

Lingnan University
Faculty of Business
Lingnan University Business Case Competition 2026

Rules and Regulations

1. ABOUT LINGNAN UNIVERSITY AND THE FACULTY OF BUSINESS

Lingnan University, a venerable institution in Hong Kong's academic landscape, has a rich heritage that dates back to its founding in Guangzhou in 1888. Known in its earlier years as Lingnan Xuexiao and subsequently as Lingnan University, the institution flourished in the field of higher education until 1952. It was reborn in Hong Kong in 1967 and has since aspired to evolve into a distinguished research-focused liberal arts university for the digital age. Lingnan is committed to excellence in teaching, learning, research, and fostering community ties, aiming for international acclaim.

The Faculty of Business at Lingnan University provides high quality business education distinguished by the best liberal arts tradition. Committed to the whole-person developments, we put a strong emphasis on nurturing students' practical ability and global vision. The Faculty was accredited by the Association to Advanced Collegiate Schools of Business (AACSB International) in 2011. The recognition reflects the Faculty's concerted efforts in benchmarking itself with the highest international standards, and continuous commitment to professional and academic excellence.

2. WHAT IS LINGNAN UNIVERSITY BUSINESS CASE COMPETITION (LUBCC)?

Lingnan University Business Case Competition (LUBCC) is an annual business case competition organised by the Faculty of Business, providing students with a dynamic platform to tackle real-world business issues in collaboration with governmental and industry partners. This competition offers an excellent opportunity for students to enhance their analytical and communication skills by working in teams to solve real-life issues provided by the partners. Outstanding teams will be invited to present their solutions at the Final Presentation and Award Ceremony to compete for awards.

3. ORGANISERS

The LUBCC 2026 is organised by the Faculty of Business and the Hong Kong Institute of Business Studies (HKIBS), with the Taught Postgraduate Programmes Office (TPO) and the Undergraduate Programmes Office (UPO) serving as supporting units.

4. RULES FOR PARTICIPANTS AND TEAM FORMATION

4.1. Eligibility

- All participants must be full-time students in the academic year 2025/26 at the undergraduate, research postgraduate, or taught postgraduate level.

4.2. External Participation

- The organisers reserve the right to invite students from other universities to participate in the competition.

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4.3. Competition Category

- The competition will be conducted in a single group.

4.4. Team Composition

- Each team must consist of four to five members.
- One team member must be appointed as the team captain, responsible for team registration and serving as the primary liaison with the organisers.
- Teams with fewer than four members at the time of registration will not be accepted.

4.5. Official Communication

- Teams from Lingnan University must use their official Lingnan University email accounts for registration and all correspondence with organisers.
- Teams from invited universities must use the email accounts provided at the time of registration for all communications.

4.6. Registration Details

For Teams from Lingnan University

- The team captain must provide the following information for all team members: full name (in both Chinese and English), student ID, programme of study, and Lingnan email address.
- Only one registration form may be submitted per team.

For Teams from Other Universities

- The team captain must provide the following information for all team members: full name (in both Chinese and English), programme of study, and email address.
- Only one registration form may be submitted per team.

4.7. Registration Process

For Teams from Lingnan University

- Eligible teams can register for the competition via [Qualtrics](#).

For Teams from Invited Universities

- Eligible teams can register directly with the relevant staff.

4.8. Registration Deadline

- All teams must register **by 5:00 pm on 23 January 2026 (Friday)**. Late registrations will not be accepted.

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4.9. Single Team Participation

- Each student is allowed to register with one team only.
- If a student is found to be registered on more than one team, he/she will be disqualified. Affected teams must find a replacement within one week after the registration deadline; failure to do so will result in forfeiture of registration.

4.10. Briefing Session

- An online briefing session will be held on 23 December 2025. Participants are advised to attend.

4.11. Compliance

- Teams fail to comply with any competition rules and regulations will be disqualified.

4.12. Changes in Team Membership

- After registration confirmation, if a team member is unable to participate due to illness or other force majeure reasons, the team may request approval from the organisers to compete with fewer than the number of original registered members or be allowed to add a replacement member. Such replacement must be taken place within two weeks after the registration deadline.
- Teams with fewer than three members after registration will be required to withdraw from the competition.

5. RULES FOR SUBMISSION AND PRESENTATION

5.1. General Requirements

- Each team's presentation must consist of no more than ten slides, excluding the cover and thank you slides.
- The presentation must not exceed ten minutes in duration.

5.2. Guidelines

- Each team will be randomly assigned a real-life business case involving an organisation facing a specific challenge. Teams must analyse the situation and prepare a PowerPoint presentation (in English) and a 30-second promotional video (in English).
- Case assignments will be announced via email **between 26 – 30 January 2026**.
- The promotional video must be original, in MP4 format, and no longer than 30 seconds in duration. All team members must be featured in the video, and the use of external video clips is strictly prohibited.
- The promotional video will be uploaded to a designated website or social media platform.
- Details regarding the promotional videos will be announced in due course.

