

**APU JBCC 2023**



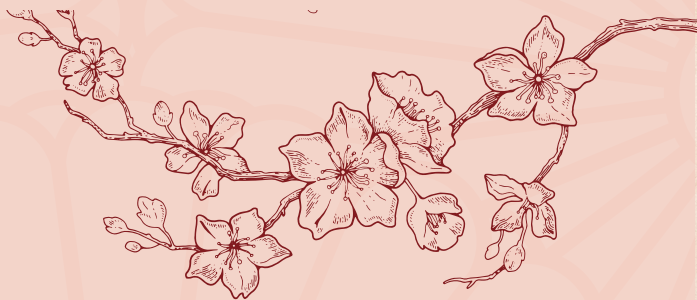
**JBCC**

JAPAN BUSINESS  
CASE COMPETITION

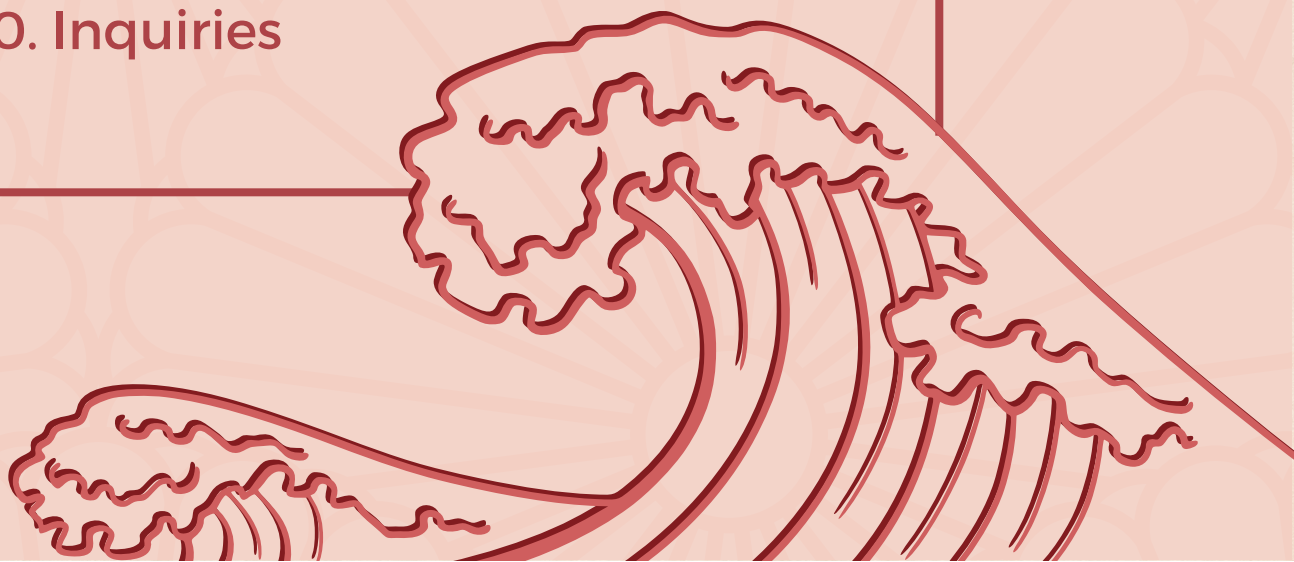
**APPLICATION  
GUIDELINES**



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# 1 ABOUT APU ● JBCC 2023



JBCC (Japan Business Case Competition) was founded in **2015**. It is a fully online event, with the goal of **raising the academic standards** of Japanese universities and for students in Japan to use this experience as a **stepping stone** to compete in international case conventions.

## Main missions of JBCC:

- Encourage the use of case competitions as **practical teaching tools** at Japanese universities
- **Equip students** in Japan **with the skills** to compete in international case competitions.

