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CUHK Students Win KPMG Cup National Invitationals For Second Straight Year

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BY OUR CORRESPONDENT ON MARCH 14, 2016

CHINESE UNIVERSITY OF HONG KONG (CUHK), NEWS

The Chinese University of Hong Kong (CUHK) Business School has won the KPMG Cup National Invitational Business Case Competition, for the second consecutive year.

Based on international tournament rules, the KPMG Cup requires student participants to analyze a business case within three hours and generate a formal report to provide solutions and conduct live presentations and defense. The competition aims to test participating teams' capabilities in business case analysis, teamwork and communication skills.

The B-School team comprising Professional Accountancy Program (Global Accounting Stream) student Eric Yiu Ho Kui (3rd year), Global Business Studies Program student Howard Suen Lok Ho (2nd Year), Integrated Bachelor of Business Administration Program student Jansen Wan Chun Yat (2nd year) and Insurance, Financial and Actuarial Analysis Program student Pinky Chiu Man Kei (4th year) bested nine other teams

from top universities throughout the Greater China region, CUHK said in a statement.

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The competition was held at at Xiamen University on March 5, 2016.

The KPMG Cup requires student participants to analyze a business case within three hours and generate a formal report to provide solutions and conduct live presentations and defense. The competition aims to test participating teams' capabilities in business case analysis, teamwork and communication skills.

Starting this year, the KPMG Cup has become part of the **KPMG International Case Competition (KICC)** which will be held from **April 11-14, 2016** in **Dubai**.

Having won the national championship, the CUHK Business School team will represent the Greater China region at the competition. In addition, the winning team members are offered overseas internship opportunities by KPMG.

"We are proud of Eric, Howard, Jansen and Pinky for winning one of the most rigorous case competitions in the country," said Prof. Dennis Fan, Associate Dean (Undergraduate Studies) of CUHK Business School. "It reflects the very high caliber of our students that we now have won the KPMG Cup two years in a row."

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Hosted by Xiamen University, with KPMG as the title sponsor, the KPMG Cup is an annual invitational business case competition that brings together undergraduates of 10 elite universities from Hong Kong, mainland China and Taiwan, including Peking University, Tsinghua University, Fudan University, Nanjing University, Nankai University, National Chengchi University, Sun Yat-sen University, Xiamen University and Zhejiang University.

CUHK Business School was invited to participate for the first time last year and managed to bag the national title twice in a row.

"Our students have demonstrated a strong academic background, excellent teamwork and professional presentation skills. Their outstanding performance has been unanimously recognized by the adjudicators and audience alike," said Dr. Joyce Wang, Lecturer at the School of Accountancy of CUHK Business School and the winning team's advisor in the competition.

"This case competition has also provided a good platform for students from different backgrounds to get to know each other. Our students fully enjoyed their communication with students from mainland China and Taiwan," he added.

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CUHK Business School comprises two schools – Accountancy, and Hotel and Tourism Management – and four departments – Decision Sciences and Managerial Economics, Finance, Management, and Marketing.

Established in Hong Kong in 1963, it is the first business school to offer BBA, MBA and Executive MBA programs in the region. A present, the School offers 10 undergraduate programs and 31 graduate programs (10 MBA/EMBA; 15 Master, MSc and MPhil; 6 PhD).

In the Financial Times Global MBA Ranking 2016, CUHK MBA is ranked 26th. In FT's 2015 EMBA ranking, CUHK EMBA is ranked 31st in the world.

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