



HSBC BUSINESS CASE COMPETITION 2019

Ho Chi Minh City, 16 to 18 March 2019

1. HSBC Business Case Competition

HSBC Business Case Competition is an intense three-day event bringing together top students from universities across Vietnam, with senior business executives from leading industries to judge at the competition.

12 universities in Hanoi and Ho Chi Minh City will be invited to join the competition. Each university will send their undergraduate students to compete against each other in teams of 4 in business case analysis and presentation. Prize money is awarded to the winning team, the first runner-up and the second runner-up.

The competition helps bridging the gap between the academic and business world, and bringing a new platform of practical business learning method to Vietnamese students.

2. What do students get

All qualified team members at the competition will have an opportunity to attend a training focusing on presentation skills in English and employability skills. This is believed to help students have better performance at competition.

Each qualified team will have mentoring sessions with one to two HSBC senior staff.

The Champion team will take home VND 50,000,000 and stand a chance to represent Vietnam at the HSBC / HKU Asia Pacific Business Case Competition 2019 in Hong Kong. The first runner up and the second runner up will take home VND 30,000,000 and VND 20,000,000 respectively.

Qualified teams from Hanoi will have remuneration package for travel and accommodation during the competition.

3. Who is eligible to join

Each selected university will send 2 team of 4 students who are:

- Year 3 to Year 4 students
- Excellent knowledge in any areas of Strategy, General management, Accounting, Business, Finance & Investment, Marketing, HR etc..
- Fluency in English (equivalent to IELTS 6.0 or TOEFL iBT 60-78). All competition activities, including presentations and training sessions, will be conducted in English.
- Students who have reached the final round of HSBC Business Case Competition in Vietnam in previous years, are not eligible to compete again.

4. How it works

The competition consists of three rounds. In each round, each team of 4 undergraduate students will be given a business case developed by the Asia Case Research Centre (www.acrc.hku.hk) and given three hours to come up with a solution to the case and prepare a presentation of the said solution.

The solution will be presented to a panel of 3 senior business leaders from HSBC and other business industries. Each presentation will last for 20 minutes, followed by a 15-minute Q&A session. Each member of participating teams is expected to present at least once during each presentation.

Electronic devices such as laptops and mobile phones are not allowed; neither is the use of PowerPoint, laser pointers and similar presentation devices. Students are given overhead sheets for their presentations.

5. Timeline

- 15:00 4 January 2018** Deadline for universities submit their registration teams
- 7 - 23 Jan 2019** Screening round to select the finalist teams
- 18 Feb - 15 Mar 2019** Mentoring sessions for selected teams
Professional presentation and Teamwork skills training
- 16 Mar 2019** First round of competition in HCMC
- 17 Mar 2019** Second round of competition in HCMC
- 18 Mar 2019** Final round of competition in HCMC
Awarding ceremony in HCMC

6. Structure of the Final Competition

The competition will take place in **HCMC from 16 March – 18 March 2019**. Details of the 3 rounds as below. Participant teams from Hanoi will received remuneration package for travel and accommodation during the competition.

FIRST ROUND – 12 teams

Room 1



Room 2



SECOND ROUND – 6 teams



FINAL ROUND – 3 teams



7. Contact

We only receive information and registration from the university coordinator. For any further information, please kindly contact:

1. Ms. Minh Nguyen
Project Manager | VietSeeds Foundation
khanhminh.nguyen@vietseeds.org
(+84) 933 979 914
2. Ms. Trang Bui
Corporate Sustainability Manager | HSBC Bank (Vietnam) Limited
trang.my.bui@hsbc.com.vn
(+84) 903 838 841

8. History of HSBC Business Case Competition in Vietnam

The HSBC Business Case Competition in Vietnam aims to select the best team to represent Vietnam to join the HSBC / HKU Asia Pacific Business Case Competition in Hong Kong.

2018: The third time the competition was organised in Vietnam.

The first time the competition welcomed the largest number of universities nationwide – 11 universities. There were 9 schools qualified to join the main competition. 2018 was also the first time participating teams receiving English presentation skills training delivered by a British Council professional.

Team The Outliers from RMIT Ho Chi Minh City was the Champion and represented Vietnam at HSBC / HKU Asia Pacific Business Case Competition in Hong Kong. The team proudly finishes as the first-runner up, defeating from teams from Canada, France, and Singapore.... This has been the highest achievement of Vietnam team at this regional competition so far.

PARTICIPATING UNIVERSITIES

- RMIT: 3 team (2 from HCMC and 1 from Hanoi)
- Foreign Trade University: 2 team (1 from HCMC and 1 from Hanoi)

PUBLIC

International University:	1 team from HCMC
University of Economics and Law:	1 team from HCMC
Banking University:	1 team from HCMC
University of Economics:	1 team from HCMC
National Economic University:	1 team from Hanoi
Greenwich University:	1 team from Hanoi
University of Science & Technology:	1 team from Hanoi

2017: The second time the competition was organised in Vietnam.

The first time the competition was open to university students in both Hanoi and Ho Chi Minh City, and also the first time participating teams received mentoring sessions delivered by HSBC senior staff

Team Woohoo from RMIT Vietnam was the Champion and represented Vietnam at HSBC / HKU Asia Pacific Business Case Competition in Hong Kong. The team reached the second round at the regional competition. This is also the first time Vietnam team got to the second round.

PARTICIPATING UNIVERSITIES

RMIT:	3 team (2 from HCMC and 1 from Hanoi)
Foreign Trade University:	3 team (2 from HCMC and 1 from Hanoi)
International University:	2 team from HCMC
University of Economic and Business:	1 team from Hanoi
University of Economic and Finance:	1 team from HCMC
National Economic University	1 team from Hanoi

2016: The first time HSBC Business Case Competition was organised in Vietnam for university students in Ho Chi Minh City.

Team Young Buffalo from RMIT Vietnam was the winner and chosen to be the representative of Vietnam at HSBC / HKU Asia Pacific Business Case Competition in Hong Kong. The team stopped at the first round of the regional competition.

UNIVERSITY PARTICIPANT

RMIT University HCMC campus (3 teams)

University of Foreign Trade - HCMC Branch (3 teams)

International University – HCMC’s National University (3 teams)

HCMC University of Economics – Finance (2 teams)

2015: The representative for Vietnam at HSBC / HKU Asia Pacific Business Case Competition was chosen by HSBC.

Four students from RMIT Vietnam represented Vietnam at the regional competition and the team stopped at the first round of the regional competition.

2014: This is the first time Vietnam has a representative at HSBC / HKU Asia Pacific Business Case Competition.

The team from Foreign Trade University – Ho Chi Minh City was selected to represent Vietnam at the regional competition in Hong Kong. The team stopped at the first round of the regional competition.

9. Media Coverage

With a precious opportunity when students can get a chance to join a regional business competition with peers from Asia Pacific, HSBC Business Case Competition received quite a high volume of media coverage, especially prestigious printed newspaper across Vietnam.

There was a 6-minute feature about the competition on HTV9. News about the competition was also shared on HTV9, VTV9, *Nguoi Lao Dong*, *Thanh Nien*, *Thoi bao Ngan hang...* and other online channels. With the expansion through the years of HSBC Business Case Competition, there is no doubt that the competition will attract more and more media attention.

10. Photos



The Outliers - RMIT Vietnam (HCMC)

The Champion of HSBC Business Case 2018



Top 3 of HSBC Business Case 2018



Woohoo - RMIT Vietnam (HCMC)
The Champion of HSBC Business Case 2017



Young Buffalo - RMIT Vietnam (HCMC)
The Champion of HSBC Business Case 2016