

The Accounting and Business Management Case Competition 2009 - 2010

Tertiary Institute Group



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

Objectives

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

Selected listed company

Sa Sa International Holdings Limited (Sa Sa)

Five great reasons to join

1. Internship opportunity – The champion team will get an internship award to gain valuable work experience from Sa Sa.
2. "Little reporters" programme – The champion team will meet and interact with CPAs to widen their horizons and to write articles for the Hong Kong Institute of Accredited Accounting Technicians Limited (HKIAAT)'s e-newsletter.
3. Company visit – Winning teams will visit Sa Sa 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 class to identify possible strategies for a corporation's future planning.
5. 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, individual trophies and internship opportunity*
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 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.

* The internship offer is subject to Sa Sa's requirements.



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.
- Questions will be based on the 2008/09 Annual Report of Sa Sa International Holdings Limited.

2nd round - Oral presentation

- Six merit teams will be short listed, and will need 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.

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
- Performance in Q&A session

Eligibility

- Prospective AAT (PAAT) Club members who are studying full-time sub-degree programmes 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.
- 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 LIMIT** on the number of participating teams from each institute.

Registration procedure

- Complete and return the registration form 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 5:00pm, 22 January 2010;
- For on-line registration, visit the HKIAAT website at www.hkiaat.org.



Competition schedule

30 November 2009 (Monday)	Briefing session and "Report Writing Skills" seminar
22 January 2010 (Friday) (before 5:00 p.m.)	Deadline for registration
23 January 2010 (Saturday)	Announcement of questions for written report (Available on the HKIAAT website)
25 January – 5 February 2010	Free business seminars [#]
26 February 2010 (Friday) (before 5:00 p.m.)	Deadline for submission of written report
31 March 2010 (Wednesday)	Announcement of outstanding performance teams and finalist teams to take part in the oral presentation
1 - 8 April 2010	Presentation skills workshop [#] (For finalist teams only)
17 April 2010 (Saturday) (9:00 a.m. – 2:00 p.m.)	Oral presentation competition and award presentation ceremony ^{**}

[#] Details of seminars and the workshop will be announced in due course.

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

Submission of written report (on or before 26 February 2010)

- Each team should submit a written report in English of not more than 20 pages of A4 which includes executive summary, index, appendix and graphs, but excluding 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, the institute at which they are studying, as well as the contact number, e-mail address and postal address of the team leader.
- The content pages SHOULD NOT include the names of the team members and the institute at which they are studying.
- Submit two hardcopies together with a soft copy (in both MS Word and pdf format) saved on a CD-Rom.
- The written report should be submitted to the HKIAAT by hand on or before 5:00pm, 26 February 2010.
- The HKIAAT has the right to disqualify any participant who is found to have violated the rules of the competition.

Organizer

The Accounting and Business Management Case Competition for Tertiary Institutes 2009-2010 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.

Enquiries

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

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