, the team's representative shall notify the competition organizing committee on the spot, the competition organizing committee will reply immediately after the final decision is made.

MBS ECase Competition Hong Kong 2022





WeChat QR Code



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