



Frequently Asked Questions (FAQs)

VBCC Inaugural First-Year Case Competition 2021

THEME: “REJUVENATING THE FUTURE OF RETAIL EXPERIENCE”

1. What are the criteria used when screening the registration round?

Registration is screened based on team's motivation when applying for VBCC and the accuracy of the information provided. If the application meets the cut-off, the team will proceed to the preliminary round. If your team is selected for the final round, you will be required to provide certification of student status from your university for us to confirm your registration details.

2. When is Top 30 announced?

We would like to clarify that VBCC committee will not announce the top 30. If your team's application goes through the screening process, you will receive the case detail in the preliminary round. In the final round, the top 10 teams will be chosen to present live at VinUni campus and to the Cornell Professors.

3. Do all students have to come from the same university?

No. Team members can come from any university and any discipline.

4. Can I register if I am attending an overseas university?

If you are attending an overseas university, but are in Vietnam for the competition duration, you are eligible to form a team and register for the competition.

5. What is the percentage weight between the judge's score and voting score in determining the winner?

Our 5 prizes: first, second, third prizes, and the two consolation prizes are determined solely by judges' evaluations. The “Most Spirited” prize is determined solely on the audience’s vote on the presentation day.

6. Do teams that are not residing in Hanoi receive any support when attending the Final Round on VinUni campus?

Teams that are based outside of Hanoi will be sponsored round-trip air tickets and accommodation if invited to the final round.

7. Does the answer to the motivation questions in the application form need to be exactly 200 words?

No. The answer does not need to be exactly 200 words. However, we would highly recommend teams be mindful of the word limit when drafting the answers



8. Is it compulsory to provide Faculty Advisor information? Why should we provide this?

Teams are recommended to find a Faculty Advisor. The purpose of the faculty advisor is to your

- a) To formally acknowledge the team's participation in this competition on behalf of the university and to confirm that all team members are currently enrolled and
- b) To provide advice and guidance to the student team in preparation for the competition **prior** to receipt of the case (**but not during the release of case analysis or the competition**). Please note that the faculty advisor is not allowed to discuss the actual details and merits of the case with the team, nor should they provide or facilitate outside assistance to the team from others. The purpose of the competition is to judge how the team (not its faculty) has approached the questions and issues presented.

9. Can the faculty advisor be an industry specialist instead of a faculty member?

Yes, if your team prefers to have an industry specialist. However, note that you are not allowed to discuss the case in detail with your faculty advisor.

10. Can you share some good tips to approach the business case?

Start by making sure you understand the questions being asked in the case and identify what you do and do not know. After that, put yourself in the role of an executive in charge of solving the problem and think about what you need to answer before making a decision.

11. Is there any disadvantage for teams who are just freshmen?

Not at all. The competition will be a good opportunity for you to apply what you have learned into a real-world problem. We are looking for creative solutions, thus your standing in college does not matter.

12. Does a business case require knowledge from multidiscipline, e.g. marketing, finance, supply chain, etc...?

A case competition is an opportunity to integrate your knowledge and experiences into an action plan. Before coming up with the plan, you may need to think about multiple aspects involved. However, no specific knowledge of any field is required but your ability to think logically and creatively.

VBCC Organizing Committee

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