



HSBC PROJECT

BRIGHT

**Business Resilience and
Innovation Growth Hub for
Tertiary Students**

November 2024



WHAT IS BCC?

The HSBC Indonesia Business Case Competition is a competition organized between PT Bank HSBC Indonesia and Putera Sampoerna Foundation designed for undergraduate students. The competition aims to find Indonesia's brightest business minds and prepare them to compete as the country's representative at the International Final in Hong Kong in May. Case studies and research are released and organized by the Asia Case Research Centre (ACRC) for undergraduate student.

WHO CAN PARTICIPATE?

- Each team should consist of four students and a coach with one member of the team assigned as a leader.
- All participants must be full-time undergraduate students from the faculty business or economics and currently enrolled at the participating university in the competition year.
- Students who have participated in previous editions of the competition are not eligible to compete again.

PROJECT TIMELINE

Detailed Programme Schedule Available in Dedicated Slide



INVITED UNIVERSITY LIST

- Universitas Sumatera Utara (USU)*
- Universitas Prasetiya Mulya (Prasmul)
- Universitas Pelita Harapan (UPH)
- Trisakti School of Management
- BINUS university
- IPMI International Business School
- Sampoerna University
- President University
- Universitas Indonesia
- School of Business - IPB
- Universitas Padjadjaran (UNPAD)
- Universitas Parahyangan (UNPAR)

- SBM ITB
- Telkom University*
- Universitas Diponegoro (UNDIP)*
- Universitas Sebelas Maret (UNS)*
- Universitas Gadjah Mada (UGM)
- Universitas Atmajaya Yogyakarta
- Universitas Muhammadiyah Yogyakarta (UMY)
- Universitas Airlangga (UNAIR)
- Universitas Brawijaya (UB)
- Ciputra University
- UDAYANA*
- Universitas Hassanudin (UNHAS)*

* New Invited University

REGIONAL PARTICIPANTS

Regions Grouped Based on Proximity (Geographic Closeness)

REGIONAL I

1. Surabaya (3 universities)
2. Denpasar (1 university)
3. Makassar (1 university)

REGIONAL II

1. Yogyakarta (3 universities)
2. Semarang (1 university)
3. Solo (1 university)

REGIONAL III

1. Bandung (4 universities)
2. Medan (1 university)

REGIONAL IV

1. Greater Jakarta
(9 universities)

HSBC Regional Coaching & Selection Series

Virtual Intensive Training on Communication/Presentation Skills

Virtual Business Case Analysis Workshop

Regional Selection
(Region I, II, III)

Regional Coaching & Selection Series:

COMMUNICATION/PRESENTATION TRAINING

Facilitator: Nitia Anisa

The Intensive Training on Communication/ Presentation Skills will be conducted **ONLINE (via Zoom meeting)** with 4 different dates based on each area batch.

Area	Date	Target Participant
Regional I	6 February 2025	40 students (10 teams) UNAIR, Brawijaya, Ciputra, UNHAS & UDAYANA
Regional II	13 February 2025	40 students (10 teams) UGM, UMY, UAJY, UNDIP & UNS
Regional III	20 February 2025	40 students (10 teams) SBM ITB, UNPAR, UNPAD, TELKOM & USU
Regional IV	28 February 2025	36 students (9 teams)

Regional Coaching & Selection Series:

BUSINESS CASE ANALYSIS WORKSHOP

Facilitator: Eddy Junarsin

The Business Case Analysis Workshop, as part of the Business Case Coaching Series, will be conducted **ONLINE (via Zoom meeting)** with 4 different dates based on each area batch.

Area	Date	Target Participant
Regional I	7 February 2025	40 students (10 teams) UNAIR, Brawijaya, Ciputra, UNHAS & UDAYANA
Regional II	14 February 2025	40 students (10 teams) UGM, UMY, UAJY, UNDIP & UNS
Regional III	21 February 2025	40 students (10 teams) SBM ITB, UNPAR, UNPAD, TELKOM & USU
Regional IV	1 March 2025	36 students (9 teams)

Regional Coaching & Selection Series:

REGIONAL SELECTION

Each university will send **2 teams**, each comprising **4 students**. The selection will be conducted **ONLINE (via Zoom Meeting)**. The top-performing team will represent the university in the competition series that can be referred as follows:

Area	Date	Participant	Result
Regional I	8 February 2025	40 students (10 teams) UNAIR, Brawijaya, Ciputra, UNHAS & UDAYANA	5 Teams to National Round
Regional II	15 February 2025	40 students (10 teams) UGM, UMY, UAJY, UNDIP & UNS	5 Teams to National Round
Regional III	22 February 2025	40 students (10 teams) SBM ITB, UNPAR, UNPAD, TELKOM & USU	5 Teams to National Round

MARCH - APRIL 2025

HSBC Mentoring Program

MENTORING PROGRAM

Date : March – April 2025
Day/Time : Min. **twice** per week
Venue : Zoom Platforms (assisted by LO)
Target : 24 Teams (96 students)

The activities will be **arranged by HSBC Mentors together with Faculty Coaches**. Schedule will be negotiated between each team and their respective mentors.

