

HSBC/UM Macau Business Case Competition 2025

Rules and Regulation

I. Objective of the competition

To demonstrate faculty engagement and exposure to the business industry, The Faculty of Business Administration (FBA) of the University of Macau, The Centre for Tourism and Integrated Resort Studies at FBA and The Hongkong and Shanghai Banking Corporation Limited Macau Branch jointly organize a business case competition namely “HSBC/UM Macau Business Case Competition 2025”.

The goal of the competition is to enhance and encourage student’s understanding and learning of the business knowledge through real business case analysis, result in cultivation and promotion of business knowledge of the university students.

This competition is a regional competition. In Macau local competition, the winning champion team will be participating to the "HSBC/HKU Asia Pacific Business Case Competition 2025" held in Hong Kong from 2-6 June 2025. To equip and prepare students with the competition in Hong Kong, the Rules and Regulations of Macau local competition will basically follow the one in Hong Kong, with minimal necessary changes. More information of the regional and Hong Kong local competition can be found here: <https://competition.acrc.hku.hk/LocalCompetitions/Overview>.

II. Organizations

Co-organizers:

- The Faculty of Business Administration of the University of Macau (FBA)
- The Centre for Tourism and Integrated Resort Studies (CTIRS) at the Faculty of Business Administration of the University of Macau
- The Hongkong and Shanghai Banking Corporation Limited Macau Branch (HSBC)

III. Theme of the competition

- Business Case Competition

IV. Participating qualifications

- All participants must be full-time undergraduate students enrolled at the participating university or higher education institutions (undergraduate programme) in the competition year
- All participants should have graduated from secondary school no longer than eight years ago
- Students who have participated in previous editions of the competition are not eligible to compete again
- Each team should consist of four students and a faculty advisor as coach

V. Awards and prizes

- There are 6 prizes in total for the Champion, 1st runner-up, 2nd runner-up, and Merit Award for 3rd runner-up, 4th runner-up and 5th runner-up:
 - The champion team will win MOP10,000 prize money[#], trophies, and certificates;
 - The 1st runner-up team will win MOP8,000 prize money[#], trophies, and certificates;
 - The 2nd runner-up team will win MOP6,000 prize money[#], trophies, and certificates;
 - Merit Award 3rd runner-up team will win MOP1,500 prize money[#], and certificates;
 - Merit Award 4th runner-up team will win MOP1,500 prize money[#], and certificates;
 - Merit Award 5th runner-up team will win MOP1,500 prize money[#], and certificates.
- The champion team will join the HSBC/HKU ASP Business Case Competition 2025 in Hong Kong in June^{##}, which the competition will take place over three qualifying rounds and the Final round.

[#] Cash prizes are sponsored and provided by The Hongkong and Shanghai Banking Corporation Limited Macau Branch

^{##} All the undergraduate students and the faculty advisor of the champion team are required to participate the competition in Hong Kong from 2-6 June, 2025.

- An extra allowance of MOP 5,000 will be provided by The Hongkong and Shanghai Banking Corporation Limited Macau Branch to champion team as the support to their participation in the ASP competition.

VI. Competition arrangement

1. Competition format

- The competition will take place over two rounds in one day on-site

2. The day before the competition day

- Participants will receive the Round 1 Business Case to solve in their emails at 9:30 a.m. on 21 March 2025. Students will have 12 hours to prepare and submit the Round 1 Business Case presentation file (in pdf format) to organizer via email on or before 9:30 p.m. (according to organizer email receive time) on 21 March 2025. Late submission will be considered as withdrawn of the competition.

3. Competition day

- 22 March 2025
 - 09:00 – 11:30: Round 1 Competition, Q&A and round 1 result announcement at the University of Macau
 - 11:45 – 16:30: Round 2 Competition and Q&A at the University of Macau
 - 16:45 – 18:00 Awards Ceremony at the University of Macau

4. Competition structure

- Teams are divided into divisions and slots
- Division A, B, C represent the pool of universities that you compete against
- Slot 1, 2, 3 represent preparation and presentation time
- The Macau Competition will be divided into three divisions with three slots in Round 1 Competition and one division of three teams in Round 2
- The divisions and presentation slots will be determined by random draw. This draw will be held onsite in the presence of all participants

