

Competition Date: 19 Jun 2021  
Competition Time: 09:15 to 18:00  
Competition Venue: Online Zoom  
Website: [www.mbs-hk.com](http://www.mbs-hk.com)  
IG: icetechhk

With the vision “**Enhance Better and Easier Business Learning Experience!**” MBS Ecase competition Hong Kong 2021 is organized by Ictech Hong Kong Ltd. to promote self-directed learning with enhanced efforts by team through academic business simulation platform between university students as well as encourages students to address the key issue, analysis the issue on the perspective of both qualitative and quantitative measurement also to identify the feasible solutions in strategic plan and decision to reach the optimal financial performance. The competition is dedicated to advocate academic and professional excellence in all of its endeavors and develop the students’ potentials to be able to mold them into a business management, increase the edge of competitiveness and contributing proficiently to community service.

MBS is the cloud-based platform that provides business management with comprehensive financial reports of which tangible results is delivered in quarterly basis, the simulation creates a competitive environment for students to learn the core business concepts. It allows students to experiment business strategies, manipulate business concept and experience the consequences of their actions in a virtual dynamic business environment. Students can learn how to make strategic and tactical business decision through their theoretical knowledge from school in the simulation program. Team execute true-to-life business decisions with realistic consequences and challenges. As you repeatedly evaluate your performance and revise your strategy, you’ll learn to internalize business concepts and ways of making viable decisions. The dynamic virtual business environment stimulates the competitive spirit, team collaboration and generates great excitement to refresh a truly authentic learning experience.

The competition is opened for all undergraduates from universities in Hong Kong. Students will have chance to participate on the virtual business cases through Macro Business Simulation and be challenged by a panel judges from industry-leading professionals.

Six workshops are arranged by icetech HK via online Zoom for students to practice the MBS simulation prior to competition. If the number of teams enrolled the competition is more than 3, a qualification round will be arranged on 17 Apr 2021 P.M. to shortlist the top 3 teams out of the registered teams progressing to the competition.

Please form the team of four or five together with your team name in relation to the brand of your Coffee Shop and click [here](#) to register your application.

Business: Coffee Shop  
Team Size: 4 or 5 team members  
Teams Quota: 3 teams  
Fee: Free of Charge

Remarks: Please check the detail of the competition rules, introduction video and FAQ from the competition website [www.mbs-hk.com](http://www.mbs-hk.com). By registering of the google form all the team members will receive a confirmation email before 28 Feb 2021 of which the login process and password will be given to access the simulation platform accordingly.