

Student Story: Learning and Growing – Successful Participation in Various Case Competitions *by Tristan Lau*

2018/19 has been a very fruitful and exciting academic year for me, having the privilege to represent our university to compete in various case competitions. From being the first CityU team as one of the winners of the Joint University Case Challenge 2019 (JUCC) to coming third place in the Cathay Pacific Hackathon 2018 (CX Hackathon) and, to one of the finalists of the international case competition (KPMG BA Paper 2018) - every competition I participated in, gave me an opportunity to learn and grow.



CX Hackthon 2018

The CX Hackathon requires participants to create a business technology solution for travelers, within 24 hours and present the solution to a panel of senior business executives, experts and scholars from the international business and technology community. As the name implies, CX Hackathon does not only demand participants' knowledge and analytical skills at business domains, but also skills in coding and information management. Our team leader, Tristan, would like to share his thoughts:

It is my honor to win this prestigious award in the business technology community. Working consecutively for 24 hours at Cathay City for a case requires both physical and intellectual strength. To become one of the winning teams in this CX signature event, our knowledge, innovation and leadership skills were put to test. One of the most memorable moments was the final pitching round, where I was only given 3 minutes to pitch the adjudicators regarding the whole business model, in addition to answering numerous challenging questions from the floor. Together with my team members, we successfully overcame all these challenges.





KPMG BA Paper 2018

This year's theme was 'Smart City Initiatives' where participants were required to come up with innovative business ideas to solve various urban problems. This paper gave us more time to work on our proposals and presentations, hence requires additional skill sets.

As Management (MGT) students in the Strategy and International Management (SIM) stream, I was given a lot of trainings to critically analyze business cases across different industries. Therefore, our team had the advantage to generate innovative ideas and to write business proposals that gave the panel of judges a new perspectives regarding sustainable development in Hong Kong.



JUCC 2019

Jointly organized by HKU, CUHK, HKUST and CityU, this case competition gave its participants 48 hours to come up with business solutions for a traditional Chinese medicine clinic chain (Gu Sheng Tang) and present their ideas to the panel judges.

Being the first CityU team taking the prize home, I am very proud to say that the teachings from the Department of Management had definitely played a crucial role to my success.

In a business case competition, communication skills and an entrepreneurial mindset are the competitive advantages of a management student. Creating business ideas, motivating team members and delivering an effective presentation² are the three stepping-stones to excel in case competitions. This deserved credit goes to the holistic education provided by the Department of Management, where I acquired all these skills and allowing me to apply them in the real business world.

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