CityUHK

Business Case Competition 2027

Empowering Student Leaders,
Leading Excellence in Business Cases



ORGANISER

CityU College of Business 香港城市大學 City University of Hong Kong Lead What's Next

Undergraduate Programmes

CityU Department of Marketing 香港城市大學 City University of Hong Kong

CORPORATE PARTNER

SONY

1. Background

The **CityUHK Business Case Competition** develops students' strategic thinking, creativity, and problem-solving skills through real-world business challenges.

It is a joint initiative that builds on two established competitions: the CityUHK BPCC Case Competition, organised by **the College of Business**, and the MKT Business Case Competition, offered by **the Department of Marketing** at City University of Hong Kong (CityUHK).

Building on the strengths of both competitions, the event provides an enhanced platform for students to apply classroom knowledge, engage with industry professionals, and strengthen their teamwork, communication, and leadership skills.

2. Objectives

The Competition aims to:

- provide a professional platform for students to address managerial dilemmas and strategic challenges faced by business leaders; and
- foster dialogue and knowledge exchange between students and industry practitioners in Hong Kong.

3. Eligibility and Team Composition

- The Competition is open to **undergraduate students** from **all disciplines at University Grants Committee (UGC)-funded universities** in Hong Kong.
- Each team must register with **four members** from the same university. There is no limit on the number of teams that may enter from a single university.
- Exchange and visiting students are not eligible to participate.
- Each participant may register with only one team.
- Each team must nominate a team leader to receive official communications.
- A team may continue with three members if one member is unable to participate because of illness or another valid reason, subject to prior approval by the Organising Committee. Teams must notify the Organising Committee as soon as practicable and must have at least three participating members throughout the Competition.

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4. Case Study and Competition Format

- Faculty members from the Department of Marketing at CityUHK will collaborate with the corporate partner, **Sony Corporation of Hong Kong Limited**, to develop a customised business case exploring the company's background and the challenges faced by its management.
- The general case theme will be announced before the Competition to allow teams to conduct background research. Teams will have **36 hours** from the official case release to analyse the case, develop recommendations and submit their presentation slides
- The Competition will consist of three rounds:
  - **Round 1: Preliminary Round** – Judges will assess the submitted presentation slides and select 12 teams to advance to the Semifinal Round.
  - **Round 2: Semifinal Round** – The 12 shortlisted teams will be randomly assigned to three divisions, with four teams in each division. The judges in each division will select two teams to advance to the Grand Final.
  - **Round 3: Grand Final** – The six finalist teams will each receive a feedback session from their respective semifinal judging panels. During the subsequent two-hour revision period, finalists may revise their presentation slides. Each finalist team will then present its revised slides to a Grand Final judging panel that is different from its semifinal judging panel.

Jan 4, 2027	Jan 5, 2027	Jan 6, 2027	Jan 7, 2027	Jan 8, 2027
Monday	Tuesday	Wednesday	Thursday	Friday
Opening Ceremony / Case Release 10:00 am-12:00 pm at CityUHK Campus **Round 1: Preliminary Round Case Preparation** 36-hour preparation period begins at case release (36-hours)	**Round 1: Preliminary Round Case Preparation** Continued Case Solving & Preparation (36-hours) **Submission Deadline** Jan 5 · 23:59 HKT	**Round 1: Preliminary Round Submission Evaluation** Judges review and score submissions	**Round 1: Preliminary Round Submission Evaluation** Judges complete scoring and deliberation **Round 1: Preliminary Round** Top 12 Teams Announcement	**Round 2: Semifinal Round Presentation** (3 parallel divisions of 4 teams each) **Round 2: Semifinal Round** Result Announcement & feedback session for the 6 finalist teams **Round 3: Grand Final** Presentations by 6 finalist teams **Awards Ceremony & Gala Dinner**

