



# Lingnan University Business Case Competition (LUBCC) 2024

Hosted by the Faculty of Business

Co-organised by Dept. of Marketing and International Business and

Taught Postgraduate Programmes Office



# OBJECTIVE AND ELIGIBILITY CRITERIA

- ▶ Provide opportunities to Lingnan students in solving real business case.
- ▶ Candidates should be full time LN RPg / TPg / UG / SubDegree students in 2023-24

# Supporting Organizations & Business Partners





# Why this Competition?

- ▶ Form a team joining this competition,
  - ▶ Earn valuable experience
  - ▶ Networking with remarkable employers
  - ▶ Winning prize money



# Rules and Regulations

- ▶ All participants must be full-time sub-degree, undergraduate, research and taught postgraduate students at Lingnan University in 2023-24 academic year.
- ▶ The competition includes two divisions:
  - a. Undergraduate and Sub-degree students
  - b. Research and Taught Post-graduate students




# Rules and Regulations

- ▶ Four students each team. All from same division. Can be different programmes or majors
- ▶ Team captain – communication with LUBCC organizer
- ▶ Registration form and the competition rules and regulations can be downloaded at <https://www.ln.edu.hk/mkt/LUBCC.php>
- ▶ Registration Deadline: 5 Feb 2024, 5 pm
- ▶ Email Registration form to [LUBCC2024@ln.edu.hk](mailto:LUBCC2024@ln.edu.hk)



# Communications

- Email
- Phone
- Website
- Moodle



## Your task

- ▶ A real business case from partner organization is randomly assigned to each team.
- ▶ Each team will receive the case on or before **20 Feb 2024**.
- ▶ Each team has to analyse the case and help the organization to solve the problem and provide ethical recommendations.





# Your submission

- ▶ Powerpoint slides – not more than 10 slides (excluding cover and thank you pages). The template of cover page will be provided by the organizer in due course.
- ▶ 30-second promotion video in English (MP4 format) – original / all members
- ▶ Deadline: 5 pm, 21 March 2024
- ▶ Submission platform:
  - ▶ Powerpoint slides including the link to download the video @Moodle



# Selection Criteria

- ▶ Deliver high-quality analysis
- ▶ Impressive and insightful ideas
- ▶ Performing outstanding
- ▶ Presentation skills (final round only)



# Award Presentation

- ▶ 5 teams in each division are shortlisted for final round
- ▶ Final Presentation
  - ▶ Date: 13 April 2024 (Saturday)
  - ▶ Time: AM
  - ▶ Mode: Face-to-face in English
  - ▶ Dress Code: Business Attire

The presentation of each team must not be longer than 10 minutes (including video playing), followed by 5 minutes Q & A from the judging panel.

Each team must use the submitted powerpoint slides for presentation.

# Prizes

- ▶ The Champion, The 1st Runner up, The 2nd Runner up and the Merit Awards in each division
- ▶ The Best Presenter Award in each division
- ▶ The Most Popular Video Award \*

	Prizes (HK\$)	
Champion	\$5000	x 2
1 <sup>st</sup> runner up	\$3000	x 2
2 <sup>nd</sup> runner up	\$2000	x 2
Best Presenter	\$2000	x 2
Merit Award	\$1000	x 4
The Most Popular Video	\$2000	x 1

\* All videos will be posted online (e.g. Facebook, Instagram, Youtube) to collect impressions.



# Key dates

- 22 Jan 2024 (Mon) Briefing Session (TODAY)
- 5 Feb 2024 (Mon) Registration
- 20 Feb 2024 (Tue) Case distribution
- 26 & 28 Feb 2024 (Mon & Wed) Training and Networking
- 21 Mar 2024 (Thu) PowerPoint presentation & video link submission
- 13 April 2024 (Sat) Presentation Day and Award Presentation Ceremony



# Hints

- ▶ Background of the organization
  - ▶ Mission
  - ▶ SWOT
- ▶ Latest Business Environment
  - ▶ News, trends
- ▶ Creativity, distinctive, feasible
- ▶ Alignment (company, overall strategy and analysis)



# Video



- ▶ Not necessary professional quality
- ▶ Promotion purpose
- ▶ Can use either English or Chinese with English Subtitle
- ▶ <https://www.youtube.com/watch?v=76YYeF72fzY>



# Enquiry

- ▶ Email: [LUBCC2024@Ln.edu.hk](mailto:LUBCC2024@Ln.edu.hk)
- ▶ Website: <https://www.ln.edu.hk/mkt/LUBCC.php>
- ▶ Tel: 2616-8239





Q & A