

HKCC Business Excellence Contest 2017/18

Corporate Social Responsibility Builds Long-term Success

Background

The HKCC Business Excellence Contest is an annual business competition organised by Hong Kong Community College for Secondary 4 to Secondary 6 students. The theme for the competition this year is “**Corporate Social Responsibility (CSR) Builds Long-term Success**”. CSR is increasingly being recognised by the community as an additional yardstick to evaluate a business enterprise. CSR is about the obligations firms have towards the betterment of society. By adopting responsible management practices in the workplace, marketplace, community and natural environment, businesses not only produce a positive impact on people and society but may also achieve sustainable corporate success over future challenges.

Through participating in this competition, students will analyse the business of a real corporation in Hong Kong and make use of their creativity and critical thinking skills to develop a CSR campaign for this corporation. Moreover, students will develop better appreciation of theories and practices of business as well as generic attributes and abilities such as creativity, observation, communication, teamwork, analytical and organisation skills.

Awards and Prizes

Gold Award	HK\$8,000 book coupons + trophy + certificates for individual members
Silver Award	HK\$6,000 book coupons + trophy + certificates for individual members
Bronze Award	HK\$5,000 book coupons + trophy + certificates for individual members
Merit (2 awards)	HK\$3,000 book coupons + certificates for individual members
Judges Commendation (15 awards)	HK\$1,000 book coupons + certificates for individual members

All other participating team members will receive a Certificate of Participation.

Entry Criteria

The competition is open to full time Secondary 4 to Secondary 6 students in Hong Kong. Each student team must consist of 3 to 6 members from the same school. The application form must be endorsed by the school principal or a teacher.

Scope of Work

Students have to conduct a business analysis, explain the concept and importance of CSR, and develop a CSR campaign to benefit people and society as well as to achieve specific marketing objective(s). A

guest talk will be arranged for participants in late January / early February 2018 to enhance their knowledge and skills of conducting a business analysis and developing a CSR campaign proposal.

1. Report Outline

- (a) Introduction
- (b) Main text
 - Business analysis
 - Describe the concept and importance of CSR
 - Explanation and justifications for the benefits of people and society as well as the marketing objective(s) to be achieved through a CSR campaign.
- (c) Conclusion

2. Report Format

- The written report must be provided either in English (maximum 1,000 words) or Chinese (maximum 1,300 words), excluding the cover page, table of contents and appendices.
- Appendices are optional and should be limited to 10 pages.
- The font size of the content should be Times New Roman 12 point for the English version or 新細明體 12 point for the Chinese version (except the headings/titles).
- Single-line spacing with at least one-inch margins (top, bottom, left and right).

3. Report Cover

- (a) Full names of team members
- (b) Name of school
- (c) Name of the business
- (d) Date of submission
- (e) Contact details (email address, telephone number, etc) of the team coordinator

Registration Procedure

1. You can download an application form from the PolyU Hong Kong Community College's website: www.hkcc-polyu.edu.hk/business_excellence_contest2017.
2. Please return the completed application form by email to coffice@hkcc-polyu.edu.hk. Please specify "**HKCC Business Excellence Contest 2017/18**" in the email subject.
3. The deadline for registration is **15 December 2017 (before 5:30 p.m.)**.

Submission of the Written Report

1. Please submit your written report either in person or by post to Information Kiosk, 2/F, North Tower, PolyU West Kowloon Campus, 9 Hoi Ting Road, Yau Ma Tei, Kowloon. Please specify on the envelope “**HKCC Business Excellence Contest 2017/18**”.
2. The deadline for submission of the written report is **23 February 2018 (before 5:30 p.m.)**.

Adjudication

1. First Round Adjudication

Twenty most outstanding teams will be selected; and from them the best 5 teams will be selected for the Final Round Adjudication and the 15 other outstanding teams will be offered the Judges Commendation Awards. The First Round Adjudication results will be released through the PolyU Hong Kong Community College’s website at www.hkcc-polyu.edu.hk/business_excellence_contest2017 by **16 March 2018**.

2. Judging Criteria for the First Round Adjudication

- (a) Does the team present the written report clearly and concisely?
- (b) Does the team provide a persuasive analysis and insightful conclusion?
- (c) Does the team generate a creative and feasible CSR campaign?

3. Final Round Adjudication

The Final Round Adjudication will be held at PolyU West Kowloon Campus on **7 April 2018**. The first 5 best teams will be invited to deliver a 15-minute verbal presentation followed by a 5-minute question-and-answer (Q&A) session in the Final Round Adjudication. The presentation could be delivered in English or Cantonese. The winners of the Gold, Silver, Bronze and Merit Awards will be selected. Details concerning the time and venue will be announced through the PolyU Hong Kong Community College’s website at www.hkcc-polyu.edu.hk/business_excellence_contest2017 upon releasing the First Round Adjudication results.

4. Judging Criteria for the Final Round Adjudication

- (a) Does the team present the ideas clearly, concisely and interestingly?
- (b) Does the team provide a comprehensive business analysis and generate a creative and feasible CSR campaign?
- (c) Does the team provide clear, precise and convincing and answers to judges’ questions?

Presentation of Awards and Prizes

The Awards Presentation Ceremony will be held on **7 April 2018**, right after the Final Round Adjudication. The Gold, Silver, Bronze and Merit Awards will be presented to the champion, first

runner-up, second runner-up, and other two finalist teams respectively. The Judges Commendation Awards for 15 teams will also be presented.

Date: 7 April 2018 (Saturday) (tentative)
Time: 8:45 a.m. – 12:00 noon (tentative)
Location: PolyU West Kowloon Campus,
 9 Hoi Ting Road,
 Yau Ma Tei,
 Kowloon

Calendar of Events

Date	Event
15 December 2017 (before 5:30 p.m.)	Deadline for registration
19 January 2018 (4:45 p.m. – 6:30 p.m.)	Guest Talk on enhancing student knowledge and skills of conducting a business analysis and developing a CSR campaign.
23 February 2018 (before 5:30 p.m.)	Deadline for submission of the written report
On or before 16 March 2018	Announcement of the 15 winners of the Judges Commendation and the 5 best teams for the Final Round Adjudication
7 April 2018 (tentative)	Final Round Adjudication and Awards Presentation Ceremony

Enquiries

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Email: ccoffice@hkcc-polyu.edu.hk

Website: www.hkcc-polyu.edu.hk/business_excellence_contest2017