Recruitment Talk
2022-2023
Commitment to Excellence.
Agility to a changing world.
01 INTRODUCTION TO HICS
HICS Executive Committee

02 PAST ACCOLADES
Competition Awards and Experience

03 ALUMNI SHARING
HICS Alumni

04 Q&A SESSION
Questions from you!
INTRODUCTION TO HICS

What is HICS? What do we do? Who can apply?
Intensive workshops and mentoring to train case competition winners.

BACKGROUND OF HICS

HICS HISTORY
HICS started in February of 2012. Since then we have amassed over 400+ alumni.

MEMBERS
Consist of multi-talented HKU Business School members with strong alumni network.

WHO CAN JOIN?
Exclusive to HKU Business School undergraduates with a selective recruitment process.

BOOTCAMPs
Intensive workshops and mentoring to train case competition winners.
EXECUTIVE COMMITTEE

REGAN FUNG
President
BBA (IBGM)

JOHNSON KO
Head of Finance
BSc(QFIN)

KARINE PANGESTU
External Vice President
BBA(IBGM)

MAVIS FU
Internal Vice President
BBA(IBGM)

BRIANNA M.
Head of Marketing and Communications
BBA(IBGM)

ARTHUR YU
Head of Operations
BBA(IBGM)

MINA WONG
Executive Secretary
BEcon&Fin
Online classes provided by case coach

INTERNAL CASE PRACTICES
Practice applying your skills and learn from your peers

WORKSHOPS AND ACTIVITIES WITH COACHES
Group focused activities to consolidate your learning
MEMBERS ARE REQUIRED TO COMPLETE MODULE 1-4 IN SEM 1

**MODULE 1**
Introduction to Case Competition

**MODULE 2**
Problem Identification and Case Cracking

**MODULE 3**
Strategy Formulation and Ideation

**MODULE 4**
Recommendation Development and Implementation
SEMESTER TWO

Members are required to complete Module 5-9 in Sem 2

MODULE 5
Storytelling and presentation

MODULE 6
Q&A techniques

MODULE 7
Visual graphics

MODULE 8
Financial modelling

MODULE 9
Winning mindsets, winning teams
ADMISSIONS PROCESS 2022-2023

01 SCREENING
Submit Application by 9 SEPT (FRI)

02 INTERVIEW ANNOUNCEMENT
10 SEPT (SAT)

03 SELECTION INTERVIEW
14 SEPT (WED)

04 OFFER RELEASE
15 SEPT (THUR)

05 DEADLINE FOR OFFER ACCEPTANCE
19 SEPT (MON)

06 ORIENTATION SESSION
22 SEPT (THUR)
THE INTERVIEW

SCHEDULE
14 September
30 Minute Slot | 9:30AM - 1:30PM

FORMAT
20 Minute Preparation
3 Minute Presentation

JUDGING CRITERIA
Interest and Passion in Case Competitions
Language Proficiency and Communication Skills
Presentation Skills
Manners and Grooming
**JOINT UNIVERSITY CASE COMPETITION**

HKU, HKUST, CUHK, CITYU

<table>
<thead>
<tr>
<th>16</th>
<th>TOP</th>
<th>OUR</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TEAMS</strong></td>
<td><strong>4 HICS TEAMS</strong></td>
<td><strong>NETWORK</strong></td>
</tr>
<tr>
<td>Four teams from each university will be chosen to participate</td>
<td>Will be chosen as the official HKU representatives for JUCC</td>
<td>All participants will have the opportunity to gain exposure and network with the HICS community</td>
</tr>
</tbody>
</table>
02
Past Accolades