Mentoring subjects will be covering the following topics:

1. Case Study Analysis
2. Problem Identification
3. Brainstorming for Solutions
4. Handling Q&A

Each team will be assigned a mentor(s) from HSBC Indonesia's senior managers.

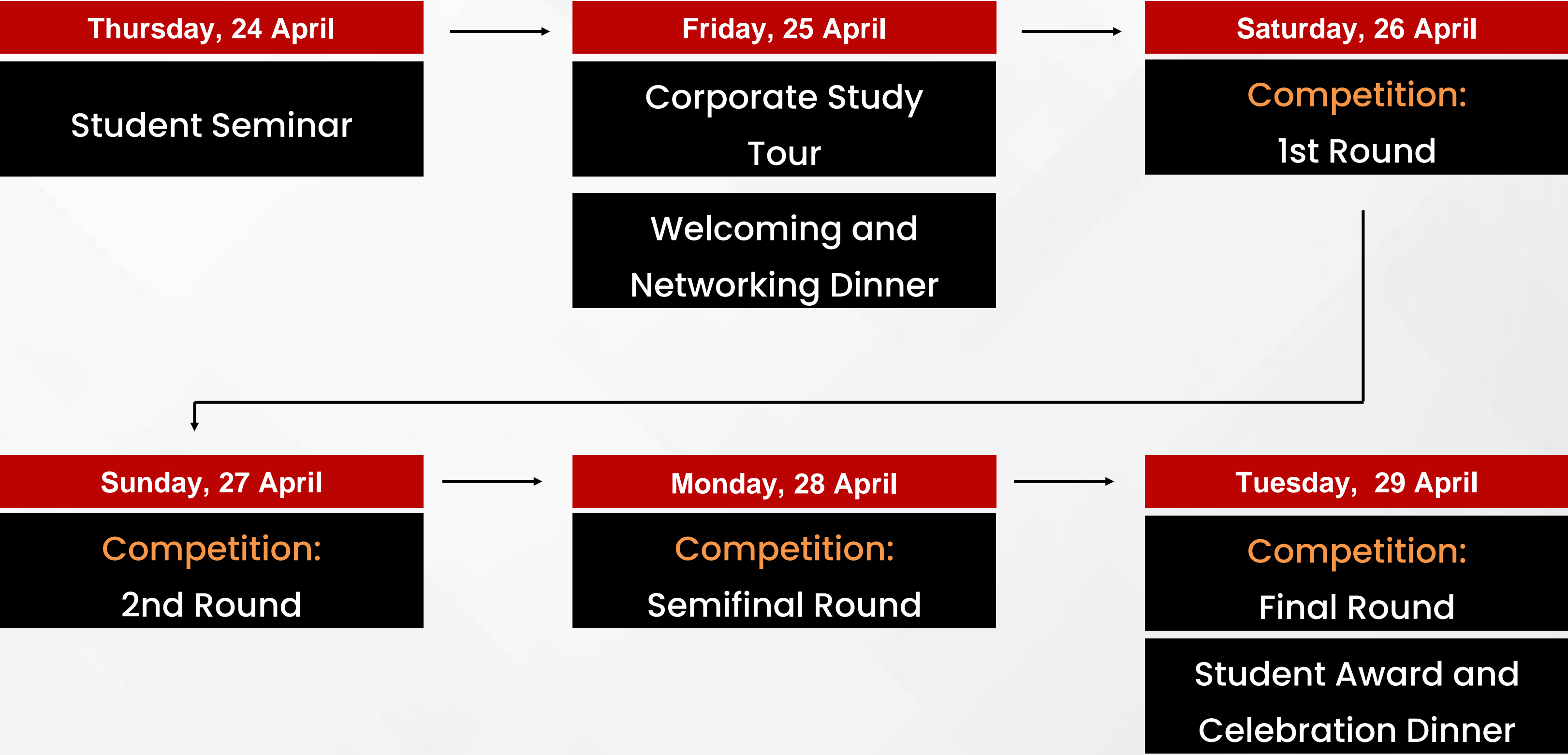
FIRST MEETING:

Team and mentor(s) will have an introductory meeting on the 2nd week of March.

GOALS:

1. To share inputs and feedback;
2. to equip the teams with better soft and hard skills during the competition; and
3. the team get the opportunity of networking with big people in HSBC Indonesia.

