HKUST
BUSINESS SCHOOL
香港科大商學院
WORLD CLASS IN ASIA



HKICC 2021





HKUST International Case Competition
Rules of the Competition

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1. General Information

This is the 17th 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.

1.1 Objectives

The 5-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

1.2 The Teams

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

1.3 Student Eligibility

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

1.4 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.

1.5. Enquiries

HKUST International Case Competition Organizing Committee

Address: Undergraduate Student Development and Career Services
Room 1037, Lee Shau Kee Business Building (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/ (852) 2358-8377/ (852) 2358-5020
(24 hours during the competition period)

Email: hkicc@ust.hk

Webpage: http://hkicc.ust.hk

2. Competition Overview

The competition will be carried out on the Zoom platform. Teams can refer to the latest "Schedule of Events" on HKICC website at http://hkicc.ust.hk for the competition time. All time listed on the "Schedule of Events" are in Hong Kong time. Teams will engage in social activities before the case competition. Teams will receive a **Kick-off case** and have **3 hours** for preparation and file upload on June 7th, Monday. The Kick-off Case presentations will be held on the same day. Teams will be seeded in the main case competition (i.e. Division round) based on their ranking in the kick-off case. A **main case** will be delivered to teams on June 8th, Tuesday and each team will have **22 hours** to do the preparation and file upload. For both Kick-off and Main case, teams will be required to do research, analyze, and give presentation of their recommendations to the panel of judges for evaluation. Division Round of the competition will be held on June 9th, Wednesday, and the Challenge Round and Final Round Presentations will be held on June 10th, Thursday.

2.1 Schedule of Events

Teams can refer to the latest "Schedule of Events" posted on HKICC website at http://hkicc.ust.hk for the time of all events and competition schedule of HKICC.

2.2 Presentation Order

Teams will be divided into three divisions in Kick-off Case Presentation. Teams will register for the Kick-off Case presentation time slot on June 5th, 21:00 (HKT), on a first-come-first-served basis. Details will be announced.

Teams will be divided into three divisions in the Division Round. The division will be determined by the result of the Kick-off Case Competition. The order of Division Round Presentation will be determined by a random draw on June 7th, 18:45 to 19:00 (HKT) which will be shown live on Zoom and also recorded for the teams' information. Details will be announced.

2.3 Judging

2.3.1 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.

2.3.2 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. Details of the voting arrangement will be announced later.

3. Rules

3.1 General

1. The competition will be carried out on the Zoom platform. All participants are required to install the Zoom software on their devices and be within the coverage of internet network allowing high speed data transfer for the purpose of smooth audio/video conferencing. In case the team does not have access to ZOOM through their university, a single ZOOM license will be provided by HKUST Business School to the team upon request **on or before April 30.**
2. All participants are required to log in from the device with properly working Video Camera connected or built in their devices. All participants are advised to use a headset and be in a quiet space for better audio quality.
3. All team members are expected to participate in ALL events in the official program hosted by the HKICC Organizing Committee.
4. All team members are expected to be on time for all events. By participating, it implies that all participating students have given the consent that the HKICC Organizing Committee has the right to record all presentations and take pictures during all the events and presentations. The HKICC Organizing Committee members reserve the right to use the presentation slides after the competition as they see fit. Additionally, the cases and solutions remain the property of their respective company post-competition.
5. 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.
6. 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.
7. 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.
8. If disputes occur, the decision of the HKICC Organizing Committee shall be final.

3.2 Preparation

1. **Hong Kong Observatory time** will be adopted in the competition. The clock is available at https://www.hko.gov.hk/gts/time/clock_e.html.
2. In order to maintain the integrity of HKICC and ensure fairness among teams, 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.
3. Each team has 3 hours (for Kick-off case) and 22 hours (for Main case) to complete their case preparation and submission of presentation slides.
4. For materials allowed to be used by teams after the case is distributed, teams can use Internet for accessing publicly available information, textbooks and notes only during case preparation. Internet access by teams during case preparation is permitted but 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.
5. Teams must use their own laptops. HKUST will not be able to provide backup laptops or technical support for teams' laptops.
6. Teams are allowed to use collaboration software such as Google Docs or similar during case preparation.
7. Presentation files must be created in **Microsoft Office PowerPoint and in English**. Please also prepare a **PDF version**.
8. All teams must submit their presentation files (i.e. Microsoft Office PowerPoint and a PDF version) to the HKICC website on or before the time set by the HKICC Organizing Committee. At the end of the three (3) hour preparation period for the Kick-off case and the twenty-two (22) hour for the Main case, teams must upload their presentation slide deck to HKICC website at http://hkicc.ust.hk . The file submission time will be announced on HKICC website. Late submission by any team may lead to penalty or disqualification subject to the final decision of HKICC Organizing Committee.

9. If at any point during a team's preparation time they face any difficulties, please reach out to the HKICC Organizing Committee through email at hkicc@ust.hk or by phone (please refer to the "Enquiries" section on P.3).
10. 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.
11. 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.