Past Awards and Experience
## LOCAL CASE COMPETITIONS 2019-22

<table>
<thead>
<tr>
<th>Name of Competition</th>
<th>Award Obtained</th>
</tr>
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<tbody>
<tr>
<td>ACCA Hong Kong Business Competition 2018-19 &amp; 2020 -21</td>
<td>2020 – 21: Digital Excellence Award, Merit Award 2018 - 19: 1st Runner-up, Best Proposal &amp; Team Excellence Award</td>
</tr>
<tr>
<td>ACCA-CFA Institute Business Competition 2019-20</td>
<td>2nd Runner-up, Best Budgeting Award</td>
</tr>
<tr>
<td>BOCHK Challenge 2021-22</td>
<td>Gold Award for Innovative Design</td>
</tr>
<tr>
<td>Business Administration Paper 2021 Sponsored by UBS</td>
<td>1st Runner-up</td>
</tr>
<tr>
<td>CGMA Global Business Challenge 2021 - Semi-Final (Hong Kong)</td>
<td>Champion</td>
</tr>
<tr>
<td>EY Young Tax Professional of the Year 2022 (Hong Kong Region)</td>
<td>1st Runner-up</td>
</tr>
<tr>
<td>HKCGI Corporate Governance Paper Competition and Presentation Awards 2021</td>
<td>Paper Writing Competition: 1st Runner-up</td>
</tr>
<tr>
<td>HKGCC Business Case Competition 2020 &amp; 2021</td>
<td>2021: Champion &amp; 1st Runner-up 2020: 2nd Runner-up</td>
</tr>
<tr>
<td>HKICPA Business Case Competition 2019 &amp; 2020</td>
<td>2020: Merit 2019: 2nd Runner-up</td>
</tr>
</tbody>
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<tr>
<td>HKSI Institute Case Competition 2022</td>
<td>Finalist, Top Performer Award &amp; The Best ESG Initiative Award</td>
</tr>
<tr>
<td>Hong Kong Joint University Case Competition 2022</td>
<td>Champion, 2nd Runner-up</td>
</tr>
<tr>
<td>Hong Kong Shared Good Values Case Competition 2020</td>
<td>2nd Runner-up</td>
</tr>
<tr>
<td>HSBC Life Insurance Innovation Competition</td>
<td>2nd runner-up</td>
</tr>
<tr>
<td>HSBC Financial Dialogue Series 2019 – Financial Innovation Case Study</td>
<td>Champion &amp; 1st Runner-up</td>
</tr>
<tr>
<td>International Macro Business Simulation Competition 2022</td>
<td>Champion</td>
</tr>
<tr>
<td>JOS Innovation Awards 18-19</td>
<td>Winner</td>
</tr>
<tr>
<td>KPMG Ideation Challenge Semi-Final (Hong Kong Regional Final)</td>
<td>Winner</td>
</tr>
<tr>
<td>MBS ECASE Competition Hong Kong 2021</td>
<td></td>
</tr>
<tr>
<td>MonsoonSIM Online Business Competition HK 2020</td>
<td></td>
</tr>
<tr>
<td>MonsoonSIM Enterprise Resource Management Competition 2021</td>
<td>3rd Runner-Up, 7th Runner-Up</td>
</tr>
</tbody>
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## INTERNATIONAL CASE COMPETITIONS 2019–22