BUSINESS CASE COMPETITION TIMELINE



Business Case Competition:
STUDENT SEMINAR

24 April 2025 ~ 13:00 – 16:10 WIB

Venue

Sampoerna University,

L'Avenue Building, Jl. Raya Pasar Minggu No.

Kav 16, South Jakarta

: Student Union Hall,

Targeted Participants : 175–200 Participants

PROPOSED SPEAKERS:

1. HSBC Senior Manager/
Executive
2. Practitioner/ Top Management in
the Private Sector

Business Case Competition:

CORPORATE STUDY TOUR

25 April 2025 ~ 08:30 – 16:00 WIB

Blue Bird Main Office*

Jl. Mampang Prapatan Raya No. 60, Jakarta

HSBC Indonesia

WTC Building

Jl. Jend Sudirman Kav. 29-31, Jakarta

Participants:

All Teams, Coaches, LO and Committees.

Business Case Competition:

WELCOMING AND NETWORKING DINNER

25 April 2025 ~ 16:25 – 19:00 WIB

Venue

: HSBC Function Room

WTC Building

Jl. Jend Sudirman Kav. 29–31, Jakarta

Targeted Participants: 24 Teams (96 Student), Mentors, and Coach

Business Case Competition:

ROUND 1

26 April 2025 ~ 07:40 – 15:55

Objective and Goals

- **Primary Aim:** Narrow down from 24 teams to 12 teams
- **Focus:** Ensure only the most competitive and skilled teams advance
- **Purpose:** Set the stage for subsequent rounds, highlighting top talent
- **Agenda:** Case Solving and Presentation

Judges Panel	Number of Team	Result
Panel A (3 Judges)	4 Teams	2 Teams to Round 2
Panel B (3 Judges)	4 Teams	2 Teams to Round 2
Panel C (3 Judges)	4 Teams	2 Teams to Round 2
Panel D (3 Judges)	4 Teams	2 Teams to Round 2
Panel E (3 Judges)	4 Teams	2 Teams to Round 2
Panel F (3 Judges)	4 Teams	2 Teams to Round 2
Total: 6 Panels (18 Judges)	24 Teams	Total 12 Teams to Round 2

Business Case Competition: **ROUND 2**

27 April 2025 ~ 09:30 – 14:30

Objective and Goals

- **Primary Aim:** Allow teams to present refined work based on feedback, giving them a chance to improve
- **Focus:** Narrow the competition to the top 6 teams for the semifinal
- **Purpose:** Ensure the most capable and deserving teams advance, maintaining a high standard of competition
- **Agenda:** Presentation Only

Judges Panel	Number of Team	Result
Panel A (3 Judges)	4 Teams	2 Teams to Semifinal Round
Panel B (3 Judges)	4 Teams	2 Teams to Semifinal Round
Panel C (3 Judges)	4 Teams	2 Teams to Semifinal Round
Total: 3 Panels (9 Judges)	12 Teams	Total 6 teams to Semifinal Round

- *Using the same case paper from Round 1*

Total Panel of Judging: 6 (3 judges/ panel)

Business Case Competition: **SEMIFINAL ROUND**

28 April 2025 ~ 09:30 – 14:30

Objective and Goals

- **Primary Aim:** Determine the final team to advance to the last stage of the competition
- **Focus:** Ensure only the most deserving team advances to the final round
- **Purpose:** Offer one last opportunity for teams to demonstrate their abilities
- **Agenda:** Case Solving and Presentation

Judges Panel	Number of Team	Result
Panel A (3 Judges)	3 Teams	2 Teams to Final Round
Panel B (3 Judges)	3 Teams	2 Teams to Final Round

- *Will get a new case paper*

Total Panel of Judging: 6 (3 judges/ panel)

Business Case Competition:

FINAL ROUND AND STUDENT AWARD CELEBRATION DINNER

29 April 2025 ~ 11:15 - 20:00 WIB

PARTICIPANTS: 4 teams (16 students)

OUTPUT: Winner, 1st Runner Up, 2nd Runner Up, 3rd Runner Up

Each activity will be divided as the follows:

Judging Period [15.30 - 17.45]	Team 1	14:45 - 15:30
	Team 2	15:30 - 16:15
	Team 3	16:15 - 17:00
	Team 4	17:00 - 17:45
Deliberation & Break [17.45 - 18.30]		
Announcement and closing [18.30 - 19.00]		
Celebration Dinner [19.00 - 20.00]		

Total Panel of Judging: 1 (3 judges/ panel)

LINK VIDEO BCC 2024

[BCC Asia Pacific 2024 Video](#)



THANK YOU

