



**APU Japan
Business Case
Competition 2019
Application Guidelines**

JBCC
-Registered Student Organization of
Ritsumeikan Asia Pacific University
Ritsumeikan Asia Pacific University

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1. About the APU Japan Business Case Competition 2019

< Competition Objectives >

The APU Japan Business Case Competition 2019 is a business case competition for undergraduate students organized and run by JBCC, a registered student organization of Ritsumeikan Asia Pacific University located in Beppu City, Oita Prefecture. This competition aims to provide participants with the opportunity to cultivate a variety of business skills used daily at companies, such as business analysis and proposal skills, by having them attempt to solve actual problems faced by corporations. Additionally, by giving participants a chance to use English, we hope to hone the talents of students who will play an active role on the international stage. The winner of the competition will represent Japan in the 2020 HSBC/HKU Asia Pacific Business Case Competition.

< Greeting from the JBCC Organizing Committee >

Hello! My name is Yuto Sanada, representative of JBCC.

JBCC was founded in 2015 with the goal of raising the academic standards of Japanese universities and as a way for students in Japan to use this experience as a stepping stone to compete in international case conventions. There have been 2 main missions at the forefront of JBCC activities up to the present: we aim to encourage the use of case competitions as practical teaching tools at Japanese universities and want to equip students in Japan with the skills to compete in international case competitions.

Thanks to our collaboration with HSBC Group, the JBCC Organizing Committee is ecstatic that our dream of having students represent a Japanese university at an international case competition is about to come true.

This year, our broader vision for this competition is for it to be a springboard for people in Japan with the skills necessary to be active on the global stage. Keeping our aforementioned missions clearly in mind, the Organizing Committee is fully committed to seeing our goals to fruition.

The following participants are wanted for the APU Japan Business Case Competition 2019 in order for us to be able to realize our vision and missions for the competition:

- Students interested in gaining business knowledge and those who want to know more about the current state of business.
- Students who want to connect what they've learned in the classroom with real business situations.
- Students who want to practically apply English skills obtained through student exchange, etc. in a business setting.
- Students who want to test out their skills by competing against other top level students studying at universities in Japan.
- Undergraduate students aiming to compete at international case competitions.



2. Competition Details

- Competition Dates : Dec.7 (Sat) ~ Dec.8 (Sun)
※Competing teams will be asked to arrive on Friday, December 6th
- Venue : Ritsumeikan Asia Pacific University (Beppu City, Oita Prefecture)
- Competition Host : JBCC, Registered Student Organization of Ritsumeikan Asia Pacific University
- Cooperation : HSBC Group
- Team Composition : Team must be composed of 5 people (4 undergraduate students + 1 coach). All team members must be enrolled at the same university.
- No. of Teams : 9 teams
- Competition Format : Short Case Style
(3 hours preparation time, 20 min. presentation in English, 15 min. question and answer session in English)
All 9 teams will participate in the preliminary rounds and the 3 remaining teams will go on to compete in the final round.

Competition Fees (The following are free for the teams selected to compete.)

- Accommodation : Ritsumeikan Asia Pacific University Dormitory
- Transportation : Round-trip transportation fee
- Meals : Meals will be provided for participating teams from the evening of Friday, December 6th until lunch on Sunday, December 8th.

※Accommodation and transportation details will be sent after the participating teams have been selected.

Prize

< Winning Team >

- Right to participate in the 2020 HSBC/HKU Asia Pacific Business Case Competition. (In principle, the winning team is unable to give up the right to participate. Transportation and accommodation fees will be provided for the participating team.)
- Cash prize of 500,000 yen.

< Best Speaker Award >

The Best Speaker Award will be awarded to the student with the best oral presentation skills.

Screening Schedule

Online application deadline : Mon., Sept. 30 → Business case solution submission deadline : Mon, Oct. 14 → Final Selection Results Announced : Thurs., Oct. 31

3. Competition Schedule

<Case Competition Overview>

- Teams will be given 3 hours per case to prepare for the presentation in both the preliminary and final rounds.
- There will be two preliminary round cases.
- Presentations will be limited to 20 minutes followed by a 15-minute question and answer session.
- 9 teams will participate in the preliminary rounds with 3 teams going on to the final round.

