

HSBC BUSINESS CASE COMPETITION THAILAND 2018

Application Process

HSBC Business Case Competition Thailand 2018 is a business case competition for undergraduate students in Thailand, organized by Thammasat University's Bachelor's Degree in Business Administration (International Program) or BBA, and sponsored by HSBC. The main objective of the competition is to provide an invaluable opportunity for undergraduate students to showcase their talents in solving real-life business cases and gain practical hands-on experiences.

HSBC Business Case Competition Thailand 2018 brings together undergraduate students from leading universities across Thailand. Each team is given a limited time to analyze business cases, assess the challenges faced by an organization, and present their recommended solutions to the panels of honorable judges from leading organizations. As participants in the competition, students will have an opportunity to develop analytical and presentation skills, as well as challenge themselves in a real business setting.

Entry Criteria

- Participants must be full-time undergraduate students from public or private colleges/universities in Thailand.
- A team must consist of 4 students from the same college or university. The team members can come from different faculties, but must be from the same college or university.
- Each participant must be a member of one team only.
- The top winning teams of the past HSBC Business Case Competition Thailand are not eligible to participate in this year's competition.

Event Schedule

EVENT	DATE/PERIOD	VENUE
Application Period	29 January - 16 February 2018	Online Submission
Preliminary Round	18 - 25 February 2018	Online Submission
Training Day & Welcome Dinner	23 March 2018	HSBC Building, Bangkok
Qualifying Round	24 March 2018	HSBC Building, Bangkok
Semi-Final & Final Rounds	31 March 2018	HSBC Building, Bangkok

How to Register?

1. Download application form from <http://www.bba.tbs.tu.ac.th>.
2. Complete the application form and submit to apply.casecompetition@tbs.tu.ac.th by **February 16, 2018 at 11:59 P.M.**

Please note:

- The application form is in Excel format, and comprises two sheets: "Application" and "Backup". Participants are only required to fill in the "Application" sheet and must not tamper with the "Backup" sheet.
 - The team's name **must not include** the university name, whether in full or abbreviated, or words that mean or imply the name of the university.
 - Before submitting the application form, please make sure that both the **email subject** and the **file's name (Application form)** are in the form of **TeamName_application**. For instance, if the team name is "A Ant", the email subject and the file's name must be **A Ant_application**.
3. Please wait for the welcoming email to acknowledge your application and confirm your participation in the **HSBC Business Case Competition Thailand 2018**.

Awards

RANKING	AWARDS
Winner	• THB 100,000 • Team trophy, university trophy and individual certificates • Represent Thailand to compete in the "HSBC/HKU Asia-Pacific Business Case Competition 2018" in Hong Kong during 5-8 June 2018.
First Runner-Up	• THB 50,000 • Team trophy, university trophy and individual certificates
Second Runner-Up	• THB 30,000 • Team trophy, university trophy and individual certificates
Third Runner-Up	• THB 10,000 • Team trophy, university trophy and individual certificates
Best Speaker	• Individual trophy

Contact

For more information, please contact us through the following channels:

Telephone: 098-263-5514

Email: info.casecompetition@tbs.tu.ac.th