

Student Sharing - Success Story of a BBAAC student, CHAN Yuen Ying

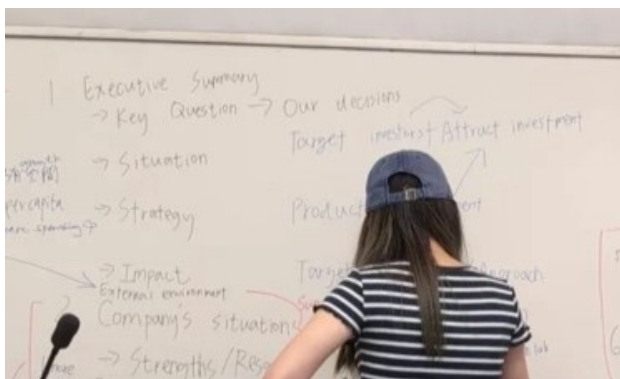
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CHAN Yuen Ying Kylie, BBA in Accountancy, Cohort 2022

I am full of gratitude for the incredible opportunities I have had to participate in several competitions in the academic year 2023–24. I am proud to share some of my accomplishments:

- **Consolation Award** at the 2023 MonsoonSIM Enterprise Resource Management Competition (MERMC) International Grand Final
- **Second Runner-up (Gold Award)** at the 2024 China Mainland, Hong Kong, and Macao Enterprise Business Case Analysis Competition
- **Champion** at the 2024 MERMC Hong Kong Round
- **Champion** at The Swire Properties Placemaking Academy 2024

First, I would like to extend my heartfelt thanks to my amazing teammates in **EDGE—Chloe, Ottilia, Joanna, and Annie**. Their unwavering support and hard work made these achievements possible. Competing together as a team in various competitions, we pushed each other to navigate challenges, and I could not have reached these milestones without them. I am also grateful to the professors at CityU for their guidance throughout this journey. Their insights and encouragement have been instrumental in my growth.



Throughout our university studies, we acquired a wealth of theoretical knowledge. Business competitions provide a unique platform to apply this knowledge to real-world scenarios. They challenge us to analyze complex business cases, develop innovative solutions, pitch our ideas in persuasive presentations, and make quick decisions. I learned to analyze

problems from multiple angles and devise effective strategies. These experiences have been crucial in enhancing my analytical and problem-solving skills.

My desire is to live a fruitful life by challenging, improving, and enriching myself. I am delighted to see my growth in my current university journey. While I am proud of these awards, I believe that each competition, regardless of the outcome, has been a stepping stone in my personal and professional development.

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For instance, winning the apprenticeship from Swire Properties was a memorable occasion that encouraged me to advance my presentation skills and pitch the idea to the senior management. I am honored to be part of the Swire Properties Placemaking Academy and the Public Affairs Department and work for the annual event—the Swire Properties White Christmas Street Fair 2024.



To those considering joining business competitions, I wholeheartedly encourage you to take the plunge. It is an incredible opportunity to work diligently toward a common goal with your teammates. For those who have not yet received an award, I urge you not to be discouraged. My journey was not plain sailing, but I have participated in numerous competitions beyond those listed above. Not every competition ended in victory, but each experience taught me valuable lessons. Learning to embrace failure as a stepping stone rather than a setback has been one of the most important lessons. Embrace the lessons, cherish the moments, and remember that persistence is key. Each experience enriches you and prepares you to become a stronger competitor in the future.