# 1 ABOUT APU JBCC 2023

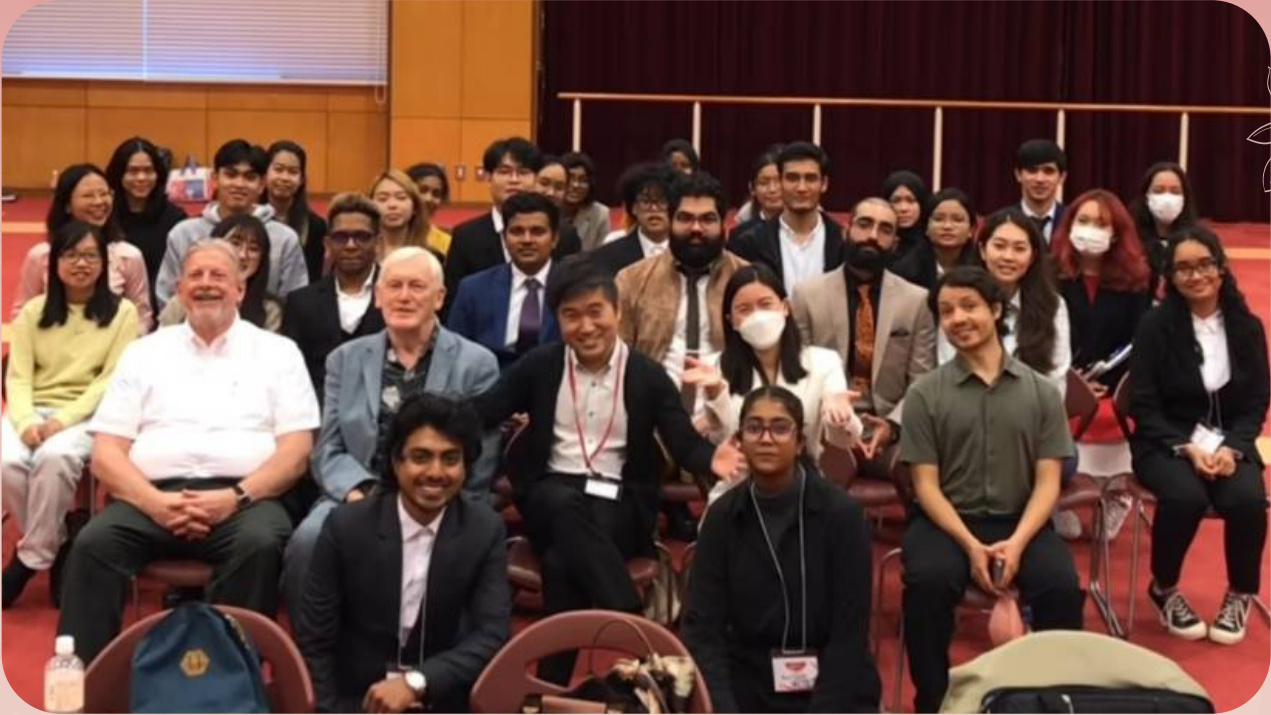
## OBJECTIVES

- To **provide the students** from Japanese Universities a **platform** to learn, work and solve a real-life business problem.
- To allow the participants to learn by **working in teams** and developing the necessary skills on a virtual medium.
- To **encourage the students** of Japanese Universities to be **confident** in taking part in English-Language Based events.
- Find a team to **represent Japanese Universities** in the HSBC/HKU Asia Pacific Business Case Competition 2023

## PRIZES



# 2. ABOUT ORCA



The **Organization for The Realization of Co-curricular Activities (ORCA)**, is a student-led organization established to create **co-curricular activities with a focus on cooperation and activities on a national and international scale** from Ritsumeikan Asia Pacific University.

ORCA is led by previous participants and staff of past business case competitions including: **APU Annual Case Competition (AACC), McGill International Portfolio Challenge (MIPC), Hult Prize, International Online Case Competition (IOCC), CFA Society Japan, etc.**

By using our experience, we aim to achieve our mission of **providing diverse and enriching co-curricular activities** for all of the students of Ritsumeikan Asia Pacific University and beyond.

# 3. GREETINGS FROM **orca**



**Felicia Angelica Hartono**  
(Feli)



**Waranya Thisong**  
(Mika)

## **Hello!**

We are Feli and Mika, the event leaders for JBCC 2023.

We hope to deliver a fun and challenging experience for you to overcome your limit. Moreover, we will provide a learning and supporting atmosphere to create a memorable event for everyone to gain a wealth of knowledge while having fun together as a team.

We would also like to thank **HSBC** for sponsoring this year's JBCC 2023.

# 4. ELIGIBILITY CRITERIA

- All participants must be full-time **undergraduate students at universities in Japan** at the time of application and competition.
- **Auditors** and **part-time students** are not recognized as full-time undergraduate students and therefore **ineligible to apply**.
- Teams must be composed of **4 undergraduate students and a coach**. Coach is allowed to guide several teams concurrently.
- A **coach** who is either a faculty or staff member of the university is **mandatory**, to accompany the 4 team members to the competition. The coach **must be someone else to train the team** to prepare them for the competition. (Please consult with the main office if there is trouble with finding a coach)
- Participants can only **belong to one team**.



