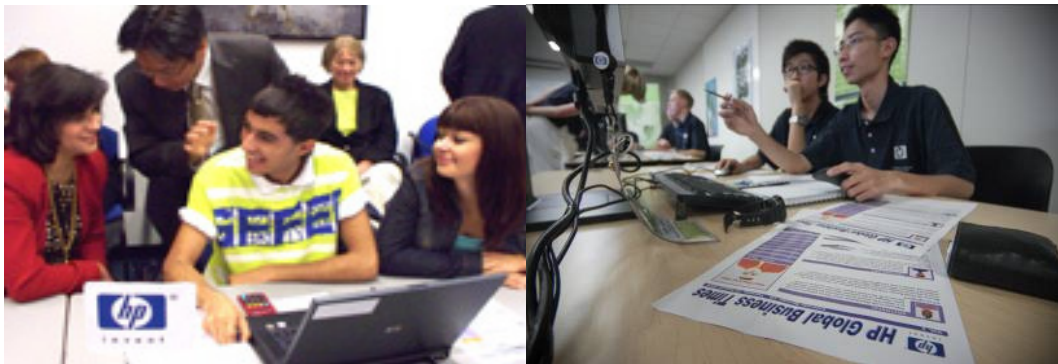


JA 2010 UNIVERSITY BUSINESS CHALLENGE



The premier international management competition
for university students

Organisers

WHAT IS THEJA 2010 UNIVERSITY BUSINESSS CHALLENGE?

The JA 2010 University Business Challenge is an international competition organised together with Junior Achievement Worldwide. Each year, more than 1,400 students in 370 teams from 16 countries participated in the Challenge to compete on their appreciation of innovation, entrepreneurship and global cooperation.

The Challenge invites teams of university students from all around the world to make a series of management decisions affecting a hypothetical business, including capital investment, research and development, pricing structure, marketing, production level and charitable donation. They face the same real-to-life business situations and have to decide how best to increase their market share and profits. The essence of the Challenge is the ability to make sound business decisions consistently and at the appropriate time, and to develop into a sustainable winning strategy for the company.

BENEFITS TO PARTICIPANTS

The Challenge is a great opportunity for students to experience life as CEOs and CFOs and put into practice their entrepreneurial skills. The Global Business Challenge also gives students a unique opportunity to meet their counterparts from around the globe, and helps prepare them to succeed in the global economy.

- It simulates the real world. Students can relate to the issues raised in the Challenge without any personal risk. It allows them to practise skills in risk-taking, decision-making and negotiating.
- The Challenge reveals how all the critical business decisions interrelate and affect the success of a company.
- The Challenge is played by teams and stresses the value of teamwork and encourages the exchange of ideas and experience.
- The Challenge requires participants to make decisions with tight deadlines and brings out the importance of time management and working under pressure.

DIFFERENT PHASES OF THE CHALLENGE

The JA 2010 University Business Challenge is a knock-out competition. Top teams at the Hong Kong Challenge will advance to the Global Challenge.

The Challenge is to be played online or in person. At the First Round of both the Hong Kong and Global Challenge, teams have to formulate their decisions and submit their decisions online, with the pre-assigned username and password. At the Final Round, teams will compete in person.

University Business Challenge Overview

	<i>Hong Kong Business Challenge</i>		<i>Global Business Challenge</i>
Level	First Round	Final Round	Details to be confirmed later
Format	Online	In person	
Date	28 Dec – 11 Jan 2010 (MON – SUN)	23 Jan 2010 (SAT)	

Practice Game

For the teams to familiarise with the competition format and practise their decision-making skills, the Practice Game will be held from 26 November to 11 December 2009. Decisions will be due daily, i.e. from Monday to Sunday. Please see below for detailed timetable.

All teams participating in the Challenge are highly encouraged to play the Practice Game to test out their strategy. Teams can also practise by playing with the computer at <http://oldtitan.ja.org>.

CHALLENGE RULES AND PROCEDURES

Team Composition

- Each team must consist of a minimum of two (2) but no more than five (5) members. Each member must be between the ages of 18 and 22 on 1 February 2010.
- Students are allowed to compete in only ONE team per year. If a student is found to be competing in two or more teams, that student and the teams in which that student is in will be automatically disqualified.
- Each team must provide a complete list of members by 21 November 2009 via email to ubc.ja@jahk.org. Changes to team member(s) occurring without prior written notification to the organiser may be grounds for disqualification.