3.3 Presentation

1. Teams are required to give live presentations via Zoom. Each member of the team MUST participate in the live presentation. All team members have to be visible at all times during the presentation.
2. Formal business attire is required for the presentations.
3. All presentations must be made in English and be accompanied by slides.
4. During the presentation, students are only allowed to use Zoom software. Students are not allowed to use any type of collaboration software, social media, or instant messaging software such as iMessage, Signal, Snapchat, WhatsApp, WeChat or any other communication services.
5. Each member of the team MUST use the virtual background provided by HKUST Organization Committee during presentation.
6. Teams are expected to give their presentation in a professional setting with ideal lighting and acoustics.
7. The HKICC Organizing Committee will endeavor to run all Presentations on time, however, the organizer reserves the right to change the Presentation times for any reason (including technical or other issues).
8. 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.
9. No make-up time will be provided if teams are late for their presentation.
10. 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.

3.4 Team Advisors

1. 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.
2. 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.
3. Team Advisors can watch the presentations of the respective team's division only in Kick-off Case Competition and Division Round. Challenge Round and Final Round Presentation are open to all Team Advisors. Team Advisors 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.
4. 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.

3.5 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.

4. Presentation Format

4.1 Kick-off Case & Division Round

4.1.1 Presentation Order

Teams will be divided into three divisions in Kick-off Case Presentation. Teams will register for the Kick-off Case presentation time slot on June 5th, 21:00 (HKT), on a first-come-first-served basis. Details will be announced.

Teams will be divided into three divisions in the Division Round. The division will be determined by the result of the Kick-off Case Competition. The order of Division Round Presentation will be determined by a random draw on June 7th, 18:45 to 19:00 (HKT) which will be shown live on Zoom and also recorded for the teams' information. Details will be announced.

4.1.2 Case Distribution

Teams will receive the Kick-off and Main case on HKICC website at http://hkicc.ust.hk at designated time. **No make-up time will be provided to teams that are late for their case distribution time.** Details will also be announced to all teams and advisors via email later.

4.1.3 Preparation

Each team will have 3 hours to work on the kick-off case and 22 hours to work on the main case by completing case preparation and file upload.

4.1.4 Submission

Each team must hand in the **presentation file (Microsoft Office PowerPoint) AND a PDF version of the main deck of the presentation** to HKICC website at http://hkicc.ust.hk on or before the time set by the HKICC Organizing Committee. Late submission by any team may lead to penalty or disqualification subject to the final decision of the HKICC Organization Committee.

4.1.5 Case Presentation

Only 1 participant is allowed to share their presentation slides on Zoom during the presentation. Before the presentation, each team will have up to 5 minutes for set up to ensure the quality of their connection, audio and video. 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.

Both Kick-off Case Competition and Division Round Presentation are in closed format. It will only be open to Team Advisors and no other audience is allowed. Team Advisors can only attend the division in which their respective team(s) join.

4.1.6 Feedback Session

All teams will receive feedback from the judging panel in an 8-min Feedback Session per team via Zoom after their Kick-off case and Division Round presentation. Team Advisors are invited to join the Feedback Session with their respective team.

4.2 Challenge Round

4.2.1 Presentation Draw Order

The team that rank second from each division of the Division Round will be announced on June 9th, 18:45 to 19:00(HKT). These three (3) teams will join the Challenge Round Presentation. The order of Challenge Round Presentation will be determined by a random draw. Result of the random draw will be shown live on Zoom and also recorded for the teams' information. The three Challengers will compete for the last finalist spot.

4.2.2 Case Presentation

The three Challengers will give their presentation on June 10th, 10:00 to 11:40 (HKT) according to the timeslot from the random draw. The presentation format is the same as the Division Round. The same presentation files in Division Round will be used in the Challenge Round. Only 1 participant is allowed to share their presentation slides on Zoom. Teams are not allowed to make any changes on the presentation files after the Division Round. 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 all Team Advisors and the HKUST community but is closed to all non-challenger HKICC participating student teams.

4.3 Final Round

4.3.1 Presentation Draw Order

The team that rank first from each division of the Division Round will be announced on June 9th, 18:45 to 19:00(HKT). These three (3) teams will be the finalists for the Final Round Presentation. The remaining finalist spot will belong to the winner of the Challenge Round. Their order of Final Round Presentation will be determined by a random draw on June 9th, 18:45 to 19:00 (HKT) and this will be shown live on Zoom and also recorded for the teams' information.

The winner of the Challenge Round will be announced live on Jun 10th, 12:10 to 12:20 (HKT). The four finalists will compete in the Final Round. The finalist teams are not allowed to make any changes on the presentation files.

4.3.2 Case Presentation

The same presentation files in Division Round will be used in the Final Round. Only 1 participant is allowed to share their presentation slides on Zoom. Teams are not allowed to make any changes on the presentation files after the Division Round. 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. Advisors of the finalist teams should not contact their respective teams before the presentation.

4.3.3 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. Details of the voting arrangement will be announced later.

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.

5. Award Presentation Ceremony

Teams will be informed of the result of the Final Round presentation and Best Presenter Award at the Award Presentation Ceremony which will be conducted on Zoom on June 10th, 17:30 to 18:30 (HKT). The Ceremony is open to all teams, Team Advisors, guests and judges.

-The End-