

Organisers:



香港浸會大學
HONG KONG BAPTIST UNIVERSITY

School of
BUSINESS
工商管理學院

Chinese Businesses
Case Research Centre
華人企業案例研究中心



Wing Lung Bank International Institute
for Business Development (IIBD)
永隆銀行國際商貿研究所

IIBD CASE COMPETITION

8 NOV 2013



The Sustainability of Social Enterprises: Managing the Double Bottom Line



INTRODUCTION

IIBD Case Competition is a competition for IIBD member and non-member universities worldwide. The Competition highlights the strategic challenges and managerial dilemmas faced by global business leaders. Students have to work under pressure to solve a real world business problem by formulating workable and action-oriented recommendations. It is a test of students' creativity and problem-solving ability. Five finalist teams will be chosen and invited to Hong Kong to compete for awards in the Final Round of the Competition.

ELIGIBILITY

All business students from IIBD member and non-member universities are eligible. Each university will nominate ONE team and each participating team must consist of not more than 4 members, with not more than one of them being a graduate student. Students of the same team must come from the same institution at the time of application, each team should be supervised by a faculty supervisor.

AWARDS

GOLD PRIZE	US\$600 AND TROPHY
SILVER PRIZE	US\$400 AND TROPHY
BRONZE PRIZE	US\$200 AND TROPHY
BEST PRESENTER	US\$100 AND TROPHY

TIMELINE OF THE COMPETITION

13 MAY 2013	Deadline for Application
3 JUN 2013	"First-round" Case Assigned to All Participating Teams
13 JUN 2013	Deadline for Submission of Analysis of "First-round" Case
13 SEPT 2013	Finalists Chosen by Organising Committee and Notified
8 NOV 2013	Final Round of the Competition in Hong Kong

ACCOMMODATION FOR FINALISTS

Accommodation at Hong Kong Baptist University will be provided for non-local finalists from 7-10 November 2013.

ENQUIRIES

TEL

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