

UGM Students 2nd Winner in HSBC Business Case Competition 2018


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Universitas Gadjah Mada's students have made another achievement at national competitions. Grande team from Faculty of Economics and Business with members Veronika Xaveria (Management 2016), Jesita Ajani (Economics 2016), and Ulayya Gempur Tirani (Accounting 2014) became the second winner in the *HSBC Business Case Competition 2018*. They underwent several phases of competition that run from 7-9 April 2018 in Jakarta.

HSBC Business Case Competition is a national scale business case competition. Before the big competition in Jakarta, participating universities selected their team internally. As many as 15 teams from universities across Indonesia were finally selected and invited to the semifinals in Jakarta. In the semifinal, each team had to handle a business case regarding companies in a time frame of 2.5 hours. The business case had to be done in a special quarantine without internet connection.

"Each of the team is allocated 20 minutes before they make presentations in front of the panel of jury, who are practitioners from several companies. Finally, our team became one of three that went through to the finals," Veronika said on Tuesday (24/4).



In the finals, the Grande team along with two finalists from Universitas Prasetya Mulya and Universitas Indonesia had to resolve another business case. Here, the time allocation was three hours for them to find a business solution. Afterwards, the finalists gave a presentation openly in the World Trade Centre, Jakarta. After the long process, the Grande team from UGM was finally declared to earn the *2nd Winner* title in the prestigious business event.

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