

MOULDING THE MINDS OF TOMORROW

GRAND FINALE OF THE HSBC-IBA BUSINESS CASE COMPETITION 2017

MITHI CHOWDHURY

"This is one of the few competitions in Bangladesh which captures the standard of a global business competition. From challenging cases to a cut-throat competitive environment, this competition has it all," said Meftahul Arnob, President of the IBA Communication Club and the organiser, about the HSBC-IBA Business Case Competition 2017.

The grand finale of the HSBC-IBA Business Case Competition 2017 took place on March 24 at The Westin Dhaka, in Gulshan Avenue. After three challenging rounds, 6 teams made it to the final round, representing the most reputed universities of Bangladesh. The finalist teams, three from the Institute of Business Administration, Dhaka University (IBA-DU), and one each from Bangladesh University of Professionals (BUP), North South University (NSU), and United International University (UIU). The finalists had to solve unpublished business cases within 2.5 hours and give a final presentation in front of a panel of judges for a chance to compete for the championship trophy in Hong Kong on June 2017.

The judging panel included Tahsina Banu, Country Head of International,

Commercial Banking, HSBC Bangladesh, Md. Moniruzzaman, Head of Marketing, Commercial Banking, HSBC Bangladesh, Mr. Ziaush Shams, Chief Consultant & Business Manager, ProAms; and Masum Khan, Country Business Manager, Nestle Professional at Nestle Bangladesh Ltd.

The case was about the entrepreneurship journey and dilemma of a Nigerian gentlemen operating in the global coffee industry. The participating teams received 15 minutes to present, followed by 10-minute Q/A session to defend their proposed solutions.

Ms. Nihad Kabir, President, Metropolitan Chamber of Commerce & Industry, Dhaka (MCCI) graced the ceremony as the Chief Guest. Francois de Maricourt, CEO of HSBC Bangladesh, and Professor Dr. A.K.M. Saiful Majid, Director, IBA-DU, along with officials and faculties from both institutions, were also present at the event.

During his speech, the Chief Guest stressed that this competition brings forth unrecognised talent who are instrumental to shaping our society.

Cheers and applause followed when Team El Patron (IBA-DU) was declared the winner. Team Power Merge (NSU) was the first runner-up, while Team



Brand Edge (IBA-DU) received the second runner-up award. The Gold, Silver and Bronze teams received development funds of BDT 100,000, BDT 75,000 and BDT 50,000 respectively. The Gold team also won the opportunity to compete in the regional grand finale in Hong Kong, which will see the participation of universities from across the globe. The chief guest presented the award to the winning

team.

Overwhelmed by the results, Team El Patron from IBA-DU was in joyous spirits. Mustafid Raiyan Khan, from the winning team, said, "The competition put to test everything I thought I knew, and what I learnt by the end is that there's always a way to get better. I'm stoked by the win and I'm excited to compete in the next round!"

NERD COMMUNITY AND EDUCATION USA

RASHEED KHAN

In today's world, you (unfortunately) won't find superheroes like Batman or Spiderman, but you will, however, find plenty of superheroes without capes and Nerd Community is such a group of people.

Founded by Jannat Ferdous Sigma on the 3rd of November, 2015, Nerd Community is an educational enterprise of around six thousand and five hundred members, aiming to give information, resources, workshops and counselling services to students studying under an international examination board. It's more or less the go-to place for every struggling CIE and Edexcel Students for both O Levels and A Levels. They provide you with past papers—which can be surprisingly difficult to find—mark schemes, and are even available online on their Facebook group for when you've got a problem or a question. They've been running strong for over a year so far.

Recently, on March 20 at the EMK Center, a seminar was hosted by Education USA, a global network and a part of the US Department of State, with more than 400 centres in 170 countries. The goal of this seminar was to offer the most reliable information possible regarding the



application procedure into US universities. The seminar was attended by 200 prospective university students brimming with questions and featured guest speakers from Education USA, A.Q.M Mushfiq Hassan, Education USA Outreach Coordinator at The American Center and Sausan Rahmat Ullah, EducationUSA Advisor, with the chief guest being Kelly R. Ryan, Cultural Affairs Officer at The

American Center. The seminar was organised by Nerd Community and was also streamed live. The video is currently on their Facebook page.

The seminar was held in two different sessions from 3 p.m. to 5 p.m. and was very informative, showing us that there are 6,513 Bangladeshi students studying in the US, a 19.4% growth from last year (so if you ever feel like you can't make it,

reconsider). It outlined the main steps to applying: researching your options, financing your studies, completing your application, applying for a student visa. They also outlined what makes a good application: when to apply, transcripts/academic records, TOEFL/IELTS scores, SAT I & II/ACT/GRE/GMAT, your personal statement, recommendation letters (2 to 3), ECAs and fees and financial records. There were multiple questions, the topics of which included whether it is okay to take a gap year, opportunities for scholarship programmes and financial aids, the extracurricular activities students should take part in, whether, the minimum/best score for IELTS, SATS, TOEFL, etc., what should be included in an applicant's personal statement, whether you can still get in if you've got average grades, and many more.

All in all, it was two hours well-spent and a very fruitful endeavor by Nerd Community and shows us that there is much hidden potential in our country we can bring out.

Rasheed Khan is a hug monster making good music but terrible puns and jokes where he's probably the only one laughing. Ask him how to pronounce his name at aarcvard@gmail.com.