<Tentative Schedule>

Dec. 6 (Fri)

20 : 00 ~ 22 : 00 Team Registration (APU Dormitory)

Dec. 7 (Sat)

8 : 00 ~ Opening Ceremony & Explanation of Competition Rules

9 : 00 ~ 14 : 00 Preliminary Round Case ①

14 : 00 ~ 14 : 30 Break

14 : 30 ~ 19 : 30 Preliminary Round Case ②

Dec. 8 (Sun)

8 : 30 ~ 13 : 30 Final Round

13 : 30 ~ 14 : 30 Lunch

14 : 30 ~ 15 : 30 Closing Ceremony



4. Competition Rules

- Teams must obey the instructions of the host during the competition. Both the team members and coach must respect the competition rules at all times.
- All team members must leave their cell phones and other mobile devices at the competition headquarters. Phones and other devices will not be returned until all of the presentations are finished.
- Members are not allowed to use anything except the following supplies from the time the cases are distributed until the presentations are finished.
<Supplies Provided To Each Team>
 - Overhead Projector Film
 - 3 different colored markers
 - White Board
 - Calculator and Ruler
 - Writing Instruments (Pens and Pencils)
 - Paper※Reference material (other than material provided by the competition hosts) is not allowed.
- Team members are prohibited from interacting with their coach from the time the cases are distributed until the presentation is finished.
- Participants are required to be at the presentation venue five minutes before the presentations are scheduled to commence.
- No additional time will be provided for teams who are late for their presentation. A team will be automatically disqualified if it does not start its presentation within 10 minutes from the scheduled start time.
- Teams who break the competition rules will be disqualified.
- It is possible for a team to compete with only 3 members in the case the 4th member falls ill or is unable to compete for some other compelling reason prior to the start of the competition. A team with fewer than three members will not be able to compete.
- All team members are required to participate at least once during the presentation. The judges will not give a score to a team with a member who does not participate at least once unless the member is unable to present due to illness or for some other compelling reason.
- The competition host may make changes to the preparation and presentation times.
- Follow the instructions of the competition host in the case the competition is impacted by bad weather conditions, a natural disaster (earthquake, etc.), or in the case of equipment problems during the competition.
- Team coaches are responsible for contacting the appropriate parties in the case of an emergency. Team members should share their emergency contact information (parents' contact information, etc.) with their coach prior to the start of the competition.
- Please contact the host of the competition with any questions concerning the above rules.



5. Eligibility Criteria

- All participants (including international students) must be full-time undergraduate students at universities in Japan at the time of application as well as at the time of competition.
- Auditors and part-time students are not recognized as full-time undergraduate students and therefore ineligible to apply.
- Teams must be composed of 4 undergraduate students and 1 coach from the same university. Differences in members' department or campus where classes are taken will not have any bearing on the application as long as all 4 students attend the same university.
- A coach who is either a faculty or staff member of the university must accompany the 4 team members to the competition. The coach must be someone able to train the team to prepare them for the competition.
- Participants can only belong to one team. Individuals registered as members of multiple teams are not eligible to apply.
- The members of the winning team will participate in the HSBC/HKU Asia Pacific Business Case Competition 2020 (typically held at the end of May or early June). The winning team will need to select new members and form a new team of 4 people (undergraduate students enrolled at the same university) by the time of the HSBC/HKU Asia Pacific Business Case Competition 2020 in the case a member graduates or is unable to participate for reasons other than graduation.
- Students who have participated in a past HSBC/HKU Asia Pacific Business Case Competition are unable to participate in this competition (APU Japan Business Case Competition 2019).
- There are no set English proficiency requirements for participants. Please use last year's participants' English proficiency exam scores as a reference: 700 TOEIC score, 60 TOEFL iBT score, 500 TOEFL iTP score, 5.5 IELTS score, in addition to students who passed the Junikkyu level of the Eiken Exam.



