

TUBC 2014

Thailand's First-Ever Undergraduate Business Case Competition



WHAT IS TUBC?

The *Thammasat Undergraduate Business Challenge (TUBC)* is a case competition for undergraduates from international business schools hosted by the BBA International Program of Thammasat University. It is a four-day event that will conclude with presentations by the final four teams.

Each year, teams from leading business schools are invited to join the competition and are given limited time to analyze and prepare a solution for a business case. Each team is required to present their solutions and answer questions conducted by a panel of honorable judges.

WHEN & WHERE?

AUGUST 9 2014

* REGISTRATION STARTS 12.30 PM



THE WESTIN GRANDE SUKHUMVIT

(Asok BTS Station, Exit 5)



- FREE ADMISSION -

FOR MORE INFORMATION →



www.tubc.org



www.facebook.com/tubcthailand



@ tubc_thailand

1. CHOOSE YOUR CHARACTER

RECRUITER

- SEEKING TALENTED YOUNG BLOOD FROM AROUND THE WORLD
- BUILD UP BUSINESS NETWORK AND PROSPECT POTENTIAL PERSONNEL

STUDENT

- WITNESS THE PRESTIGIOUS INTERNATIONAL BUSINESS COMPETITION
- EXCHANGE IDEAS AND CHALLENGE YOURSELVES

ENTREPRENEUR

- PURSUE UNDERGRADUATE IN BUSINESS FIELD
- ENTHUSIASTIC IN PARTICIPATING IN BUSINESS CASE COMPETITION
- FRESH BUSINESS IDEA
- LOOKING FOR PROFESSIONAL RECOMMENDATION

BUSINESS ENTHUSIAST

2. YOUR MISSION IS TO SAVE THE COMPANY

3. YOU HAVE

- A team of 4
- 30 uninterrupted hours
- 20 minutes of presentation
- 1 winner

CHECKPOINT 1 UNDERSTAND THE COMPANY

CHECKPOINT 2 FIND THE PROBLEM

CHECKPOINT 3 CHOOSE YOUR PLAN AND WEAPON

CHECKPOINT 4 EXECUTE

THE GAME STARTS NOW