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<th>Location</th>
<th>Award Obtained</th>
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<tr>
<td>Alberta International Business Competition 2019</td>
<td>Jasper, Canada</td>
<td></td>
</tr>
<tr>
<td>Amplify Trading Global Markets Competition 2022</td>
<td></td>
<td>Finalist</td>
</tr>
<tr>
<td>Asian Business Case Competition (ABCC) @ Nanyang 2021 &amp; 22</td>
<td>Singapore</td>
<td>2022: 1st Runner-up</td>
</tr>
<tr>
<td>Australian Undergraduate Business Case Competition 2021</td>
<td>Australia</td>
<td></td>
</tr>
<tr>
<td>Belgrade Business International Case Competition 2019</td>
<td>Belgrade, Serbia</td>
<td></td>
</tr>
<tr>
<td>BI International Case Competition 2019</td>
<td>Oslo, Norway</td>
<td>2nd Place</td>
</tr>
<tr>
<td>CaseIT MIS Case Competition 2021</td>
<td>Canada</td>
<td></td>
</tr>
<tr>
<td>Central European Case Competition 2021 &amp; 22</td>
<td>Hungary</td>
<td></td>
</tr>
<tr>
<td>Champion Trophy Case Competition 2020</td>
<td>New Zealand</td>
<td></td>
</tr>
<tr>
<td>CGMA Global Business Challenge 2021 - Final (North Asia)</td>
<td>China (Chengdu)</td>
<td>Awards of Commendations, Future Business Leader Award</td>
</tr>
<tr>
<td>Deloitte Tax Championship 2019 &amp; 2021</td>
<td>Hong Kong SAR, China</td>
<td>2021: Finalist Team 2019: Merit Team Award</td>
</tr>
<tr>
<td>EY Young Tax Professional of the Year 2022 (National Round)</td>
<td>China</td>
<td>Champion</td>
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<td>Häagen Dazs challenge 2022</td>
<td></td>
<td>1&lt;sup&gt;st&lt;/sup&gt; Prize</td>
</tr>
<tr>
<td>HSBC/HKU Asia Pacific Business Case Competition 2019 - 22</td>
<td>Hong Kong SAR, China</td>
<td>2019: Champion</td>
</tr>
<tr>
<td>International Business Agility Labs 2021: Supply Chain Management</td>
<td>United States</td>
<td>Winner, Finalist</td>
</tr>
<tr>
<td>Lazaridis International Case Conference 2021</td>
<td>Canada</td>
<td></td>
</tr>
<tr>
<td>McDonough Hilltop Business Strategy Challenge Competition 2021</td>
<td>United States</td>
<td></td>
</tr>
<tr>
<td>Scotiabank International Case Competition 2019, 21 &amp; 22</td>
<td>London, Canada</td>
<td>2022: Winner 2019: 2&lt;sup&gt;nd&lt;/sup&gt; Runner-up</td>
</tr>
<tr>
<td>Thammasat Undergraduate Business Challenge 2019 &amp; 21</td>
<td>Bangkok, Thailand</td>
<td></td>
</tr>
<tr>
<td>UBC Sauder Summit Global Case Competition 2019</td>
<td>Vancouver, Canada</td>
<td></td>
</tr>
<tr>
<td>UW x HKU Business School Virtual Global Case Competition 2021</td>
<td>Seattle &amp; Hong Kong</td>
<td>2&lt;sup&gt;nd&lt;/sup&gt; Runner-up, People's choice award</td>
</tr>
</tbody>
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Alumni Sharing

Asli Ak
Carson Lui
Bonita Ho
Harold Fung
OUR HICS JOURNEY
Get to Know Us

Asli Ak
IBGM & Art History – Y3
President of HICS 2021–2022
Member 2020–2021

Carson Lui
IBGM & AMPB – Y3
External Vice President of HICS 2021–2022
Member 2020–2021
PAST CASE COMPETITIONS
Finalists
Top Sustainability Award
Proposed an unemployment insurance strategy to tackle cyclical unemployment in Hong Kong.
Office visit + Prize + Fast-track to HSBC application.
HKU-UMP BUSINESS CASE CHALLENGE 2021

- Champion
- Presented an expansion strategy into the GBA area through innovation in telemedicine.
- Networking with CEO and CFO
LAZARIDIS INTERNATIONAL CASE CONFERENCE

- Represented HKU against 15 other teams from top universities worldwide.
- 5 hour and 24 hour case
- Proposed a marketing strategy for a financial institution.
- Pitched a cold-logistics and impulse-purchase solution to Nestle Canada
ADVANCING OUR SKILLS
HOW HICS ADVANCED OUR CASE ANALYSIS

Research & Slides

- Creating fool-proof slides.
- Framing strategy and conveying ideas in an understandable format.
- Market research, finding data & statistics, analysis sources.

Story-telling

- Understanding audience and “selling” the strategy.
- Engaging audience & enhancing speaking skills.
- Acing Q&A, appendices to support/hedge assumptions.

Financials

- Financial Modelling
- Improving scenario analysis skills and creating quantifying to create a desirable strategy.
GENERAL ADVICE FOR APPLICANTS
OUR APPLICATION TIPS

Be Confident!
Even if you’re unsure about your arguments, pull-through and frame your opinions.

