

2018 SYSBS-Ivey International Case Competition

Handbook

Co-organizer :

Ivey Business School, Western University
Sun Yat-sen University Business School

Presented by :

Ivey Case Center (Asia)
Chan Sui-Kau Asia-Pacific Case Development and Research Center

Supported by :

Ivey Alumni Association Hong Kong
Sun Yat-sen Business School Case Club

Date: November 9-11, 2018

Venue: Business School, Sun Yat-sen University, Guangzhou, China



Contents

1. THE COMPETITION.....	3
2. ELIGIBILITY	3
3. ABOUT THE ORGANIZERS	4
4. COMPETITION ARRANGEMENT	6
SEMI-FINAL	7
FINAL	8
5. SCHEDULE	10
6. PRIZES	14
7. ENQUIRY AND FEEDBACK.....	14



1. The Competition

The SYSBS-Ivey International Case Competition 2018 is an inaugural event focusing on case studies in the field of management, co-organized by the Business School of Sun Yat-sen University and Ivey Business School of Western University; presented by Chan Sui-Kau Asia-Pacific Case Development and Research Center and Ivey Case Center (Asia); supported by Sun Yat-sen Business School Case Club and the Ivey Alumni Association Hong Kong.

The aim of this competition is to provide a quality platform for university students on capacity building and growing their network with students around the world.

The cases used in this competition are exclusively provided by Ivey Business School and the competition will be conducted in English. The competition consists of three rounds, the qualifying round, semi-final and final. Through this competition, students can strengthen their critical thinking and analytical ability, be a better communicator and team player, and developing stronger business acumen for all-round development.

The objective of this competition is to cultivate excellent business talents with all-round development, enhancing business acumen of the students, develop critical and analytical thinking ability, team work and communication skills.

2. Eligibility

Each team shall consist of FOUR members from the same university. Students from all majors are welcome to participate but at least ONE team member must come from the business faculty and at least TWO team members are undergraduate students.

Students can form their team with or without an instructor. A maximum of THREE teams per university can participate in the competition.

Please submit a recommendation letter issued by your University to support your





registration to the competition.

Students must sign a “Case Copyright and Confidentiality Agreement” before using the case.

Student must self-declare that they prepare their work by themselves, without any support / help from their instructor.

No substitutions or alternate team members are allowed. In the event a team member needs to drop out due to unforeseeable circumstances or illness, the team will be allowed to go on with fewer than four members.

3. About the Organizers

Sun Yat-sen Business School

Established in 1985, Sun Yat-sen Business School (SYSBS) was instituted to offer a broad range of business degree programs. With the generous endowment from the Ho's Education Foundation, SYSBS became the first business school in China to be instituted by an overseas foundation, and one of the first schools to be engaged in business education in Mainland China. Since its inception, SYSBS has not only continually received the support of the Ho's Education Foundation, but it has also attracted donations from other noted overseas foundations such as the Fok Ying Tung Foundation, the Peihua Foundation, and the Xiangjiang Foundation.

Today, SYSBS is regarded as a leading business education institution, with both the "211" and "985" quality marks, and is one of the four prestigious institutions throughout China to be conferred the National Key Discipline for Business Administration and the National Discipline for Management Science. Accordingly, SYSBS functions in tandem with the University's charter as well as with a series of the Chinese Ministry of Education (MOE) and government-mandated education standards, procedures, regulations, and expectations. In 2013, SYSBS was named the second-ranked university business





administration program in the list of top universities just released by the China Academic Degrees and Graduate Education Development Center (CDGDC). The CDGDC, a qualifications verification program under the direction of the MOE, evaluates 391 Chinese universities and research institutions by discipline, in order to provide objective comparative information to students, parents, and communities. In 2012, China's MOE appointed SYSBS as one of fifteen pilot schools.

Ivey Business School

The Ivey Business School at Western University, Canada was founded in 1922 and is one of North America's oldest and most established providers of business education.