# 4. ELIGIBILITY CRITERIA

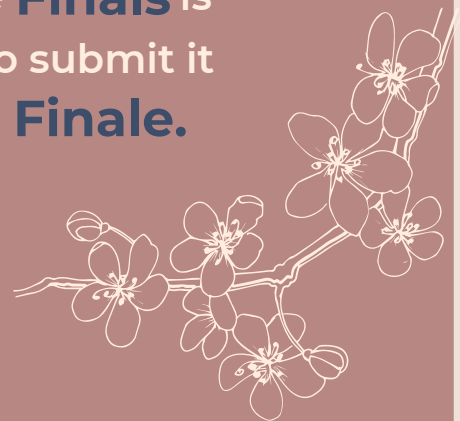
- The members of the **winning team** will participate in the **HSBC/HKU Asia Pacific Business Case Competition 2023** (typically be held online at the end of May or early June). If a member is unable to participate by the time of the HSBC/HKU Asia Pacific Business Case Competition 2023, the winning team will need to select new members and form a new team of 4 people (undergraduate students enrolled at the same university).
- Students who **have participated** in the past **HSBC/HKU Asia Pacific Business Case Competition** are **ineligible** to participate in APU JBCC 2023.
- There are **no set English proficiency requirements** for participants. However, last year's participants' English proficiency level is around 700 (TOEIC), 60 (TOEFL iBT), 500 (TOEFL iTP), 5.5 (IELTS), and Junikkyu level (Eiken Exam).





# 5. COMPETITION OVERVIEW

- There are **three rounds**: Preliminary, Semi-Final, and Finals that will be held **online**.
- For **the preliminary round**, you are just required to **submit your PPT and video presentation recording**. The video is limited to **20 minutes long**.
- There will be **no Q&A session for the Preliminary Round**.
- For preparation of solution presentations, teams will be given **3 days for the preliminary round** and **7 hours for the semi-final round**. Editing the PPT for the **Finals** is optional, but they are required to submit it **3 hours before the Grand Finale**.



# 5. COMPETITION OVERVIEW

- The business case used in the semi-final round would be the **extended version** of the case used in the preliminary round.
- The **presentation** for semi-final and final round, held in **Zoom**, will be limited to **20 minutes** followed by a **15-minute Q&A session**.

\*Only the video recording of the presentation will be played for the semi final's "presentation"

- Any number of teams can participate in the preliminary round, with **16 teams going on to the semi-final round** and **4 teams going on to the final round**.
- Please refer to number 6 "Flow from Application to Competition" **for more information** regarding each round.



# 6. Flow from Application to Competition

## 1. Online Application

**[Friday, January 20~Friday, March 31, 23:59 JST]**

- Apply online at the link below.  
<https://forms.gle/8duNbcwqN95YJsJ9A>
- The personal information you enter in this form will only be used to contact you regarding the screening and operation of the competition, and will not be used for any other purpose.

## 2. Preliminary Round

**[Friday, April 7, 18:00 JST~Sunday, April 9, 22:00 JST]**

- Teams that complete the online application **will be sent a business case to solve.**
- **The business case will be sent** by email on **Friday, April 7, 18:00 JST** to the individuals who applied to the competition.
- Each team will be asked to submit a solution to a business case **by Sunday, April 9, 22:00 JST, via handwritten slides,** which are scanned or photographed and inserted into a PPT or PDF file, as well as **a video presentation on their proposed solution.** The video is limited to **20 minutes.**
- Final selection results will be **based on screening each team's submissions** by a selection committee composed mainly of Ritsumeikan Asia Pacific University faculty. There is **no Q&A session.**
- **The teams who made it to the Semi-Final round** will be **announced on Friday, April 14, 20:00 JST** via email.

