

TUBC

INFORMATION PACK

2015



THAMMASAT UNDERGRADUATE
BUSINESS CHALLENGE

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Thammasat Undergraduate Business Challenge (TUBC) is an international business case competition for undergraduates from international business schools hosted by the Bachelor's degree in Business Administration (International Program) of Thammasat Business School.

TUBC is highly recognized by both local and international business communities and this year, TUBC 2015 will mark the 18th year of continuing success in the global business arena. As years passed, TUBC has continued to build its recognition as one of the most prestigious business case competition ever established. Professionalism and excellent hospitality of the TUBC organizing committee are believed to be the reasons for success.

Each year, teams from leading business schools worldwide are invited to join the competition. The case that is written based on real situation of a selected business is given to the team to analyze and provide ultimate solutions that would be present to the panel of honorable judges.



Objectives

- To provide participants with opportunities to exercise their knowledge and develop their skills such as the ability to work under pressure and limited resources, analytical and problem-solving skills, teamwork and time management
- To promote and develop global business network among international business schools
- To prepare students for a rapidly changing global business environment
- To create awareness of business case competition among Thai society

- To be acknowledged by the international standard of business schools for its professionalism and excellent hospitality

Date

August 11th – August 15th 2015

Venue

Millennium Hilton Bangkok (Tentative)

Eligibility

- Each team will be comprised of four current undergraduate students younger than 25 years old
- Each participant must be registered as a full time student (not an exchange student)
- No participants from previous years' TUBC are allowed
- Each team may be accompanied by a faculty advisor; however, teams are not allowed to consult with the faculty advisor during the preparation of the case and/or on the presentation day
- Team members should possess expertise in a wide range of business disciplines including knowledge regarding current events, technology, quantitative thinking, and management

***Note:** Due to limited capacity, “first come, first served” basis is applied

Universities Attended in TUBC 2014

America	University of Florida University of Washington
Australia	Queensland University of Technology University of Melbourne
Hong Kong	Chinese University of Hong Kong Hong Kong University of Science and Technology
Japan	Ritsumeikan Asia Pacific University
New Zealand	University of Auckland University of Otago

Singapore	National University of Singapore Singapore Management University
Thailand	Assumption University Chulalongkorn University Mahidol University International College Thammasat University
The Netherlands	Maastricht University

The Case

Each team will have limited amount of time to devise appropriate strategic solutions for a given business case. The nature and details of the case will remain confidential until the case handout time.

The Honorable Guests

Leading businessmen and qualified professors are invited to witness the final round as our honorable guests.

Press

The Press and Media are encouraged to publicize the event in order to promote the development of business students in both local and international settings.

Application Fees

Thai Teams:	I) THB 60,000/team II) THB 60,000/team + THB 15,000/advisor
Overseas Teams:	I) USD 2,150/team II) USD 2,150/team + USD 350 for 1 st advisor III) USD 2,150/team + USD 350/1 st advisor + USD 400 2 nd advisor (sharing bedroom) IV) USD 2,150/team + USD 350/1 st advisor + USD 650 2 nd advisor (separated bedroom)

- The fee must be paid by cashier's check payable to **"Social Science Service Project"**.

***Note:** The application fee is due two weeks after the confirmation is received.

TUBC Committee will only be responsible for the expenses during the event date. Participants and advisors are responsible for additional expenses for extra nights.

Rules and Regulations

Competition Format

- Participating teams will be given a case to prepare and present within limited time.
- There will be four divisions; there are four teams in each division. In the preliminary rounds, the four teams in each division will compete with each other. The winners from each division will proceed to present in the final round.
- The scores received in the preliminary round will not be counted in the final round.

Preparation

- All teams would be given a case kit. The kit includes the case packet, wireless internet access password to be used for all four computers and other stationaries for case solving.
- Each team will be assigned a buddy, whose job is to help accommodate teams during the uninterrupted case preparation time.
- Teams are allowed to bring an unlimited number of texts and reference materials to be used references.
- Teams are allowed to bring printer(s) to be used during the case preparation time. The printer must not be equipped with wireless printing functions, accessibility to the internet, or any other functions that allow team members to communicate with outside people. The committee will not provide printing facility.
- During the uninterrupted case preparation time, teams are **not** allowed to do the following:
 - Leave the hotel room or provided space unless accompanied by their buddies or members of the TUBC committee.
 - Utilize any cellular or communication devices.
 - Communicate or interact with advisors or any other persons, except their buddies or members of the TUBC committee.
 - Enter websites that require passwords for log-in, including, but not limited to, university databases, email portals, and file sharing services such as Dropbox and Google drive.

- Enter presentations room and rehearse their presentations. Although a sample of the preliminary presentation room will be open for survey at a given period of time.
- Uninstall or quit the team monitoring program.

Submission

- Teams must submit one .ppt file to be presented and one .pdf copy of the presentation.
- No modifications on materials will be allowed after submission.
- Late submissions will not be accepted.

Presentation

- Teams are not allowed into any other team's presentation rooms.
- Advisors are allowed in presentation room of team's division only.
- Teams will present then follow by Q&A session.

	Presentation	Q&A
Preliminary Round	20 min	15 min
Final Round	20 min	20 min

- Teams will be given five minutes before their presentation time starts to set up. The presenting team will be notified when ten, five and one minute remains of their presentation time.

The Judges

- The TUBC Organizing Committee will be responsible for selecting and inviting a panel of judges.
- Leaders from the business community, consultants, and executives from the multi-national company will be invited to judge the presentations.

- The chair of the panel will be responsible to establish standards for comparison and goals of questioning, in order to maintain consistency across the teams.
- Each division in the preliminary round will be judged by a panel of three corporate judges. The final round presentations will be judged by a panel of seven corporate judges (Tentative).

Tentative Schedule of TUBC 2015

Tuesday, August 11 th , 2015			
Time	Program	Place	Dress Code
	Arrival of Overseas Representatives	Hotel	Casual
06.00 PM	Opening Ceremony	TBA	FBA

Wednesday, August 12 th , 2014			
Time	Program	Place	Dress Code
09.00 AM	Registration	Hotel	Casual
06.00 PM	Ice-Breaking Activities	TBA	Casual

Thursday, August 13 th , 2014			
Time	Program	Place	Dress Code
09.00 AM	Case Opening	TBA	FBA
02.00 PM	Case Handout	Participant's Rooms	Casual

Friday, August 14 th , 2014			
Time	Program	Place	Dress Code
09.00 AM	Case Hand-in	Command Room	Casual



Saturday, August 15 th , 2014			
Time	Program	Place	Dress Code
08.30 AM	Preliminary Round	Hotel	FBA
12.00 AM	Lunch	Hotel	FBA
01.30 PM	Final Round	Hotel	FBA
06.00 PM	Award Announcement	Hotel	FBA
08.00 PM	Cocktail Dinner	TBA	Casual

Note: The information given above is subject to change.

For more information:

Website: <http://www.tubc.org>

Email: universities@tubc.org