- No. 1 Executive education provider in customized programs attracting international clients and participants in Greater China – *Financial Times* (2017)
- No. 2 Executive education provider in customized programs in Greater China – *Financial Times* (2017)

Ivey is renowned for its Case-Method Learning, which immerses participants in problems and challenges faced by real companies.

Ivey is the world's second largest producer of business cases and largest producer of Asian business cases. These business cases are used as teaching material by top business schools around the world.

Globally, Ivey has more than 27,000 alumni in 103 countries.

With the support of Ivey alumnus and leader of the New World Group, Dr Henry Cheng, Ivey was the first North American business school to establish a campus in Asia, located in the Hong Kong Convention and Exhibition Centre. Established in 1998, Ivey conducts a prestigious EMBA program as well as a range of highly-regarded executive development programs.

With the aims to promote the unique Ivey's case-based learning model, meet the demand for the development of more Asian cases and provide timely support to schools and clients





in greater China and Asia, the Ivey Case Center (Asia) was established in 2016 based in Hong Kong.

4. Competition Arrangement

Preliminary (Qualifying Round)

Case Release Date: **September 10, 2018**

Case Report Submission Deadline: **5 p.m., September 21, 2018 (UTC+8)**

Case Report

The case report should be prepared in English and should not exceed 25 pages, including cover, table of content and end page. Each page should be numbered and submitted in PPT format (recommended in MS office 2013 version).

To ensure fairness in the competition, please only include the assigned team number by the organizer in the case report. Information including home country, region, name of the team members, name of the university and name of the instructor should be included in a separate word file and submit along with the case report.

Report Submission Deadline

If the case report is submitted within an hour after the deadline, TWO points will be deducted from the total score. Any case report submitted after an hour pass the deadline will not be accepted and the team will be disqualified.

Judging

Two rounds of judging will take place at this phase to select the 10 semi-finalists. Only one team from each university can enter into the semi-finals.





All qualified case reports will be graded by the first judging panel and top 30 teams will be selected for second round of judging. The highest score team from each judge (total 30 teams) will be eligible for second round of judging.

In the second round, these 30 case reports will be evaluated and scored by a separate judging panel. The top 10 highest scoring teams will be shortlisted to compete in the semi-finals.

Case Copyright Agreement

The cases to be used in this competition are exclusively provided by the Ivey Business School. All teams are required to sign the “Case Copyright and Confidentiality Agreement” before the case copies are released to them.

Semi-final

Date: November 10, 2018

The semi-finals will be held at the Business School of Sun Yat-sen University in Guangzhou, China.

Defense

The order of presentation will be determined by random drawing by each team leader. All FOUR members of the team must be present and participate in the presentation and defense. The presentation shall be conducted in English and be supplemented by a PowerPoint slide deck. Each team will have 8 minutes to present its analysis and recommendations, followed by up to 12 minutes of Q&A with the judges. Teams who have completed their presentation could remain in the room as observers.





Judging

The judging criteria of the presentation covers 3 areas: Case Analysis (55%), Presentation (20%), and Defense (25%). Each team's final score is tabulated based on the weighted average of all judges' submitted score. The score will be ranked from high to low. The team with the highest score is the Champion.

Case Copyright Agreement

The cases to be used in this competition are exclusively provided by the Ivey Business School. All teams are required to sign the "Case Copyright and Confidentiality Agreement" before the case copies are released to them.



Final

Date: November 11, 2018

Case Analysis

Once the case is given out, all teams must complete the preparation within 2.5 hours. Except for the provided stationery (e.g. A4 sized papers, markers) by the organizer, no other supplies, electronic equipment and reference materials are allowed. Teams who are found carrying or using any materials/tools other than those specified will be dis-qualified. TWO points from the total score will be deducted when teams fail to complete the preparation on time.

Case Report

Each team shall submit hand-written presentation slides in English with page numbers indicated. There is no limitation on the total number of slides. Once these hand-written presentation slides are submitted, no further changes will be allowed.