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- The order of promotional videos on the designated website or social media platform will be determined by the date and time of submission.
- Details on the voting method for the Most Popular Video Award will be announced in due course.
- If any dishonest conduct is detected in the voting process—such as duplicate voting, vote manipulation, the use of bots or fake accounts, or any form of artificially inflating likes—the participant or entry involved may be disqualified. All suspicious votes may be reviewed and invalidated, fraudulent engagement may be removed, and penalties may be imposed without prior notice. Full and final decision-making authority is reserved, and decisions may be made at discretion and are not subject to appeal.
- The logos of all supporting organisations are provided solely for LUBCC 2026 and must be used only for non-commercial, educational purposes within the competition (e.g., case PPT and the official 30-second promo video). Use outside of LUBCC 2026 or for any business, marketing, sales, fundraising, sponsorship, or promotional activity is strictly prohibited. Breaches may lead to disqualification and content removal or penalties. For questions, please contact the organisers at lubcc2026@LN.edu.hk.

5.3. Submission

- Teams must submit their PowerPoint file and promotional video (or a download link to the promotional video), via email at lubcc2026@LN.edu.hk **by 5:00 pm on 5 March 2026 (Thursday)**.
- Late submissions will not be considered.

5.4. Judging

- Submissions will be reviewed by a panel of judges.
- Qualified teams will be shortlisted to enter into the final.
- Shortlisted teams will be notified via email **on or before 20 March 2026 (Friday)**.

5.5. Final Presentation

- Shortlisted teams will present their PowerPoint and promotional video in English, in person, at the Final Presentation and Award Ceremony **on 12 April 2026 (Sunday)**. Details will be announced in due course.
- Presentations must not exceed ten minutes. The organisers will manage the presentation schedule and reserve the right to adjust timing due to technical, weather, or other unforeseen circumstances.
- Only the submitted PowerPoint slides will be used during the final presentation. No additions or modifications will be accepted after submission.
- All teams must use the template slide provided by the organisers as the first slide in their

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PowerPoint submission.

- All members of shortlisted teams must participate in the Final Presentation and Award Ceremony. Teams not fulfilling this requirement will not be eligible for any prize or certificate of participation.
- Each team's presentation will be followed by a five-minute Q&A session from the judging panel.

6. AWARDS AND PRIZES

The following awards will be presented:

- First Prize
- Second Prize
- Third Prize
- Merit Award
- Best Presenter

For the Most Popular Video Award, prizes will be given to the teams ranked:

- First Prize
- Second Prize
- Third Prize

Awards	Prizes
First Prize	HK\$10,000
Second Prize	HK\$6,000
Third Prize	HK\$4,000
Merit Award	HK\$2,000
Best Presenter	HK\$3,000
Most Popular Video Award (First Prize)	HK\$3,000
Most Popular Video Award (Second Prize)	HK\$2,000
Most Popular Video Award (Third Prize)	HK\$1,000

7. FINANCIAL ARRANGEMENT

7.1 Transportation, Accommodation, and Visa Arrangements

- All teams (including teams from invited universities) will be responsible for their own transportation and accommodation expenses, and/or any other costs incurred from participation in the competition. All necessary visas and travel documents must be obtained prior to participation.

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7.2 Insurance

- Participants (excluding teams from Lingnan University) should make their own purchase (including medical insurance, personal accident insurance and insurance covering costs for emergency service) in light of individual needs for enhanced protection.

7.3 Payment of Prizes

- All prizes will be paid in HK\$ via cash on the date of Final Presentation and Award Ceremony.

7.4 Acknowledgement of Receipt of Prizes

- All awarding teams MUST sign the Acknowledgement of Receipt of Prizes on-site before receiving the prizes; otherwise, they will be disqualified from receiving the prizes.

7.5 Disclaimer

- The LUBCC 2026 Organising Committee, HKIBS, TPO, UPO and the staff members of Lingnan University shall not be liable for any loss of the prizes incurred after the awarding teams and/or their members confirm receipt of the prizes by signing the Acknowledgement of Receipt of Prizes.
- Once received, prizes will not be re-issued in any form, including but not limited to, cheque and cash.

8. OTHER RULES

- The organisers retain the copyright to all PowerPoint presentations, videos submitted by participating teams, and any event recordings made during the competition.
- The organisers reserve the right to change the timing or format of any event within the competition.
- In case of any dispute, the decision of the organisers shall be final.
- For any questions or enquiries regarding the rules and regulations, participants should contact the organisers immediately.

9. ENQUIRY

For enquiry, please contact the organisers via lubcc2026@LN.edu.hk.