



HKICC 2018

**HKUST International Case Competition
Rules of the Competition**



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General Information

This is the 16th year that HKUST Business School hosts one of the top-ranked international undergraduate business case competitions. It provides an exceptional opportunity for students to learn and grow with their peers by solving real business cases. Starting from the 2018 edition, we have a new name: “**HKUST International Case Competition (HKICC)**”!

Objectives

The 7-day HKICC Program:

- provides a world-class competition that highlights the strategic challenges and managerial dilemmas faced by global business leaders;
- promotes students’ teamwork, critical thinking, and communication skills;
- provides a forum for the cross-cultural exchange of ideas and sharing of experience among students, team advisors, and the business community; and
- promotes Hong Kong as a vibrant and cosmopolitan city

The Teams

- A diverse mix of top-ranked international business schools are invited to participate
- Each team consists of 4 undergraduate students chosen by their school, accompanied by a Team Advisor

Student Eligibility

- Full-time undergraduate students of a participating university, majoring in any business-related programs
- For students on the European University System: A student currently studying in or before the 3rd year of specialized business education
- For students on the North American system: A student currently studying in or before the 4th year of undergraduate study
- Participants cannot have participated in CICC (Citi-HKUST International Case Competition) in previous years

Cases

The Thompson Center for Business Case Studies of the HKUST Business School develops two business cases for the competition. Each business case provides the background of an organization and outline a set of pressing business issues that senior management needs to address.

Enquiries

Organizing Committee

HKUST International Case Competition 2018

Address: Undergraduate Student Development and Career Services (LSK1037)
School of Business & Management
The Hong Kong University of Science & Technology
Clear Water Bay, Kowloon, Hong Kong

Tel: (852) 2358-8978 / (852) 2358-8488 (24 hours during the competition period)

Email: hkicc@ust.hk

Webpage: <http://hkicc.ust.hk>

Competition Overview

Teams will check in at the Conference Lodge on HKUST campus on Saturday afternoon (Oct 20) and will engage in social activities before the case competition. Teams will receive a **Kick-off case** and have **3 hours** for preparation on Oct 22 (Mon). The Kick-off Case presentations will be held on the same day. Teams will be seeded in the main case competition based on their ranking in the kick-off case. A **main case** will be delivered to teams on Oct 23 (Tue) and each team will have **22 hours** to research, analyze, and provide recommendations to the panel of judges for consideration. Division Round of the competition will be held on Oct 24 (Wed), and the Challenge Round and Final Round Presentations will be held on Oct 25 (Thu). Teams will check out on Oct 26 (Fri).

Overall Event of the Week

Date	Program
Oct 20 (Sat)	Arrival & Campus Tour <ul style="list-style-type: none"> • Check in at Conference Lodge from 3:00 p.m. • Campus Tour (Optional)
Oct 21 (Sun)	Welcome & Briefing <ul style="list-style-type: none"> • Teams Introduction • Briefing & Kick-off Case Presentation Draw Order City Excursions & Welcome Dinner <ul style="list-style-type: none"> • Teams can register according to their choice • City Excursions • Welcome Dinner in Sai Kung
Oct 22 (Mon)	Kick-off Case Competition & Cruise Tour <ul style="list-style-type: none"> • Presentation by case company • 3-hour preparation • 3 parallel divisions of case presentations • 15-min presentation + 10-min Q&A • Result and Division Round order announcement • Feedback from judges • Harbor cruise tour
Oct 23 (Tue)	Company Visit and Main Case Preparation <ul style="list-style-type: none"> • Company visit • 22-hour preparation
Oct 24 (Wed)	Division Round Presentation <ul style="list-style-type: none"> • 3 parallel divisions of case presentations • 15-min presentation + 10-min Q&A • Feedback from judges
Oct 25 (Thu)	Challenge Round Presentation <ul style="list-style-type: none"> • Runner-ups of divisions compete for last finalist place • 15-min presentation + 10-min Q&A Final Round Presentation, Award Presentation Ceremony, Closing Dinner <ul style="list-style-type: none"> • Final Round: 5-min uninterrupted presentation + 25-min combined presentation and Q&A • Award Presentation Ceremony and closing dinner at Royal Plaza Hotel
Oct 26 (Fri)	Check Out <ul style="list-style-type: none"> • Check Out at Conference Lodge before 11:00 a.m.

For details, please refer to the latest "Schedule of Events" on HKICC website.

Presentation Format

Kick-off Case, Division and Challenge Rounds of the Main Case

Up to 5 minutes will be given for each team for setting up. Teams can start their presentation right after setting up. Any unused time of the 5-minute setup cannot be added to the presentation time.

Each team has 15 minutes to present their case analysis and recommendations. Reminders will be given when there are 5 minutes and 1 minute left respectively. It will then be followed by a 10-minute question-and-answer session, during which the judges will ask questions. Judges will not ask any new questions during the final 1 minute and the presenting team must stop when the time is up. No questions will be allowed from the audience.

