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HKUST Achieves Best Results in CIMA Global Business Challenge

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The Hong Kong University of Science and Technology (HKUST) undergraduates have achieved the best results ever in the CIMA Global Business Challenge in Hong Kong. One team took the championship title and the other was the second runner-up. To complete an impressive performance, an HKUST student was named the "Best Future Business Leader".

The CIMA Global Business Challenge is organized by the Chartered Institute of Management Accountants (CIMA), a professional body of management accountants with more than 218,000 members and students worldwide. Its annual competition is designed to test undergraduate students' skills and knowledge in all areas of business management through an assessment of professional competence in management accounting. Teams of four are asked to prepare and present recommendations in a business scenario.

In the Hong Kong Final, the HKUST team formed by Nick Chung, Nina Luo, Henry Chow and Muhammad Zacky Busiri were the champions, while the other HKUST team, formed by Jordy Hui, Sandy Cheng, Jonathan Hung and Kandy Ho, claimed the second runner-up prize. The two teams also received the first and second places in the "Best Team Report" Award respectively. One of the team members, Kandy Ho, was also named the "Best Future Business Leader". All the HKUST team members are in their second year of study, majoring in either Quantitative Finance or Global Business.

This year, more than one hundred teams from local universities participated in the competition. Five finalist teams were selected after the first round of competition in which each team had to submit a business expansion report for a luxury boat company. The finalist teams were required to prepare a team video and to give an oral presentation on 7 June 2014.

The HKUST teams attributed their success to the strong teamwork and core competences of each member that helped fill any gaps that may exist. They were grateful for this learning experience, which allowed them not only to polish their business and presentation skills, but also to learn how to motivate each other towards a common goal.

Associate Dean and Director of Undergraduate Programs at the HKUST Business School, Professor Emily Nason said, "I am proud of the outstanding performance exhibited by our students in this and other business competitions. Through this kind of experiential learning activity, they can learn how to work as a team efficiently and effectively with real business cases. Students can put their knowledge and critical thinking skills to the test, and learn how to handle real business issues."

The HKUST champions will fly to India to compete with the champions from 23 other countries in the Global Final in August 2014.

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The champion team (from second left): Nick Chung, Nina Luo, Henry Chow, and Muhammad Zacky Busiri. The team will soon compete with the champions from other countries in the Global Final in India.



The second runner-up team (from second left): Kandy Ho, Jonathan Hung, Jordy Hui, and Sandy Cheng. Kandy is also the winner of the "Best Future Business Leader".