

*Commitment to Excellence,
Agility in a changing world*



HKU International Case Society



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01. Introduction

About Us

Established in 2012, HICS is the university's official case society offering training for international case competitions. It provides business analysis, presentation skills, and case cracking training through selective admission targeting HKU Business School students, with strong interest in case competitions

Executive Committee

President



Kabya Rai
Economics & Finance

External
Vice President



Adriel Heng
BBA (Law) & LLB

Internal
Vice President



Kitty Zhang
BSc (MAT)

Executive Committee



Executive Secretary
Sharon Dong
Economics & Finance



Semester 1
Director of Financial Affairs
Alex (Hwanwook) Cha
BBA(ADA)



Case Advisor
Kevin Hsu
BBA(IBGM)



Head of Operations
Andrew Fong
BBA(IBGM)



Semester 2
Director of Financial Affairs
Jessica (Minju) Kim
BBA(ADA)



Strategic Development
Nicky Cheung
BBA

Background

HISTORY

Established in February 2012 and stands as HKU's sole international case society.

01

MEMBERS

Strong alumni network who are working at leading firms in consulting & finance

02

ENRICHMENT

Exclusive to HKUBS undergraduates with a selective recruitment process

03

FAST TRACK OPPORTUNITIES

Excel to join Joint University Case Competition and International Case Competitions

04



HICS



02. Experience

Learning Scheme

Training Workshops

Each member will form a team of 4 where they will be given real-past case samples to present on during the training workshops, providing a hands-on learning opportunity for the members.

Mentorship Program

Each member will be assigned to an experienced mentor that best fits their interest and role in the team. The mentor will play an integral role in providing guidance for their HICS career.

Collaborative Learning

Joint workshops are organized with other HKU Business School organizations. These efforts are aimed to foster a collaborative learning experience with students beyond HICS.

Competitions

To test the competitive spirit of the teams, internal case competitions are held each semester. Excelling teams are invited to compete in local and international case competitions to represent HKU.



Key Competitions

Internal Case Competition

Case competition held in each semester where 12 teams (48 members) formed within HICS compete against one another.

Joint University Case Competition

4 teams that perform well during Internal Case Competitions will be invited to represent HKU in the Joint University Case Competition against other Universities in Hong Kong.

International Case Competitions

Teams that has shown stellar results may be selected to compete abroad in International Case Competitions.



KEY DATES





03. Past Achievements

Recent Notable Placements

Case Competition Name	Country	Placement
Sydney International Business Competition 2025	Australia	2 nd Runner Up
McDonough Business Strategy Challenge 2025	USA	Champion
UW Global Business Case Competition 2025	USA	Champion
NHH International Case Competition 2024	Norway	Champion
Thammasat Undergraduate Business Challenge 2024	Thailand	1 st Runner Up

Recent Notable Placements

Case Competition Name	Country	Placement
HKU Airstar Bank Joint University Case Competition 2024	Hong Kong	Champion
Copenhagen Business School Case Competition 2023	Denmark	Champion
Scotiabank International Case Competition 2023	Canada	Champion
Scotiabank International Case Competition 2022	Canada	Champion
HKU Joint Case Competition	Hong Kong	Champion



04. Application

APPLICATION PROCESS

Application Form



Personal Particulars
CV Submission
Short case questions

Individual Interview



10mins preparation on mini case
3mins individual presentation
+7mins QnA session

Group Interview



10mins group (of 4) preparation
5mins presentation
+10mins QnA session



APPLICATION TIMELINE



Join the Journey



Applications are now open

Application closes on 23:59 September 7, 2025

Contact us at: hics.hku@gmail.com

Instagram: [@hics_hk](https://www.instagram.com/hics_hk)

Feel free to reach out anytime after the talk for further questions