Defense

The order of presentation will be determined by random drawing by each team leader. All FOUR members of the team must be present and participate in the presentation. The presentation shall be conducted in English with the hand-written slides being projected on screen at the same time. Each team will have 8 minutes to present its analysis and recommendations, followed by up to 12 minutes of Q&A with the judges. Teams who have completed their presentation could remain in the room as observers.



Judging

The judging criteria of the presentation covers 3 areas: Case Analysis (55%), Presentation (20%), and Defense (25%). Each team's final score is tabulated based on the weighted average of all judges' submitted score. The score will be ranked from high to low. The team with the highest score is the Champion.

Case Copyright Agreement

The cases to be used in this competition are exclusively provided by the Ivey Business School. All teams are required to sign the "Case Copyright and Confidentiality Agreement" before the case copies are released to them.



5. Schedule

November 9, 2018

Time	Rundown
8:00-18:00	Student Teams Registration
14:00-18:00	<p>Ivey Case Teaching Taster Workshop</p> <p><i>(By invitation: for faculty and corporate professionals only)</i></p> <ul style="list-style-type: none">▪ Three Stage Learning Process▪ Prerequisites for Case Teaching▪ Teacher and Class Preparation▪ Case Teaching Plan▪ Managing Class Discussion <p>Speaker: Professor P.W. (Paul) Beamish</p>
19:00-22:00	Social and Networking Event: Lingnan Cultural Experience (Optional)





November 10, 2018

Time	Rundown
9:00-12:00	<p>Ivey Case Teaching and Learning Forum cum Opening Ceremony</p> <p><i>(By invitation: for faculty and corporate professionals only)</i></p> <ul style="list-style-type: none"> A ½ day forum of keynote speeches and panel discussion to foster best practices and experience sharing on case teaching among faculty and corporate training professionals
Semi-final Case Competition	
13:50-14:00	Introduction and lot drawing for presentation sequence
14:00-14:20	Team 1 Presentation and & Defense
14:20-14:40	Team 2 Presentation and & Defense
14:40-15:00	Team 3 Presentation and & Defense
15:00-15:20	Team 4 Presentation and & Defense
15:20-15:40	Team 5 Presentation and & Defense
15:40-16:00	Break
16:00-16:20	Team 6 Presentation and & Defense
16:20-16:40	Team 7 Presentation and & Defense
16:40-17:00	Team 8 Presentation and & Defense
17:00-17:20	Team 9 Presentation and & Defense
17:20-17:40	Team 10 Presentation and & Defense





Time	Rundown
17:40-18:00	Announcement of Results and Lot Drawing for Final Round Top four teams will advance to final
Presentation: 8 minutes; Defense:12 minutes	

November 11, 2018

Time	Rundown
Final Case Competition	
8:00-8:10	Introduction of competition rules and arrangement
8:10-10:40	The 1 st team enters control room for case preparation
8:30-11:00	The 2 nd team enters control room for case preparation
8:50-11:20	The 3 rd team enters control room for case preparation
9:10-11:40	The 4 th team enters control room for case preparation
10:40-11:00	The 1 st team presents and defense
11:00-11:20	The 2 nd team presents and defense
11:20-11:40	The 3 rd team presents and defense
11:40-12:00	The 4 th team presents and defense
12:00-12:45	Award Presentation and Closing Ceremony
Presentation: 8 minutes; Defense: 12 minutes	





6. Prizes

Awards	Qty	Prize
Champion	1	RMB 10,000 and Certificate of Recognition and a chance to observe at a class offered by Ivey Business School in Hong Kong
First runner-up	1	RMB 8,000 and Certificate of Recognition
Second runner-up	1	RMB 6,000 and Certificate of Recognition
The fourth place	1	RMB 3,000 and Certificate of Recognition
The best team	1	RMB 2,000
The most popular participant	1	RMB 500
The best participant	1	RMB 500

(The 5th to 10th team will be awarded with a Certificate of Participation.)

7. Enquiry and Feedback

If you have any questions or suggestions about this competition, please feel free to contact us through the Organizing Committee email address SYSBS_IVEY@163.com.

