

HSBC/TBS BUSINESS CASE COMPETITION, THAILAND 2018

HSBC/TBS Business Case Competition, Thailand 2018 by TBS 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.

Eligibility

- 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.
- Participants who have participated in the HSBC/TBS Business Case Competition, Thailand in prior years are eligible to enter the HSBC/TBS Business Case Competition, Thailand 2018 with the exception of the top-winner team(s).

Competition Format

The competition consists of 4 rounds with 1 training session for qualified teams. Details are outlined as follows:

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

Remarks: Please note that this schedule is tentative and may be subject to change. A finalized schedule will be announced closer to the event date.

PRELIMINARY ROUND

- Participating teams are given 1 week to analyze and present the solution for the business case.
- Participants are required to submit a PowerPoint presentation with a 2-slide-per-page PDF file and a 1-page executive summary.

TRAINING DAY

- 24 qualified teams will have to attend a one-day training session prior to the competition to further strengthen their business case analysis and presentation skills.
- All the participants of the qualified teams must attend the training session.

QUALIFYING ROUND

- 24 qualified teams will be divided into 6 divisions. Each team is required to present their case solution from the preliminary round to a panel of judges, followed by Q&A.
- Each team will have 20 minutes to present, followed by a 15-minute Q&A.

SEMI-FINAL ROUND

- 12 semi-finalist teams will be divided into 4 divisions and assigned a time slot. Teams are required to analyze a new case and present the case solution to the judges, followed by Q&A.
- Each team will have 20 minutes to present, followed by a 15-minute Q&A.

FINAL ROUND

- 4 finalist teams will receive a new business case to analyze within 3 hours and present the case solution to the judges, followed by Q&A.
- Each team will have 20 minutes to present, followed by a 15-minute Q&A.

Awards

RANKING	AWARDS
Winner	• THB 100,000 • Team trophy, university trophy and individual certificates • Represent Thailand to compete in “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

Apply Online

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Contact

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