Speak your thoughts
Analyse multiple perspectives to the issue, and end with your opinion.

Make sure you’re heard
Project your voice to captivate the judges, be loud and clear.

Keep your eyes on the clock
Pace yourself and have enough content to fill the time.

Gestures go a long way
Engage your audience, and fake your confidence with body language.

Listen to the Judges
Answer the questions that the judges ask, instead of diverting the discussion.
GOOD LUCK!
OUR CASE CRACKING JOURNEY
About Us

BFin(AMPB) & CS – Year 2
HICS Member (2021–2022)

Harold Fung
About Us

BBA(IBGM) & Finance – Year 2

HICS Member (2021-2022)

Bonita Ho
Past Case Competitions
Champion

- Devised a business proposal for Xiaomi to solve their income reliance on smartphones
- Presented a strategy to partner with local real-estate companies and to create utilities packages cater to the elderly
- Prizes
Asian Business Case Competition 2022

1st Runner Up

➤ Proposed market expansion plan for StraitsX’s stablecoins into Malaysia

➤ Presented an expansion strategy to ASEAN countries through partnering with telecom and enhancing blockchain capabilities

➤ Cash prizes
1 HSBC Sales and Trading Competition

- Trading Division Champion
- Trade Simulation Competition
- Market maker facilitate trade and manage sell-side risk positions

2 AmplifyMe 2022 Global Markets Competition APAC Top 30

- Top 30 among 432 teams in APAC
- Stock pitch + Trade simulation Competition
- Pitch deck selected for outstanding pitch deck collection
1. HSBC/HKU Asia Pacific Business Case Competition 2022
   - Asia Pacific Finalist & HKU Representative
     - Competed against 23 universities around the globe
     - Round 1: Proposed multiple ESG solutions for WeChat Pay
     - Round 2: Presented new dealership models for Porsche

2. JCI Island X CMSI Lead to the Future Business Case Competition 2022
   - 3rd Runner Up
     - Competed against 92 participating teams from 22 higher education institutes in Hong Kong
     - Proposed an expansion plan into the Greater Bay Area for Chinese Essence Medical Group
Why You Should Join HICS
Opportunities & Resources
Why You Should Join HICS

Opportunities

• Opportunities to compete in local and international case competitions

Resources

• Coach to teach you all the techniques you need to phrase a good story
• Sample case, practices, deck templates
Memorable & Challenging Moments
Why You Should Join HICS

Final Internal Case Practice

• Worked with teammates to solve a case for NWS in 1 week
• Selected to represent HKU in Joint University Case Competition

Joint University Case Competition

• Solve a case for Xiaomi within 48 hours
• Overcame time pressure with the team
• Awarded Champion
General Advice
Advice for Newcomers

General Advice

1. Find your own “specialty”
2. Learn from others and your mistakes
3. Give it your best shot in every case practice
How to Perform Well During Applications

General Advice

**Screening**

**Express Your Passion**
Demonstrate your willingness to commit to HICS and desire to learn more about case competitions.

**Showcase Your Abilities**
Outline relevant past experiences to demonstrate that you are ready and able to contribute to HICS with your skills and knowledge.

**Conduct Research on HICS**
Show that you are well prepared through understanding what HICS provides and how it could meet your expectations.

**Interview**

**Show Your Confidence**
Try your best to keep calm and maintain eye-contact when answering tough questions.

**Structure Your Arguments**
Show that you are a logical thinker, and you can explain cause-and-effect relationships in a clear and critical manner.

**First Impression Matters**
Dress to impress while being professional, always be polite to judges & committee members, be punctual and attentive.
ALL THE BEST!

Harold Hok Ching Fung

Bonita Ho
Q&A Session
We look forward to seeing you in the orientation!

HICS MEMBERSHIP
2022-2023

https://hku.au1.qualtrics.com/jfe/form/SV_1ZbUzhhyOzGpDHE
We look forward to your applications!

For any further inquiries contact us at hics.hku@gmail.com

or DM us on Instagram!