6. Flow from Application to Competition

1. Apply Online < Submission Deadline : Friday, Oct. 11 >

- Apply online at the link below. Fill in the necessary information and click the “send” button to submit.
<http://urx2.nu/bpwU>
※Converted to a QR code when printed.
- The designated “Parent/Guardian Consent Form” will be emailed to participants under 20 years of age after the teams have been selected. Students under 20 years of age are required to submit a parental consent form.
- The personal information you enter in this form will only be used to contact you regarding the screening and operation of the competition and will not be used for any other purpose.

2. Business Case Solution Submissions < Submission Deadline : Friday, Oct. 18 >

- Teams that complete the online application will be sent a business case to solve.
- Final selection results will be based on a screening of each team’s submissions by a selection committee composed mainly of Ritsumeikan Asia Pacific University faculty.
- Each team will be asked to submit a solution to a business case and a video presentation on their proposed solution.
- The business case will be similar to cases used at actual business case competitions.
- The business case will be sent by email on Saturday, Oct. 12th to the individual who applied on behalf of the team.

3. Announcement of Selection Results < Thursday, Oct. 31 >

Selection results will be sent to all applicants by email.

4. Pre-Competition Meeting (Mid-November)

The competition host will arrange to speak with the participating teams via Skype or by phone to confirm details related to the competition. (Members of the Organizing Committee will meet directly with APU participants.)

5. Special Online Lectures (Voluntary) < November >

Participating teams are able to view special online lectures by Ritsumeikan Asia Pacific University faculty. Watching the lectures is not mandatory but could be useful in preparing for the competition.

Lectures will be able to be viewed on the JBCC Website : <http://apu-jbcc.com/jbcc2019/competition/>

6. APU Japan Business Case Competition < Friday, Dec. 6 – Sunday, Dec. 8 >

※Teams are asked to arrive at APU on December 6th. The competition will take place on December 7th and 8th.

7. Winner of the APU Japan Business Case Competition will participate in the HSBC/HKU Asia Pacific Business Case Competition 2020. < Scheduled for late May or early June 2020. >



7. Ritsumeikan Asia Pacific University and Beppu City

< Competition Host: Ritsumeikan Asia Pacific University (APU) >

Ritsumeikan Asia Pacific University (APU) is a private university in Beppu City, Oita Prefecture. Founded on the ideals of freedom, peace and humanity, international mutual understanding, and shaping the future of the Asia Pacific region, APU currently has more than 5,700 students from over 80 countries and regions studying together on its campus. One of APU's most distinctive features is its bilingual education system with all classes offered in both Japanese and English. Students at APU learn both languages, but also use them as a learning medium to take specialized subjects in their major. APU was selected by the Japanese government as a Global Hub University under the Top Global University Project in 2014 and is continuing to spearhead progressive globalization initiatives.



< Beppu City, Oita Prefecture >

With over 2,500 hot spring sources, Beppu City ranks number 1 in Japan and second in the world after Yellowstone National Park in the United States for the volume of hot spring water output and boasts 10 out of the 11 different categories of hot springs in the world. “Beppu Hatto” (literally meaning “eight hot springs”) is the collective name for Beppu Onsen, Kannawa Onsen, Kankaiji Onsen, Myoban Onsen, Kamegawa Onsen, Shibaseki Onsen, Horita Onsen, and Hamawaki Onsen, the city’s eight major onsen areas each with their own distinct characteristics. Aside from hot springs, visitors can enjoy steam baths, sand baths, one of the world’s largest mud baths, and Beppu’s famous “Jigoku Mushi” cuisine that utilizes hot spring steam as a cooking method. Beppu is a popular year-round destination for domestic and international tourists due to its importance as a hub of Japan’s onsen (hot spring) culture.



8. Inquiries

APU Japan Business Case Competition 2019

Email : 2019jbcc@gmail.com

Website : <http://apu-jbcc.com/en/jbcc2019-3/apu-japan-business-case-competition-2019/>

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