

The Accounting and Business Management Case Competition 2011-2012

Tertiary Institute Group



Organizer



Hong Kong Institute of Accredited Accounting Technicians
香港財務會計協會

Subsidiary of Hong Kong Institute of CPAs 香港會計師公會附屬機構

Supporting Organizations



中国商业联合会
China General Chamber
of Commerce



Introduction

The HKIAAT Accounting and Business Management Case Competition 2011-2012 aims to develop sub-degree students' ability in using accounting information for business development and to improve their soft skills as required by today's business world. Since its inauguration in 2002, the case competition has become one of the most reputable events of its kind.

This year, we are collaborating with the China General Chamber of Commerce (CGCC), a national-level industrial organization approved by the State Council and registered with the Ministry of Civil Affairs of the PRC, to introduce the case competition to college students from the PRC. Students who enter the final of the China Business Skills Competition organized by the CGCC will be invited to join our case competition, and the most outstanding PRC team(s) will compete alongside the Hong Kong merit teams for the championship on the oral presentation day.

Selected company

Ocean Park Corporation (Ocean Park)

Five great reasons to join

- 1. Internship opportunity**
The Hong Kong winning team will be awarded an internship, allowing them to gain valuable work experience from Ocean Park.
- 2. "Young reporters" programme**
The champion team will meet and interact with CPAs to widen their horizons and use the results of their interviews to write articles for the HKIAAT's e-newsletter.
- 3. Company visit**
Winning teams will visit Ocean Park to gain a better understanding of the workplace environment.
- 4. Real world experience**
Participating teams can learn how to analyze a real-life business situation and apply what they have learned in the classroom to identify possible strategies for a corporation's future planning.
- 5. Free seminars**
Participants will be invited to attend free-of-charge business seminars and workshops to improve their technical and soft skills.

Competition format

The competition will consist of two rounds:

1st round - Written report

- Each participating team is required to submit a written report in English giving recommendations on strategies to sustain the growth of Ocean Park.

2nd round - Oral presentation

- A total of six merit teams from Hong Kong and PRC will be shortlisted to give a 15-minute oral presentation to the adjudicators on the key points from their written reports.
- The oral presentation will be in English.

Awards

Champion team	: \$4,000 cash prize and individual trophies
1st Runner-up team	: \$3,000 cash prize and individual trophies
2nd Runner-up team	: \$2,000 cash prize and individual trophies
Best written report	: \$1,000 cash prize and individual trophies
Best presenter	: \$500 cash prize and trophy
Merit teams (3 awards)	: Trophy for each team
Outstanding Performance teams	: Certificate for each team

A **certificate of participation** will be issued to all participants who submit a report.



Award presentation ceremony



Oral presentation competition

Judging criteria

1. Written report

- Content (60%)
 - Problem identification
 - Clear discussion and decision focus
 - Adequacy of research
 - Sound theoretical and practical justification for recommendations
 - Analytical approach and style
 - Validity of conclusions
- Form (20%)
 - Writing style, report organization and references
 - Presentation style
- Creativity of problem solving (20%)

2. Public oral presentation

- Written report (20%)
- Content (50%)*
 - Completeness of content
 - Problem identification
 - Clear discussion and decision focus
 - Validity of conclusions
 - Responsiveness to questions
- Presentation skills (30%)*
 - Professionalism of presentation (including use of visual aids)
 - Verbal and non-verbal skills
 - Time allocation and teamwork

* Judges will also take into consideration students' performance in the Q&A session.

Competition schedule

Tue, 1 November 2011	Announcement of questions for written report (Available on the HKIAAT website)
Wed, 9 November 2011	Briefing session
Mon, 14 November 2011	Registration deadline
Sat, 3 December 2011	Free-of-charge business seminar
Wed, 1 February 2012	Deadline for submission of written report (PRC teams)
Mon, 13 February 2012	Deadline for submission of written report (Hong Kong teams)
Wed, 21 March 2012	Announcement of outstanding performance teams and finalist teams to take part in the oral presentation
Mon, 26 – Fri, 30 March 2012	Presentation skills workshop# (For Hong Kong finalist teams only)
Sat, 21 April 2012	Oral presentation competition and award presentation ceremony**

Details of workshop will be announced in due course.

** Venue of oral presentation and application details for attending the competition will be announced later.

Eligibility

- Admission to the competition is on a team basis. Students are required to form teams of **three to four members**, all of whom must study at the same institute.
- There is **no limit** on the number of participating teams from each institute.

PRC

- PRC college students who have entered the final round of China Business Skills Competition organized by China General Chamber of Commerce are eligible to participate in this competition.

Hong Kong

- Prospective AAT (PAAT) Club members who are studying full-time sub-degree programmes in Hong Kong are eligible to participate in this competition.
- Non-PAAT Club members are also welcome to join the competition. The PAAT Club membership application is included as part of the competition registration. Visit www.hkiaat.org for details of the PAAT Club and benefits for members.

Business seminar



Company visit



Briefing session

Date : Wed, 9 November 2011
Time : 3:30 – 4:00 pm
Venue : HKIAAT, 27/F, Wu Chung House,
Queen's Road East, Wanchai
Registration deadline : Mon, 1 November 2011

Free business seminar

Date : Sat, 3 December 2011
Time : 9:30 am -12:30 pm
Topics : Analyzing financial reports
Operation of Ocean Park Corporation
Business proposal writing
Venue : Caritas Kowloon Community Hall –
3/F., 256A Prince Edward Road , Kowloon
Registration deadline : Mon, 14 November 2011

If you are interested in joining the above events, please visit www.hkiaat.org for online registration.

Registration procedure

- You may submit your registration online or by fax, no later than 14 November 2011.
- For PRC students, please contact CGCC for registration details.
- Go to www.hkiaat.org → "Accounting and Business Management Case Competition" → "Tertiary Institute Group" to register online or to download the registration form.

Submission of written report

- Each team should submit a written report in English of 15 to 20 pages of A4.
- Submission of completed questionnaire and written report:
PRC teams: submit to the CGCC by hand or by post on or before 5:00pm, 1 February 2012.

Organizer

The Accounting and Business Management Case Competition 2011-2012 is organized by the Hong Kong Institute of Accredited Accounting Technicians Limited (HKIAAT). The HKIAAT is a subsidiary of the Hong Kong Institute of Certified Public Accountants (the only statutory licensing body of accountants in Hong Kong) and was set up in 1988. Its principal activities are the

Enquiries

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(100834)

Hong Kong teams: submit to the HKIAAT by hand or by post on or before 5:00pm, 13 February 2012.

For reports that are submitted by post, the postmark date has to be two days before the deadline.

award of the "Accredited Accounting Technician" qualification through professional examinations, offering premier member and student services, accrediting relevant sub-degree qualifications and promoting the study of accountancy among sub-degree holders and secondary school students.