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5. Competition Schedule

Day	Date	Activities
Day 1	Jan 4, 2027 (Monday)	• **Opening Ceremony**, CityUHK campus, 10:00 a.m.–12:00 noon. Corporate representatives will introduce and release the case**.** • **Preliminary Round: The 36-hour case challenge** will begin right after the briefing session, and teams will begin independent analysis and preparation of their presentation slides.
Day 2	Jan 5, 2027 (Tuesday)	• Teams will continue their case analysis and preparation. **Submission deadline: 11:59 p.m. HKT on 5 January 2027**
Day 3	Jan 6, 2027 (Wednesday)	• Judges will review and evaluate the presentation slides submitted in **PDF format**.
Day 4	Jan 7, 2027 (Thursday)	• Preliminary judging will continue. The 12 teams advancing to the Semifinal Round **will be announced on 7 January 2027, following confirmation of the judging panels' results**.
Day 5	Jan 8, 2027 (Friday)	• **Semifinal Round:** The 12 shortlisted teams will compete in three parallel divisions, with four teams per division. Each team will have 15 minutes to present, followed by a 10-minute Q&A session. • **Results announcement and photo session:** The top two teams from each division will advance to the Grand Final. • **Feedback sessions:** Each finalist team will receive a 10-minute feedback session from its semifinal judging panel. The order of feedback sessions within each division will be determined by random draw. • **Slide revision period:** Following the feedback sessions, finalist teams may revise their slides during the designated two-hour revision period from 1:30 p.m. to 3:30 p.m. (HKT). Revised slides must be submitted by 3:30 p.m. (HKT). • **Grand Final:** The six finalist teams will present to a different judging panel. Each team will have 15 minutes to present, followed by a 10-minute Q&A session. • **The Awards Ceremony and Gala Dinner** will be held at the Faculty Lounge, CityUHK, in the evening.

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6. Awards

- The judges will determine the recipients of the following awards:

AWARD	PRIZE
❖ **Champion**	• Sony coupons with a total value of HK$10,000 per team
❖ **First Runner-up**	• Sony coupons with a total value of HK$6,000 per team
❖ **Second Runner-up**	• Sony coupons with a total value of HK$4,000 per team
❖ **Honourable Mention Award**	• Sony coupons with a total value of HK$2,000 per team

- Each member of the **six finalist teams** will receive an individual certificate in recognition of their achievement and participation.
- **Outstanding students** identified during the Grand Final may be considered **for fast-track internship opportunities**. These opportunities may involve rotations across Sony entities or support for cross-entity projects, subject to confirmation by the corporate partner

7. Judging

- The judging panels will comprise senior executives from the corporate partner, alumni invited by the College of Business at CityUHK, and the case writer.
- Teams will be assessed against the following criteria, as applicable to each round:
  - Quality and depth of their analysis.
  - Quality of recommendations.
  - The feasibility and creativity of the proposed solution.
  - Presentation quality and responses to judges' questions in the Semifinal Round and Grand Final.

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8. Competition Rules & Regulations

- **8.1 Attendance Requirements**
  - Failure to comply with the following attendance requirements, unless prior approval has been obtained from the Organising Committee, may result in disqualification:
    - At least **two members** of each team must attend the **Opening Ceremony** in person on 4 January 2027.
    - **All members** of the six finalist teams must attend the **Awards Ceremony and Gala Dinner** in person on 8 January 2027.
- **8.2 Late Arrival**
  - Teams arriving late for their scheduled presentation will not be given additional presentation time.
- **8.3 Team Identification and Anonymity**
  - Each participating team will be assigned a unique team alias. Judges will identify teams by their aliases throughout the Competition to support impartial assessment.
  - **Teams must not disclose their university or department affiliation to the judges**. This restriction applies to presentation slides, presentations, Q&A sessions and other interactions with judges.
  - Team members must not wear clothing or accessories displaying university names or logos during their presentations.
  - Any breach of the anonymity requirement may result in penalties, including disqualification, at the discretion of the Organising Committee.
- **8.4 Presentation Logistics**
  - For the Semifinal Round, presentation order will be determined separately within each division. For the Grand Final, presentation order will be determined among the six finalist teams. The first team will be selected by **random draw** before presentations begin, and each subsequent team will be selected by **random draw** after the preceding presentation. All teams competing in the relevant division or round must be present for the draws.
  - Participants must bring their own laptops.

