

CHALLENGING YOUNG TALENT

Grand finale of the HSBC-IBA Business Case Competition 2016

MITHI CHOWDHURY

"The theme of HSBC is consultancy. Anyone who enjoys cracking difficult cases and thinking up solutions on their feet will love this competition. No internet, no fancy slides. Just 20 pages of solid data and the human brain. It's addictive stuff," said Mastura Tasnim, a finalist of the HSBC-IBA Business Case Competition 2016.

The grand finale of the HSBC-IBA Business Case Competition 2016 took place on April 22 at Lakeshore Hotel, in Banani, Dhaka. Out of 42 teams, 6 made it to the final round, representing the leading universities of Bangladesh. The finalist teams – two each from the Institute of Business Administration, Dhaka University (IBA-DU), and North South University, and one each from Bangladesh University of Professionals (BUP), and the Faculty of Business Studies (FBS), Dhaka University – had to solve unpublished business cases within 2.5 hours and present their solutions in front of a panel of judges for a chance to compete in the regional grand finale in Hong Kong.

The judging panel included Rezaul Islam, Head of Marketing, British American Tobacco Bangladesh (BATB);



PHOTO: FARAH RAHMAN

Farhanul G Choudhury, Head of Finance, HSBC Bangladesh; Kazi M Hassan, Senior Director and Head of Transformation, Grameenphone; and Sabbir Ahmed, Partner, Hoda Vasi Chowdhury and Co.

The case was about the infrastructure of the mobile and telecommunications industry. After the 15-minute presentations, the teams received 10 minutes to

answer questions from the judges.

Alison Blake, British High Commissioner to Bangladesh, presented awards to the winners as the chief guest of the ceremony. Francois de Maricourt, CEO of HSBC Bangladesh, and Professor Dr. Syed Ferhat Anwar, Acting Director, IBA-DU, along with officials from both institutions were also present at the event.

During his speech, Professor Dr. Syed Ferhat Anwar stressed the fact that while all businesses are for profit, modern businesses should serve society above all else.

Anticipation reached its peak when the winners were announced. Cheers and applause broke out when Team Second String (BUP) was declared the winner. Team Challenge Accepted was the 1st runner-up, while Team Potter bagged the 2nd runner-up award. The Gold, Silver and Bronze teams received development funds of BDT 75,000, BDT 50,000 and BDT 35,000 respectively. The Gold team also won the opportunity to compete in the regional grand finale in Hong Kong against teams from 24 universities of 19 different countries.

Team Second String from BUP was in a celebratory spirit. Amin Ul Bashir Alvi, from the winning team, said, "I'm amazed, I still can't believe we won this competition. In the process, we've learnt to tackle problems in a calm, formulated manner, and explored our capacity to overcome just about any hurdle – given the effort."

Mithi Chowdhury is a dog-loving-movie-watching-mediocrity-fearing normal person. Either that or a penguin. Find out at mithichy612@gmail.com

Future Leaders Inspired

HOSNE MODEENA AAVA

Around 250 youth leaders from 19 different universities from all around the country went to gain knowledge at Yellow presents "Go for Knowledge". Bangladesh Brand Forum (BBF) organised the student-only seminar on April 23, 2016 at GP House where world leaders of "AIUB presents Leadership Summit 2016" and local leaders engaged with the students focusing on different aspects of leadership.

Considering the importance of such student engagements, Yellow joined the initiative as title partner and the event was supported by Grameenphone. The event's Youth Engagement Partner was The Daily Star and Club Partner was COMMUNIC, the Communication and MUN Club of IBA-JU.

The seminar kicked off in the morning with a lively welcome speech by the founder and CEO of 10 Minute School, Ayman Sadiq, who was also the master of ceremony for the seminar. In his session, Ayman engaged the audience to the utmost degree by asking them about their expectations from the seminar. The most enjoyable part of his session was probably the little escapade he pulled by making the students dance. The seminar onwards had a pretty promising start and a well-maintained pace throughout.

The international panel of respected speakers included Prof. Amitava Chattopadhyay, GlaxoSmithKline Chaired



Professor of Corporate Innovation, INSEAD, and Tom Cummings, owner and founder, Leading Ventures B.V., Amsterdam. They enlightened the students with stories of their extensive practical experiences.

When asked by an eager student what was the one most important lesson learned in his life, Prof. Chattopadhyay replied, "Experiment. Do the unconventional; be innovative in thinking and fearless of failures."

Bangladesh's very own Mirza Salman

Hossain Beg, Head of Web and 3rd Party Digital Distribution, Grameenphone Ltd. came on board with a presentation titled "Need for Awesomeness". He had the audience hooked on his very first words which were, "Experience is what you get when you don't get what you wanted." His session focused on how failures can be turned into success stories.

Tom Cummings had a lot of insight to share with the students and focused on being the best at one thing rather than doing a lot of things on an average skill

level. "Get deep understanding of whatever you are doing or want to do. Master it," he emphasised.

The wonderful event concluded with a vote of thanks from Tabita Zahur Iqbal, Managing Editor, Bangladesh Brand Forum Publication. She expressed her gratitude towards all the patrons, partners and COMMUNIC.

The seminar ended on a high note of hope that it would continue to inspire and assist the future leaders to achieve success in the highly competitive world.