5. Competition schedule and requirements:

- Competition Date: 22 March 2025
- Language: English

6. Round Format and Rules

In case there is any contradiction between the General Competition Rules and the Round Rules and Format, the latter will take precedence. Please inform the organizers immediately in such a case

Round 1

- A business case provided by HSBC will be sent to students by the organizer, and students will have 12 hours (9:30am to 9:30pm on 21 March 2025) to prepare a slide deck and submit this by email
- The presentation slides can be prepared in PPT and then convert to PDF file in English only. We will provide a title slide template that has to be inserted at the start of the deck.
- Submission method:
File the report as ".pdf " and send it to the following staff email with the subject of "HSBC/UM Macau Business Case Competition 2025" and name of the team leader
 - Ms Ng

E-mail: corneliang@um.edu.mo

Tel.: 853-8822 9091

Fax: 853-8822 2377

▪ Mr Tang

E-mail: jasontang@um.edu.mo

Tel.: 853-8822 8871

Fax: 853-8822 2377

- The submitted presentation will be presented by the team face-to-face on the Competition day morning at the University of Macau
- The team will present the solution to a panel of senior business executives from HSBC. Each presentation lasts 15 minutes, followed by a 5-minute question-and-answer session (20 minutes in total)
- The three winning teams (one in each division) will progress to the final round, which will be held in the afternoon of same day at the University of Macau

Final Round

- For the Final Round of the competition, students will be given a business case provided by HSBC
- Teams are separated into breakout rooms and are given 3 hours (180 minutes) to read the case, come up with a solution to the case, and prepare a presentation of their solution
- The team will present the solution to a panel of senior business executives from the HSBC. Each presentation lasts 15 minutes, followed by a 10-minute question-and-answer session (25 minutes in total)
- The presentation slides should be handwritten on white A4 papers provided by the organizer, and should be in English only
- Please note that all team members should be present and should participate at least once during the presentation

Attending the Presentations

- Coaches can watch the first-round presentations of their teams onsite
- Coaches and students from teams who have not made it to the final round, or students that have already presented in the final round, can watch the final round presentations onsite
- All participants should familiarize themselves with the competition rules

VII. Competition rules:

Competition Format: The Competition will take place over 2 rounds

Preparation Rules Round 1

- Participants are allowed to use any and all publicly available materials. This includes online as well as offline materials
- During the competition, students are only allowed to discuss the case with their group members. Case-related discussions with coaches, teachers, company executives, friends, and family are not allowed until after each round
- Students are allowed to use collaboration software such as Google Docs or similar during the case preparation
- Students should submit their deck in PDF file format with a file size of less than 25MB on or before the time set by the organizer
- The PDF file submitted will be the one used during the presentation. No additional slides or modifications to the slides will be allowed after submission
- The submitted presentation may include backup slides with additional details that will not be used during the presentation but may be used for the Q&A session if necessary
- Students must use the competition template slide as the opening slide of their deck. The template will be provided by the organizing committee

Preparation Rules Final Round

- Any electronic devices are not allowed in both the preparation rooms and the presentation rooms. This includes tablets, notebooks, iPads, smart watches, PDAs, and all other electronic memory and communication devices
- Reference material (other than material provided by the organizing committee) is not allowed
- No personal stationery items are allowed. Each team will be provided with the following:
 - markers: red x 2, blue x 2, black x 3
 - basic calculator
 - ruler x 2
 - ball pens x 4 (blue)
 - pencils x 2
 - highlighters x 4
 - A4 Paper x 40