Final Round

Each team has 30 minutes to present. The first 5 minutes and the last minute are protected for the team to present without interruption. Judges may ask questions at any point in the presentation after the first 5 minutes until the final minute before the end of the allotted 30 minutes. Reminders will be given when there are 5 minutes and 1 minute left respectively. The presenting team must stop when time is up. No questions will be allowed from the audience.

Presentation Slides

Presentation files must be created in **Microsoft Office PowerPoint and in English**. The slide size should be in 4:3 ratio. Changes could not be made to the presentation slides between Division Round, Challenge Round, and Final Round presentations. Please note that Microsoft Office PowerPoint 2016 edition will be used in all the presentation rooms.

Judging

Kick-off Case, Division, Challenge and Final Rounds

Teams will be judged by a panel of industry experts, including executives from the case company and other business leaders invited by HKUST Business School.

Judges will base their decisions on the quality of analysis and recommendations, Q&A, and overall presentation effectiveness.

Best Presenter

Each HKICC participant and Team Advisor can cast a vote on the Best Presenter among the finalist teams. The participant with the highest votes will be awarded the Best Presenter award.

Rules

General

- All team members are expected to participate in ALL events in the official program hosted by the HKICC Organizing Committee.
- All team members are expected to be on time for all events.
- Teams are responsible for their own personal belongings.
- We respectfully ask all teams to strictly adhere to the letter and spirit of the competition rules, behave ethically, and show sportsmanship to ensure the fairness of the competition.
- Any violation of the rules may result in disqualification of the team. The decision to investigate and disqualify teams is the responsibility of the HKICC Organizing Committee. Any decision of disqualification is final.
- Best of efforts have been made to avoid further major changes to the rules. However, the HKICC Organizing Committee reserves the right to make amendments and inform teams of the changes if necessary.

Accommodation

- All teams will reside at the Conference Lodge on HKUST campus.
- Teams are expected to respect other guests at the Conference Lodge by keeping the noise down.
- Please do not move or remove any furniture or other facilities in your room, or stick materials on the walls by tape or other means.

Preparation

- Break out rooms will be available for each team during the case preparation period (3 hours for the kick-off case and 22 hours for the main case).
- Teams can bring textbooks and notes.
- Teams must bring their own laptops. HKUST will not be able to provide backup laptops or technical support for teams' laptops.
- Presentation files must be created in **Microsoft Office PowerPoint and in English**. Please also prepare a **PDF version**.
- All teams must save their presentation files to the USB keys provided by the HKICC Organizing Committee.
- In order to ensure anonymity of the teams and impartiality of the judges, teams should not identify themselves by the school name, mascot, or other distinguishing characteristics associated with the school's identity in their presentation slides. Only a fictitious consulting team name chosen by the team will be used throughout the competition.
- After the case is distributed, teams can use Internet for accessing publicly available information only. [Eduroam Wi-Fi Service](#) is available in most areas within HKUST campus. Using a website or database (including those from their own university) that required login (regardless of whether payment is required) is not permitted. However, teams are allowed to access to the resources that have already been saved on their personal computers.
- Students have to work on their own after receiving the cases. Discussion of the cases with advisors or any parties other than their teammates is not permitted until the team is no longer in the competition. Advisors should limit their contact with their team as much as possible. All inquiries should be directed to the HKICC Organizing Committee.
- The HKICC Organizing Committee reserves the right to check the online activities and materials that the teams are using to ensure adherence to the competition rules.

Presentation

- Each member of the team **MUST** participate in the formal presentation.
- Formal business attire is required for presentations.
- In order to ensure anonymity of the teams and impartiality of the judges, teams should not identify themselves by the school names, mascot, or other distinguishing characteristics associated with the school's identity in their presentation. Only the chosen consulting team name will be used throughout the competition.
- No make-up time will be provided if teams are late for their presentation.
- Ringer of mobile phones and any other mobile communication devices are required to be switched off during presentation sessions. Teams are not allowed to use their own timers for the presentation.
- Please note that only Microsoft Office PowerPoint 2010 is installed on the computer in some of the presentation rooms. New features may not be shown in Microsoft Office PowerPoint 2010 edition.

Team Advisors

- Our policy is to make the competition as open and transparent to the Team Advisors as possible. We trust the integrity and professionalism of the Team Advisors to help ensure fairness in all matters.
- Once the case has been distributed, Team Advisors should avoid any communication with their teams, except for emergencies. Team Advisors should **NOT** discuss the case, even in seemingly innocuous ways, with teams under any circumstance until the team is no longer in the competition.
- Team Advisors may attend any presentations of all rounds, but should avoid verbal or nonverbal communication with any student teams. Once a Team Advisor enters the presentation room, he/she should not leave until a presentation break.
- Team Advisors can take photos and videos of their own teams during the Kick-off case, Division, and Challenge Round Presentations. No videotaping or taking photos of other teams are allowed. Videos of the finalist teams will be posted on HKICC website after the event.

