



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

The Accounting and Business Management Case Competition 2009

Tertiary Institute Group



Organizer

The Accounting and Business Management Case Competition for Tertiary Institutes 2009 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. It has a mission to meet business needs in Hong Kong and the Mainland by upholding and promoting the competencies of AATs and HKIAAT students; accrediting relevant non-degree qualifications; and offering premier member and student services.



Objectives

The competition aims to enhance students' ability in using accounting information for business development and to enhance their generic skills required by today's business world.

Learning Opportunities

1. Free tea reception with CPAs and business leaders – Participating teams will be invited to join a tea reception on the oral presentation day to be held on 25 April 2009. As seats are limited, priority will be given to participating teams and on a first-come-first-served basis.
2. Gain real world experience – Participating teams can learn how to analyze a real-life business situation and apply what they have learned in class to identify possible strategies for a corporation's future planning.

3. Free seminars – Participants will be invited to attend free business seminars and workshops to enhance their technical and soft skills.

Awards

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

Certificate of participation will be issued to all participants.

Competition format

There will be two rounds of competition:

1st round - Written report

- Each participating team is required to submit a written report in English.
- Questions will be based on the 2007 Annual Report of MTR Corporation Limited. The company is one of the award winners of the 2007 Best Corporate Governance Disclosure Awards organized by the Hong Kong Institute of Certified Public Accountants.

2nd round - Oral presentation

- Six merit teams will be shortlisted to give a 15-minute oral presentation to the adjudicators on the key points based on their written reports.
- The oral presentation will be in English.



Judging Criteria

1. Written Report

- Problem identification
- Clear discussion and decision focus
- Adequacy of research
- Sound theoretical and practical justification
- Analytical approach and style
- Validity of conclusions
- Writing style, report organization and references
- Presentation style
- Problem solving skills

2. Public Oral Presentation

- Completeness of content
- Problem identification
- Clear discussion and decision focus
- Validity of conclusions
- Responsiveness to the questions
- Professionalism of presentation (including use of visual aids)
- Vocal skills and non-verbal skills
- Time allocation and teamwork

Eligibility

- Full-time sub-degree tertiary students are eligible to participate in this competition.
- Admission to the competition is on a team basis. Students are required to form teams of four members, all of whom must study at the same institute.
- There will be **no limitation** on the number of participating teams from each institute.



Competition Schedule

6 Feb 2009 (Friday)	Briefing session
13 Feb 2009 (Friday) (before 6:00 p.m.)	Deadline for registration
14 Feb 2009 (Saturday)	Announcement of questions for written report (Available on the HKIAAT website)
18 Feb - 6 Mar 2009	Free business seminars*
11 Mar 2009 (Wednesday) (before 6:00 p.m.)	Deadline for submission of written report
7 April 2009 (Tuesday)	Announcement of finalist teams for oral presentation
14 – 21 April 2009	Presentation skills workshop* (For finalist teams only)
25 April 2009 (Saturday) (10:00 a.m. – 2:00 p.m.)	Oral presentation competition and award presentation ceremony**

*Details of seminars and workshop will be announced in due course.

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

Registration Procedure

- Completed registration form should be returned to the Hong Kong Institute of Accredited Accounting Technicians Limited in person, by fax at 2823-0606, email to hkiaat@hkiaat.org or by post to HKIAAT, 27/F Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong **on or before 6:00pm, 13 February 2009.**

Submission of written report (on or before 11 March 2009)

- Each team should submit written report in English of not more than 20 pages of A4 papers which includes table of contents, executive summary, index, appendix, graphs, but excludes the cover page.
- Font type and size: Arial (12 points)
- Double line spacing
- Margin: 1 inch for each side
- Each report should include a separate cover page with name of the Competition, names of team members, institute, as well as contact number, e-mail address and postal address of the team leader.
- The content pages **SHOULD NOT** include the names of team members and institute.
- Submit *three* hardcopies together with a soft copy (pdf format) saved in a CD-Rom.
- The written report should be submitted to the HKIAAT by hand **on or before 6:00pm, 11 March 2009.**

Enquiry

Please visit the HKIAAT website www.hkiaat.org, email to hkiaat@hkiaat.org or call 2823-0600.

Address: 27/F Wu Chung House
213 Queen's Road East
Wanchai, Hong Kong

