

MBCS – University of Macau Campus Contest of CFA Institute Research Challenge HK 2024-25 Season

Official Rules & Topic



工商管理學院

FACULDADE DE GESTÃO DE EMPRESAS
FACULTY OF BUSINESS ADMINISTRATION



Model
Business
Competition
Society

Objective of the competition

MBCS - UM Campus Contest of CFA Institute Research Challenge HK is hosted by Model Business Competition Society (MBCS) and Faculty of Business Administration (FBA), designed to let more students practice what they have learned through the competition and select excellent teams to participate The Hong Kong local final CFA Institute Research Challenge, hosted by CFA Society Hong Kong which is a competition between university-sponsored teams that research a designated publicly traded company, prepare a written report on that selected company, and then present their findings to a panel of judges.

The competition will be held in September 2024, and the competition will be conducted through the completion of specific required reports and presentation by groups.

Organizations

Co-organizers:

The Faculty of Business Administration of University of Macau (Supporting Unit)

Prof. Mary Lai Ping CHAI (Supporter) & Prof. Lewis Hon Keung TAM

Model Business Competition Society - UMSU

Judge of ratings:

Prof. Glenn James MCCARTNEY, Prof. Anna Pou lu VONG, Prof. Lewis Tam, Prof. Brenda Wing Han CHAN, Prof. Alex Sili ZHOU, Prof. Shen ZHAO, Dr. Paul B. SPOONER, Prof. Adrian LEI, Prof. Endong YANG.

Sponsors:

一带一路中医药大健康产业促进会 (Honorary Sponsor) , 閃蜂科技有限公司 (Title Sponsor)

Participating Qualifications

1.Teams must consist of no fewer than **3** and no more than **5** members which is undergraduate, graduate, or a combination of undergraduate and graduate students. (We strongly recommend a team consisting of **4** students from **different disciplinary backgrounds**, equipping with the ability of industry analysis, modeling, company research, etc.)

2.Every team member should **have not previously participated** as a team member at **any level** of the CFA Institute Research Challenge on any team that has submitted a Written Report at the Local level;

3.Each team member is required to be aware of the other restrictions that The Hong Kong local final CFA Institute Research Challenge imposes on participants. (See the 2.3 Team Member Ineligibility of the official rules)

4. All the participants should make sure that **there's no plan to go for exchange** or similar activities next semester, because if you are selected as a UM representative team, you should present your report in Hong Kong next semester. Unless you do not expect yourselves to be the representative team.

Award and Prize

The judges will score the report and presentation separately according to the scoring rubric. After scoring, the teams will be ranked based on their scores.

Awards:

- **Outstanding Honorable Winners** (selected representative teams)
- **Finalist Honorable Winners** (teams selected for the presentation phase)
- **Honorable Winners Mention** (top approximately 55% of participating teams)
- **Potential Winners** (teams that submit a complete report, not necessarily including the additional sections, with clear formatting and on-time submission)

Topic of the Competition

In the field of business research, conducting detailed studies on specific targets and forming analyses and future expectations for those targets is a fundamental skill. Stocks, being one of the most frequently traded assets, are the primary focus of financial institutions' research. On the other hand, companies themselves are the main focus of research for consulting firms, corporate strategy departments, business analysis units, and marketing departments. This skill and activity are known as equity research.

In this competition, our aim is to train and test participants' skills in industry research, report writing, and public speaking. Additionally, for those who have the ability and are willing to represent the University of Macau in the CFA Research Challenge, we will encourage them to conduct financial ratio analysis.

The official topic for the 'MBCS – University of Macau Campus Contest of CFA Institute Research Challenge Hong Kong' is as follows: Participating teams are required to write an equity research report and prepare a subsequent presentation in finals. Teams should select a company listed on the Hong Kong Stock Exchange (excluding delisted companies or those in the IPO stage) and conduct research on the industry and the company itself using scientific analysis methods.

Competition Timeline

Sign-up deadline: 30th August 23:59

Registration confirmation: 31st August

Announcement of contest questions: 2nd September

Report submission deadline: 18th September 23:59

Presentation: 25th September (TBD)

(Please notice the email from MBCS or the official WeChat Group if there is a schedule change / confirmation)

Report Details

Recommended Report Structure:

- Business Description
- Macroeconomic Environment, Industry Analysis, and Competitive Positioning
- Company Analysis
- Financial Ratio Analysis

Other Requirements:

- **Report Format:** The main language for the report and presentation is **English**. Please submit the **PPT and a PDF version of the PPT**.
- **Report Submission Deadline:** September 18, 2024, 23:59
- **Report Submission Email:** umsu.mbc@um.edu.mo
- **Presentation Duration:** Within 10 minutes.
- **Presentation Format:** Each group will present independently to the judges.
- **Presentation Date:** September 25th, 2024
- **Presentation Slides:** Use the same document as the Report submitted before.
- **Presentation Details:** The judges will first screen the reports. Selected teams will then be presented. However, all participating teams are advised to prepare for the presentation.

Enquiry

If you have any questions of the campus contest, please feel free to contact us at the following email address:
Model Business Competition Society:

umsu.mbc@um.edu.mo

If you have any questions of CFA or CFA Institute Research Challenge Hong Kong, please contact Prof. Lewis Hon Keung Tam at the following email address:

Prof. Lewis Hon Keung Tam:

lewistam@um.edu.mo

Attachment A – Report Scoring Sheet

**MBCS – UM Campus Contest of
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Report Scoring Sheet

SECTION	MAXIMUM POINTS	POINTS	COMMENTS
Macroeconomic Environment, Industry Analysis, and Competitive Landscape	30		
Business Description	25		
Company Analysis	25		
Financial Ratio Analysis	10		
Materials: Report Format and Aesthetics	10		
Total points	100		

Attachment B – Presentation Scoring Sheet

**MBCS – UM Campus Contest of
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Presentation Scoring Sheet

SECTION	DESCRIPTION	MAXIMUM POINTS	POINTS & COMMENTS
Presentation	effective, convincing, logical, how facts support the recommendations	40	
Questions & Answers	ability to answer questions effectively with confidence	40	
Team Involvement	team involvement in the presentation and Q&A	10	
Content	re-evaluated from the report's base section, scores are cumulative	10	
Total		100	