Presentation Rules for Round 1 and 2

- Laser pointers and similar presentation devices are not allowed

Other Rules

- Participants in the competition must not be in contact with any party other than fellow team members (including coaches or other participants) and their student team leader, through any means, from the start of each round's preparation session to the end of each round's presentation session
- All participants should stay at the University of Macau on 22 March to attend the Round 1 competition, Round 2 competition (if applicable), and award ceremony
- Participants should, at all times, follow the instructions of the organizers
- Participants should arrive at all venues in a timely manner as per the schedule
- Participants who wish to shake hands with the judges must do so immediately upon entering the venue. No additional time will be provided if teams are late for their presentation. If teams have not started the presentation by 10 minutes after the scheduled time, the team will automatically be disqualified from the competition
- All team members are required to participate at least once in their respective presentation(s)
- Team members who have not participated in at least one presentation are ineligible for any prize or certificate of participation
- If one team member is sick or otherwise unable to participate, the team can continue as a team of three. A team that has fewer than three members has to forfeit
- All teams must attend all rounds of the competition, either as participants or observers
- Teams or team members who fail to comply with the competition rules will be disqualified
- If disputes occur, the decision of the organizing committee shall be final
- The preparation and presentation times for teams may be amended at any time by the organizing committee
- If in doubt about any of the rules, participants should consult a member of the organizing committee

VIII. Judging Criteria:

All of the judges are from HSBC. Judges are asked to consider the following criteria with respect to the presentations:

- Key Issues
 - Is there a clear definition of the key issues, possibly divided into key subsidiary issues?
- Analysis

- Have both qualitative and quantitative points been brought into the analysis?
- Are they consistent and do they reinforce each other?
- Have the key ideas in the presentation been supported with facts and logical reasoning?
- Evaluation of Feasible Alternatives, Solutions, and Recommendations
 - Are the recommendations realistic, and are the solutions practical?
 - Do the solutions and recommendations have a strategic focus?
 - Do the solutions and recommendations tie in with the rest of the presentation?
 - Have the recommendations been adequately justified?
- Implementation and Plan of Action
 - Has the team considered cost and control issues?
 - Has the team worked out a realistic timeline and identified possible unforeseen issues?
- Question-and-Answer Session
 - Has the team defended its position in a convincing manner and remained consistent to the presentation?
 - Is the team able to handle questions effectively and with confidence?
 - Is the team relatively well balanced in terms of strengths?
 - Do the team members work well together, smoothly transitioning from one speaker to another?
- Presentation Form and Style
 - Did the team have good communication skills and presentation style?
 - Did the team present creative ideas?
 - Was the team professional at all times?
 - Were the acetate slides easy to follow and did they add to the presentation as opposed to distract from it?
 - Did the team budget its time appropriately?

There is no pre-defined weighting for the various criteria, and judges are free to decide what criteria they deem most important in deciding the result.

IX. Prize presentation

The prize presentation will be held immediately after the Round 2 competition, and the results will be posted on our website and press release at the end of March 2025

X. Other notes of the competition

1. Participants are obliged to abide by these Rules and Regulation set by the organizer;
2. Cooperate with the filming staff arranged by the organizer, who will use the shooting contents of the visit, presentation and award presentation as necessary for the promotion and reporting of the competition;
3. Any complaint or dissatisfaction during the competition may be brought to the attention of the organizer at the end of each part for arbitration by the organizer;

4. All participants must abide by the rules of the competition and the decisions of the organizing committee;

XI. Modification of these Rules and Regulation

The organizer has the right to modify and terminate the event at any time, and has the right to amend the competition regulation and system according to the actual situation without prior notice.

XII. Organizing committee

1. Prof Amy SO, Assistant Dean (Business Engagement and Alumni Affairs) and Director of Centre for Tourism and Integrated Resort Studies of Faculty of Business Administration, University of Macau
2. Ms. Vicky LOU, Business Management Manager of The Hongkong and Shanghai Banking Corporation Limited Macau Branch
3. Mr Jason TANG, Administrative Officer of Centre for Tourism and Integrated Resort Studies, Faculty of Business Administration, University of Macau
4. Ms Cornelia NG, Administrative Assistant of Faculty of Business Administration, University of Macau
5. Ms. Queenie CHE, Administrative Staff of Faculty of Business Administration, University of Macau

XIII. Registration and enquiry

- Online registration:
 - Please complete the online registration form shown at the competition website
 - Deadline for registration: 12 March 2025
- Enquiry:
 - Faculty of Business Administration, University of Macau
 - Ms Ng
E-mail: corneliang@um.edu.mo
Tel.: 853-8822 9091
Fax: 853-8822 2377
 - Mr Tang
E-mail: jasontang@um.edu.mo
Tel.: 853-8822 8871
Fax: 853-8822 2377