Challenge Specifications

- The Challenge is based on Junior Achievement's Titan software program.
- Teams will be divided into competitive groups of maximum eight teams each for the First Round of the Challenge.
- All six decisions must be made each period.
- Performance Index (PI) determines the winner in each group. The JA Titan Performance Index (PI) is a composite score based on a variety of business performance indices such as: retained earnings, market share, etc. Winning teams in each round advance to compete in the next round.
- Standard interpretive comments do not appear on reports.
- Decision limits for price, production, marketing, capital investment, R&D, and charitable donations will be provided at the start. Any changes will be notified.
- Decisions submitted for which there are insufficient funds will not be altered by the Challenge Administrators.
- A Company Report and an Industry Report can be downloaded from the Titan website directly. Contact the Challenge Administrator if any support is needed.

Decision Due Schedule

- Each group should take note of the Decision due schedule and adhere to it.
- Decisions from the previous period will be repeated for teams that do not turn in decisions by the stated deadlines.

Authorised Tools

- During the Challenge, students can only use calculators. Computers or any notes, handouts will not be allowed.

Challenge Administrator

- The Challenge Administrator, acting as the banker, reserves the right to intervene in cases where it is believed collusion, price fixing or cartel development is occurring, to ensure fair play and to make sure sound business decisions are made by the team/company.
- The Challenge Administration will not disclose the number of quarters to be played and at which quarter the winner is to be defined.

Organiser

- Junior Achievement Hong Kong reserves the right to change any rules without prior notification. For any disputes, decisions by the organiser shall be final.

CHALLENGE MATERIALS

Teams who register for the Practice Game and/or the Hong Kong Business Challenge First Round will be provided with the pre-assigned Titan username and password. This will be emailed to you once we have received your Application Form

All teams can download the Titan Basic and Competition Strategy Guide and Titan Operation Manual at <http://www.jahk.org/resources/index.asp> starting from 9-November 2009. All company reports can be assessed at the Titan website

CHALLENGE SCHEDULE

Practice Game

The Practice Game will be set up and ready on 24 November 2009 at 09:00PM. You can access your Quarter 0 Company Report and Industry Report afterwards.

Duration : 26 November 2009 to 11 December 2009

Decision Due Time : 10:00AM

Decision Due Dates:

Every day, including Saturdays and Sundays, i.e.

- Quarter 1 : 26 November 2009 (THU)
- Quarter 2 : 27 November 2009 (FRI)
- Quarter 3 : 28 November 2009 (SAT)
- Quarter 4 : 29 November 2009 (SUN)
- Quarter 5 : 30 November 2009 (MON)
- Quarter 6 : 1 December 2009 (TUE)
- Quarter 7 : 2 December 2009 (WED)
- Quarter 8 : 3 December 2009 (THU)
- Quarter 9 : 4 December 2009 (FRI)
- Quarter 10 : 5 December 2009 (SAT)
- Quarter 11 : 6 December 2009 (SUN)
- Quarter 12 : 7 December 2009 (MON)
- Quarter 13 : 8 December 2009 (TUE)
- Quarter 14 : 9 December 2009 (WED)
- Quarter 15 : 10 December 2009 (THU)
- Quarter 16 : 11 December 2009 (FRI)



**Practice makes perfect!
Join the 'Practice Game'.**

Hong Kong Business Challenge – First Round

Duration : 28 December 2009 (MON) to 11 January 2010 (MON)

Decision Due Time : 10:00AM

Decision Due Date : Every day, including Saturday and Sunday

Result Announcement : Via Phone and email by 15 January 2010

Hong Kong Business Challenge – Final Round

Date : 23 January 2010 (SAT)

Time : 0845 – 1300

Place : Function Room 1-3, Core E, Cyberport 3,

PRIZES

Hong Kong Business Challenge

- Cash prize
- Job Shadowing opportunity at Fortune 100 companies
- Certificate of Achievement
- A place at the Global Business Challenge

Global Business Challenge

- Details to be confirmed by Junior Achievement Worldwide

ENQUIRIES

For enquiries about registration or the Challenge, please contact Ms Maria Chow by email to ubc.ja@jahk.org or on 3426-3148.