# Flow from

# 6. Application to Competition

## 3. Information Session by HSBC Judges [to be announced]

- Teams that made it to the semi-finals will be **invited to the Orientation Session by HSBC Representatives.**
- It is recommended that all team members participate in the session. However, it is **mandatory for at least one member** from each team to **join the session.**

## 4. Advanced Training 1 and 2 [to be announced]

- Teams that made it to the semi-finals will be **invited to the Advanced Training sessions.**
- It is recommended that all team members participate in the session. However, it is **mandatory for at least one member** from each team to **join the session.**

# 6. Flow from Application to Competition

## 5. Semi-Final Round

**[Saturday, April 29, 9:00 JST~19:45 JST]**

- Teams that made it to the semi-final round **will be sent a business case to solve and a ZOOM Meeting link.**
- The **business case** will be given on **Saturday, 29th April, 9:00 JST.**
- Each team will be asked to **submit a solution to a business case via handwritten slides**, which are scanned or photographed and inserted into a PPT file, as well as a **video presentation on their proposed solution.** The video is **limited to 20 minutes.**
- The **submission deadline** for the PPT and video recording will be on **Saturday, 29th April, 16:00 JST.**
- During the **ZOOM Meeting** which will **start from 16:25 JST**, the **video recording of the team's proposed solution will be played** and viewed by the teams and judges, **followed by a 15-minute Q&A session.**
- The teams who made it to the Final round will be **announced on Saturday, 29th April, 19:45 JST via email.**

# 6. Flow from Application to Competition

## 6. Final Round

**[Sunday, April 30, 13:00 JST ~17:30 JST]**

- The **submission deadline** for the handwritten slides will be on **Sunday, April 30, 10:00 JST**.
- The grand finale will **start from 13:00 JST through ZOOM**.
- Teams that made it to the final round **will be presenting** their solution of the semi-final round business case with feedback that they have received from the semi-final round, **live in front of the judges on a ZOOM Meeting**. **The presentation is limited to 20 minutes**, then followed by a **15-minute Q&A section**.

## 7. Winner of the APU Japan Business Case Competition 2023 will participate in the HSBC/HKU Asia Pacific Business Case Competition 2023

**[Scheduled for late May or early June 2023]**

# 7. COMPETITION SCHEDULE

## ● Preliminary Round

**Friday, April 7, 2023 (18:00 JST)**

Cases sent through an email to the participants  
(Preliminary round starts)

**Sunday, April 9, 2023 (22:00 JST)**

Preliminary round ends

**Friday, April 14, 2023 (18:00 JST)**

Preliminary round results announced

## ● Semifinal Round

**Saturday, April 29, 2023**

**(09:00 JST)**

Semi-final round commence

**(16:00 JST)**

Submission deadline for participating teams

**(16:25 JST)**

Zoom meeting opens

**(16:30 - 16:35 JST)**

Presentation Flow and Rules

**(16:40 - 19:20 JST)**

Presentation Viewing and Q&A session for each team

**(19:45 JST)**

Announcement of finalist

# ● Grand Finale Round

**Sunday, April 30, 2023**

**(10:00 JST)**

Submission deadline for teams who want to edit their PPT

**(13:00 JST)**

The Grand Finale starts

**(13:05 - 13:10 JST)**

Opening Performance (pre-recorded by the performers)

**(13:10 - 13:15 JST)**

Presentation Flow and Rules

**(13:20 - 13:55 JST)**

Team A Presentation + Q&A

**(14:00 - 14:35 JST)**

Team B Presentation + Q&A

**(14:40 - 15:15 JST)**

Team C Presentation + Q&A

**(15:20 - 15:55 JST)**

Team D Presentation + Q&A

**(16:00 - 16:25 JST)**

Ending Performances (Pre-recorded by the performers)

**(16:30 - 17:30 JST)**

Announcement of winners by judges + ending ceremony



# 8. COMPETITION RULES



## A. General

- Members **provide their own devices**. All participants need to **log in to Zoom** from the device with their **video camera turned on**. All participants are advised to use a headset and be in a quiet space for better audio quality.
- By participating, students consent that the presentation and recorded Q&A session **will be used by ACRC (Asia Case Research Center), HKU (The University of Hong Kong) and Ritsumeikan Asia Pacific University** for educational, promotional and other purposes.
- The presentation slides should be **handwritten**.
- The competition host **may make changes** to the preparation and presentation time.



# 8. COMPETITION RULES



## B. Preparation

- Participants are **allowed to use any publicly available materials** (online and offline). During the competition, students are **only allowed to discuss the case with their group members**. Case related discussion with coaches, teachers, company executives, friends, and family is not allowed until after each round.
- Students are **allowed to use collaboration software** such as Google Docs or such during the case preparation.