Copyright

- All materials distributed and produced during the HKICC are the rightful property of HKUST International Case Competition. These include but not limited to the competition case study, teams' presentation slides, teams' recommendations, photos and video recordings of the presentations and competition events. These materials may not be digitalized, photocopied or otherwise reproduced, posted or transmitted without the written permission of the HKICC Organizing Committee.

Presentation Schedule and Format

Kick-off Case

Presentation Draw Order

Teams will be divided into three divisions of five teams each. The order of Kick-off Case Presentation will be determined by a random draw on Oct 21 (Sun) morning at Room 3005, 3/F Lee Shau Kee Business Building (LSK 3005), HKUST.

Case Distribution

On Oct 22 (Mon), teams will receive the case at designated time at Room 3028, 3/F Lee Shau Kee Business Building (LSK 3028), HKUST. **No make-up time will be provided to teams that are late for their case distribution time.**

Preparation Room

Each team will have 3 hours to work on the kick-off case and will have access to a designated break out room on 3/F Lee Shau Kee Business Building.

Submission of USB Key

Each team must hand in the USB key provided by the HKICC Organizing Committee at Room 3028, 3/F, Lee Shau Kee Business Building (LSK 3028) **30 minutes** before the start time of their team's presentation. The USB key should contain the team's **presentation file (Microsoft Office PowerPoint) AND a PDF version of the main deck of the presentation.**

Case Presentation

All the presentations will take place on 3/F, Lee Shau Kee Business Building. One team from each division will present at the same time. Before the presentation, each team will have up to 5 minutes for set up. Each team will have 15 minutes for presentation, followed by a 10-minute Q&A session. There will be 5-minute and 1-minute reminders for remaining presentation time, and 1-minute reminder for Q&A time. **The Kick-off Case Competition is in closed format. It will only be open to Team Advisors and no other audience is allowed.**

Result and Division Round Order Announcement

The announcement will be made on Oct 22 (Mon) at 6:00 p.m. at LSK3028.

Kick-off Case Presentation Schedule

Oct 23 (Mon)	Case Distribution LSK3028	Submission of USB LSK3028	Presentation Central: LSK3005 Sai Kung: LSK3003 Tsim Sha Tsui: LSK3001	Feedback* Central: LSK3005 Sai Kung: LSK3003 Tsim Sha Tsui: LSK3001
Team Code				
CT1 / SK1 / TST1	11:00a.m.	2:00p.m.	2:30p.m. – 3:00p.m.	6:15p.m. – 6:20p.m.
CT2 / SK2 / TST2	11:35a.m.	2:35p.m.	3:05p.m. – 3:35p.m.	6:20p.m. – 6:25p.m.
CT3 / SK3 / TST3	12:10p.m.	3:10p.m.	3:40p.m. – 4:10p.m.	6:25p.m. – 6:30p.m.
CT4 / SK4 / TST4	12:55p.m.	3:55p.m.	4:25p.m. – 4:55p.m.	6:30p.m. – 6:35p.m.
CT5 / SK5 / TST5	1:30p.m.	4:30p.m.	5:00p.m. – 5:30p.m.	6:35p.m. – 6:40p.m.

* All teams will receive feedback from the judging panel in a 5-min Feedback Session per team. Team Advisors are invited to join the Feedback Session with their respective team.

Division Round

Presentation Order

Teams will be divided into three divisions of five teams each. The order of Division Round Presentation will be determined by the result of the Kick-off Case Competition and announced at Room 3028, 3/F Lee Shau Kee Business Building (LSK 3028), HKUST on Monday afternoon.

Case Distribution

On Oct 23 (Tue), teams will receive the case at designated time at Room 3028, 3/F Lee Shau Kee Business Building (LSK 3028), HKUST. **No make-up time will be provided to teams that are late for their case distribution time.**

Preparation Room

Each team will have 22 hours to work on the main case and will have access to a designated break out room on 3/F Lee Shau Kee Business Building.

