

IIBD INTERNATIONAL CASE COMPETITION

 2015
NOV 20


e-Business: Leveraging the Digital Edge

Introduction

IIBD International Case Competition is a competition for IIBD member and non-member universities worldwide. The Competition highlights the strategic challenges and managerial dilemmas faced by global business leaders. Students have to work under pressure to solve a real world business problem by formulating workable, action-oriented recommendations. It is a test of students' creativity and problem-solving ability. Five finalist teams will be chosen by the Organising Committee and be invited to Hong Kong Baptist University (HKBU) to compete for awards in the Final Round of the Competition.

Eligibility

All business students from IIBD member and non-member universities are eligible. Each university will nominate ONE team and each participating team must consist of not more than 4 members, with not more than one of them being a graduate student. Students of the same team must come from the same institution at the time of application. Each team should be supervised by a faculty supervisor.

Accommodation

Accommodation at NTT International House of HKBU will be provided for non-local finalists from 19-22 November 2015 (3 nights).

Awards

Gold Prize : US\$600 and Trophy
Silver Prize : US\$400 and Trophy
Bronze Prize : US\$200 and Trophy
Best Presenter : US\$100 and Trophy

Timeline of the Competition

- 22 May 2015 Deadline for Application
- 12 June 2015 "First-round" Case Assigned to All Participating Teams
- 22 June 2015 Deadline for Submission of Analysis of "First-round" Case
- 18 September 2015 Finalists Chosen by Organising Committee and Notified
- 20 November 2015 Final Round of the Competition at HKBU

Enquiries | IIBD Secretariat

 (852) 3411-5365
(852) 3411-5584

<http://iibd.hkbu.edu.hk/CC2015>
iibd@hkbu.edu.hk