# 8. COMPETITION RULES

## C. Presentation

- The video presentation for the **Preliminary round** may be submitted in **either English or Japanese**. The presentations for the **Semifinal and Final must be in English**. The video presentation is limited to **20 minutes**.
- The presentation slides **should be handwritten** on white A4 paper, scanned or photographed and inserted into a **PPT file**. Graphs, tables, charts, etc. should be in written hands form. **ACRC will provide a title slide template** that has to be inserted at the start of the slides. Here are examples of presentations:
  - <https://youtu.be/eKn4xX-C4l8>
  - <https://www.facebook.com/groups/acrc.casecompetition/permalink/3842356352514971/>
- The submitted presentation **may include back up slides** with additional details that will not be used during the presentation, but may be used for the Q&A session if necessary.
- During the presentation, students are **only allowed to use ZOOM software**.

# 8. COMPETITION RULES



## C. Presentation

- For preliminary and semi-final round, a **presentation video which is limited to 20 minutes**, needs to be submitted. There will be **no Q&A session for the preliminary round**.
- For semi-final round, the **submitted video** will be played in the **ZOOM Meeting**, followed by a **15-minute Q&A session**.
- For final round, the **presentations will last 20 minutes** followed by a **15-minute Q&A session**. The students **will be presenting the earlier submitted slides** live using ZOOM.
- For the **semi-final and final round**, the **ZOOM meeting link or ID** will be sent to all participants **by JBCC in advance**. Participants should inform JBCC in case they have not received the link or ID number at least an hour before the Presentation. The Presentation will be directly followed by a 15-minute Q&A session.
- All team members have to be **visible at all times** during the presentation.
- During the presentation, students **cannot be in the same room** as their teammate or their coach.
- **Team coaches are allowed to join in the Q&A session**, just to oversee.



# 9. RITSUMEIKAN ASIA PACIFIC UNIVERSITY



**Ritsumeikan Asia Pacific University** is a private university in Beppu City, Oita Prefecture. Founded on the **ideals of freedom, peace and humanity, international mutual understanding, and shaping the future of the Asia Pacific region**, APU currently has more than 5,600 students from over **90 countries** and regions studying together on its campus. One of APU's most distinctive features is its **bilingual education system** with all classes offered in both Japanese and English. Students at APU learn both languages, and also use them as a learning medium to take specialized subjects in their major.



AACSB International  
accreditation  
国際認証取得

国際経営学部  
経営管理研究科  
College of International Management  
Graduate School of Management

Moreover, Ritsumeikan Asia Pacific University is an **accredited member of AACSB International – The Association to Advance Collegiate Schools of Business**. APU is one of only four institutions in Japan to achieve this accreditation to date. Out of these institutions, APU is the only one **offering an undergraduate business curriculum in both English and Japanese** as well as an **AACSB-accredited MBA program** conducted entirely in the English language. APU was also selected by the Japanese government as a **Global Hub University under the Top Global University Project in 2014** and is continuing to spearhead progressive globalization initiatives.



# BEPPU CITY, OITA PREFECTURE



With over **2,500 hot spring sources**, Beppu City ranks number **1 in Japan** and second in the world after Yellowstone National Park in the United States for the volume of hot spring water output and boasts 10 out of the 11 different categories of hot springs in the world. “Beppu Hatto” (literally meaning “eight hot springs”) is the collective name for Beppu Onsen, Kannawa Onsen, Kankaiji Onsen, Myoban Onsen, Kamegawa Onsen, Shibaseki Onsen, Horita Onsen, and Hamawaki Onsen, the city’s eight major onsen areas each with their own distinct characteristics. Aside from hot springs, visitors can enjoy steam baths, sand baths, one of the world’s largest mud baths, and **Beppu’s famous “Jigoku Mushi” cuisine that utilizes hot spring steam as a cooking method**. Beppu is a popular year-round destination for domestic and international tourists due to its importance as a hub of Japan’s onsen (hot spring) culture.

# 10. INQUIRIES

## **ORCA Representative 2022**

**Waranya Thisong (Mika)**

College of International Management

Email: th19w6of@apu.ac.jp

## **JBCC 2023 Representative**

**Felicia Angelica Hartono (Feli)**

College of International Management

Event Leader

Email: fe21a6mh@apu.ac.jp

**Waranya Thisong (Mika)**

College of International Management

Event Leader

Email: th19w6of@apu.ac.jp

## **Ritsumeikan Asia Pacific University**

**Tadashi Kawano**

APU Student Office Representative

Email: tadayank@apu.ac.jp

## **Japan Business Case Competition Contacts**

Email: info@apu-jbcc.org

Website: <https://www.apu-jbcc.org/>

Facebook: <https://www.facebook.com/apujbcc>

Instagram: <https://www.instagram.com/apu.jbcc/>