Submission of USB Key

Each team must hand in the USB key provided by the HKICC Organizing Committee at Room 3028, 3/F, Lee Shau Kee Business Building (LSK 3028) **30 minutes** before the start time of their team's presentation. The USB key should contain the team's **presentation file (Microsoft Office PowerPoint) AND a PDF version of the main deck of the presentation.**

Case Presentation

All the presentations will take place on 3/F, Lee Shau Kee Business Building, on Oct 24 (Wed). One team from each division will present at the same time. Before the presentation, each team will have up to 5 minutes for set up. Each team will have 15 minutes for presentation, followed by a 10-minute Q&A session. There will be 5-minute and 1-minute reminders for remaining presentation time, and 1-minute reminder for Q&A time. **The Division Round Presentation are in closed format. It will only be open to Team Advisors and no other audience is allowed.**

Division Round Presentation Schedule

Oct 23 – 24 (Tue & Wed) Team Code	Case Distribution Oct 23 (Tue) LSK3028	Submission of USB Oct 24 (Wed) LSK3028	Presentation Oct 24 (Wed) Central: LSK3005 Sai Kung: LSK3003 Tsim Sha Tsui: LSK3001	Feedback Session* Oct 24 (Wed) Central: LSK3005 Sai Kung: LSK3003 Tsim Sha Tsui: LSK3001
CT1 / SK1 / TST1	2:30p.m.	12:30p.m.	1:00p.m. – 1:30p.m.	4:45p.m. – 4:50p.m.
CT2 / SK2 / TST2	3:05p.m.	1:05p.m.	1:35p.m. – 2:05p.m.	4:50p.m. – 4:55p.m.
CT3 / SK3 / TST3	3:40p.m.	1:40p.m.	2:10p.m. – 2:40p.m.	4:55p.m. – 5:00p.m.
CT4 / SK4 / TST4	4:25p.m.	2:25p.m.	2:55p.m. – 3:25p.m.	5:00p.m. – 5:05p.m.
CT5 / SK5 / TST5	5:00p.m.	3:00p.m.	3:30p.m. – 4:00p.m.	5:05p.m. – 5:10p.m.

* All teams will receive feedback from the Division Round judging panel in a 5-min Feedback Session per team. Team Advisors are invited to join the Feedback Session with their respective team.

Challengers Announcement & Draw Order

The announcement will be made on Oct 25 (Thu) morning at Tin Ka Ping Hall, HKUST.

Challenge Round

Presentation Draw Order

The runner-up team from each division will be announced on Oct 25 (Thu) at 10:30 a.m. at Tin Ka Ping Hall, HKUST. The three Challengers will compete for the last finalist spot. The order of Challenge Round Presentation will be determined by a random draw, and presentations will start right after the draw. The same presentation files saved on the provided USB keys in the Division Round will be used in the Challenge Round. Teams are not allowed to make any changes on the presentation files. No preparation rooms will be provided to the Challengers.

Case Presentation

The Challenge Round will be held at Tin Ka Ping Hall, HKUST. The presentation format is the same as the Division Round. Before the presentation, each team will have up to 5 minutes for set up. Each team will have 15 minutes for presentation, followed by a 10-minute Q&A session. There will be 5-minute and 1-minute reminders for remaining presentation time, and 1-minute reminder for Q&A time. **The Challenge Round is open to Team Advisors and the HKUST community but is closed to all non-challenger HKICC participating student teams.**

Finalists Announcement & Draw Order

The announcement will be made on Oct 25 (Thu) at 12:30 p.m. at Tin Ka Ping Hall, HKUST.

Final Round

Presentation Draw Order

The winner from each division of the Division Round and the winner of the Challenge Round will be announced on Oct 25 (Thu) at 12:30pm at Tin Ka Ping Hall, HKUST. The Four finalists will compete in the Final Round. The order of Final Round Presentation will be determined by a random draw. The same presentation files saved on the provided USB keys in Division Round will be used in the Final Round. The finalist teams are not allowed to make any changes on the presentation files. No preparation rooms will be provided to the Finalists.

Case Presentation

The Final Round will be held at Tin Ka Ping Hall, HKUST. The finalists will give their Final Presentations on Oct 25 (Thu) afternoon. Each team will have 30 minutes to present. The first 5 minutes and the last minute are protected for the team to present without interruption. Judges may ask questions at any point in the presentation after the first 5 minutes until the final minute before the end of the allotted 30 minutes. The presenting team must stop when time is up. No questions will be allowed from the audience. **The Final Round is open to the public, all Team Advisors, and non-finalist teams. Finalist teams can only watch the presentation(s) after they finish their own presentation.**

Final Round Presentation Schedule

2:00 p.m. – 2:35 p.m.	Finalist 1
2:40 p.m. – 3:15 p.m.	Finalist 2
3:15 p.m. – 3:30 p.m.	Break
3:30 p.m. – 4:05 p.m.	Finalist 3
4:10 p.m. – 4:45 p.m.	Finalist 4
4:45 p.m. – 5:30 p.m.	Judges Deliberation & Participants Voting for Best Presenter
5:30 p.m. – 6:15 p.m.	Travel to the venue for Award Presentation Ceremony and Closing Dinner
6:15 p.m. – 7:00 p.m.	Cocktail Reception
7:00 p.m. – 9:00 p.m.	Award Presentation Ceremony and Closing Dinner

-The End-