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9. Presentation Requirements & Slide Submission

- **9.1 Presentation Format**
  - Each team in the Semifinal Round and Grand Final will have **15 minutes to present, followed by a 10-minute Q&A session.** All presentations must be in English.
  - Slides must be prepared using Microsoft PowerPoint and submitted in **PDF format**. Each presentation must contain **12–20 main slides**, excluding the title slide, references and appendices.
  - Presentation slides must not contain the team's university name, department name, university logo, or any other information that may identify the team's university or department.
  - All participating members of shortlisted teams must wear business attire.
- **9.2 Submission and Revisions**
  - **Teams must submit their presentation slides in PDF format by 11:59 p.m. (HKT) on 5 January 2027.** Late submissions will not be accepted, except in exceptional circumstances approved in advance by the Organising Committee.
  - Files must be named using the assigned team alias only (for example, TeamAlias.pdf) and must not contain a university name, department name, or identifying logo.
  - The submitted slides will be used for the Semifinal Round and may not be revised before the semifinal presentation.
  - The six finalist teams will each receive **a 10-minute feedback session** from their semifinal judging panel. All finalist teams may revise their presentation slides during a common two-hour revision period, from 1:30 p.m. to 3:30 p.m. HKT on 8 January 2027, after all official feedback sessions have concluded. **Revised slides must be submitted to the organising committee by 3:30 p.m.** Finalists will present their recommendations again to a different judging panel in the Grand Final.
- **9.3 Independent Work and Research**
  - Teams must **work independently** after receiving the case. Teams must not discuss the case with faculty advisers or anyone outside their team, except through official clarification channels provided by the organising committee or, for the six finalist teams, during official feedback sessions with Competition judges.
  - Presentation slides must be the team's **original work**. Any use of third-party materials must comply with the Competition's research and acknowledgement requirements. Plagiarism and copyright infringement are prohibited.

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10. Use of Artificial Intelligence

- **10.1 Permitted Use of AI**
  - Teams may use publicly available AI tools to support general tasks such as brainstorming, language editing, slide design assistance, formatting, and presentation enhancement, provided that such use complies with this policy. To ensure fairness to all teams, please use free, openly accessible AI platforms; it is prohibited to use any paid or subscription versions of AI platforms.
- **10.2 Prohibition on Disclosing Case Materials**
  - To protect copyright, confidentiality, and the integrity of the Competition, teams must not upload, paste, input, share, or otherwise disclose any case materials or Competition-related information to any external AI platform or service. This prohibition applies to the entire case, excerpts of the case, exhibits, datasets, financial information, screenshots, images, tables, and any derived or summarised case content.
- **10.3 Requirement for Independent Analysis**
  - All analyses, insights, strategies, recommendations, and conclusions presented by teams must be the teams' own original work. AI-generated analyses, strategic recommendations, or solutions based on case materials are strictly prohibited.
- **10.4 Permitted Presentation Support**
  - AI tools may be used to assist with non-substantive tasks such as improving grammar, refining language, generating generic visual elements, or enhancing slide formatting, provided that no case materials are disclosed to the AI system.
- **10.5 Responsibility and Compliance**
  - Teams are responsible for ensuring that their use of AI complies with this policy. The organising committee may request clarification regarding AI usage and reserves the right to investigate any suspected violation.
- **10.6 Penalties for Violations**
  - Any violation of this AI policy may result in penalties, including disqualification from the Competition, at the sole discretion of the organising committee.

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11. Photography & Publicity

- By participating in the Competition, participants consent to CityUHK's collection and use of their names, photographs, video recordings, and presentation materials for event administration, reporting, and publicity purposes.
- Participants must keep all Competition case materials confidential.
- Unauthorised video or audio recording of Competition presentations is prohibited. Official photography and videography may be conducted by or on behalf of CityUHK.

12. Organiser's Rights

- CityUHK reserves the right to amend the Competition arrangements, rules, and schedule where necessary. In the event of any dispute, the decision of the Organising Committee shall be final.

13. Student Organising Committee

- The Competition is jointly organised by two student committees at CityUHK: the **Business Proposal and Competition Club (BPCC)**, representing the College of Business, and the **Marketing Mentoring Committee (MMC)**, from the Department of Marketing.
- Together, these committees coordinate and deliver the Competition, providing a collaborative and enriching experience for participants.

14. Enquiries

- For enquiries about the Competition, please contact the Organising Committee at **cbibcc@cityu.edu.hk.**

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