

The Accounting and Business Management Case Competition 2012-2013

Tertiary Institute Group

A test
ground for **New
Accounting
Stars**

Supporting Organizations



Introduction

The HKIAAT Accounting and Business Management Case Competition 2012-2013 aims to develop the ability of sub-degree students 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, more than 300 secondary schools and 20 tertiary institutions have participated in the Competition, making it one of the most popular and significant annual inter-school events of its kind.

Company for case study

The Hong Kong and China Gas Company Limited (Towngas)

Five great reasons to join

- 1 Internship opportunity**
The winning Hong Kong team will be awarded an internship, allowing them to gain valuable work experience from Towngas.
- 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 gain a better understanding of the workplace environment through a company visit arranged for them after the Competition.
- 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

1st round Business proposal

- Each participating team is required to submit a business proposal in English of 15 to 20 pages giving recommendations on strategies to sustain the growth of Towngas.

2nd round Oral presentation – final competition

- 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 business proposals.
- The oral presentation will be in English.

Awards

Champion team	:	\$4,000 cash prize and individual trophies
1 st Runner-up team	:	\$3,000 cash prize and individual trophies
2 nd Runner-up team	:	\$2,000 cash prize and individual trophies
The best business proposal	:	\$1,000 cash prize and individual trophies
The best presenter	:	\$500 cash prize and trophy
Merit teams (3 awards)	:	Trophy for each team
Outstanding performance teams	:	Certificate for each team
<small>(The teams with the top 10% of marks for the business proposals, but which have not been selected to enter the final competition)</small>		
Proficiency teams	:	Certificate for each team
<small>(The next top 10% of teams in the best business proposals)</small>		

A **Certificate of appreciation** will be issued to all participants who submit a business proposal.



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.

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.

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.

Competition schedule

19 Oct 2012 (Fri)	Announcement of the Case question on HKIAAT website
25 Oct 2012 (Thu)	Briefing session
16 Nov 2012 (Fri)	Competition registration deadline
1 Dec 2012 (Sat)	Free business seminar for participants
19 Feb 2013 (Tue)	Deadline for submission of business proposal
22 Mar 2013 (Fri)	Announcement of finalist teams
Early Apr 2013	Presentation skills workshop for Hong Kong finalist teams
Late Apr 2013	Final Competition – oral presentation and prize presentation ceremony

Briefing session

**Register online before
15 Oct 2012 (Mon)**

Date : 25 Oct 2012 (Thu)
Time : 15:00 – 16:00
Venue: HKIAAT, 27/F, Wu Chung House,
Queen's Road East, Wanchai

Free business seminar

**Register online before
16 Nov 2012 (Fri)***

Date : 1 Dec 2012 (Sat)
Time : 09:30 – 12:30
Venue: Caritas Kowloon Community Hall,
3/F, 256A Prince Edward Road,
Kowloon
Topics: ● Operations of Towngas
● Business proposal writing
● Business management
and marketing strategies

* Due to the limited seating capacity, up to two members from each team can join the business seminar. Reservations are on a first-come-first-served basis.

Judging criteria

Business proposal

- **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%)**

Oral presentation

- **Business proposal (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.

Registration

For more information or to register for the Competition, briefing session and seminar, please visit the Competition's webpage:

www.hkiaat.org



Accounting and Business Management Case Competition



Tertiary Institute Group

Organizer

The Accounting and Business Management Case Competition 2012-2013 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 award of the "Accredited Accounting Technician (AAT)" 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.

See what past winners say about the Competition...



"The Competition provided an integrated learning platform and inspired us to jump out of the text book. Winning the Competition also enhances our CVs."

Flora Sin, member of champion team and winner of the best presenter award in 2011-2012, graduate of HKU SPACE Po Leung Kuk Community College and current student of Hong Kong Baptist University.



"The whole experience of this Competition not only boosted our accounting knowledge but has also given us a clear picture of the role of accounting professionals in real life."

Lau Ngai Fai, member of champion team in 2010-2011, graduate of Hong Kong Institute of Vocational Education (Kwun Tong) and current student of The Hong Kong Polytechnic University.

Enquiries

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Mainland college participants may contact

China General Chamber of Commerce 中国商业联合会(CGCC)

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