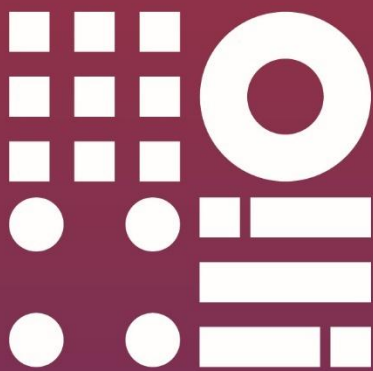




**UPH**  
M E D A N



# BUSINESS WEEK

## COMPETITION KIT

UPH MEDAN LIPPO PLAZA CAMPUS  
MARCH 3 - 5, 2017

A Realm of Opportunities

ORGANIZED BY :



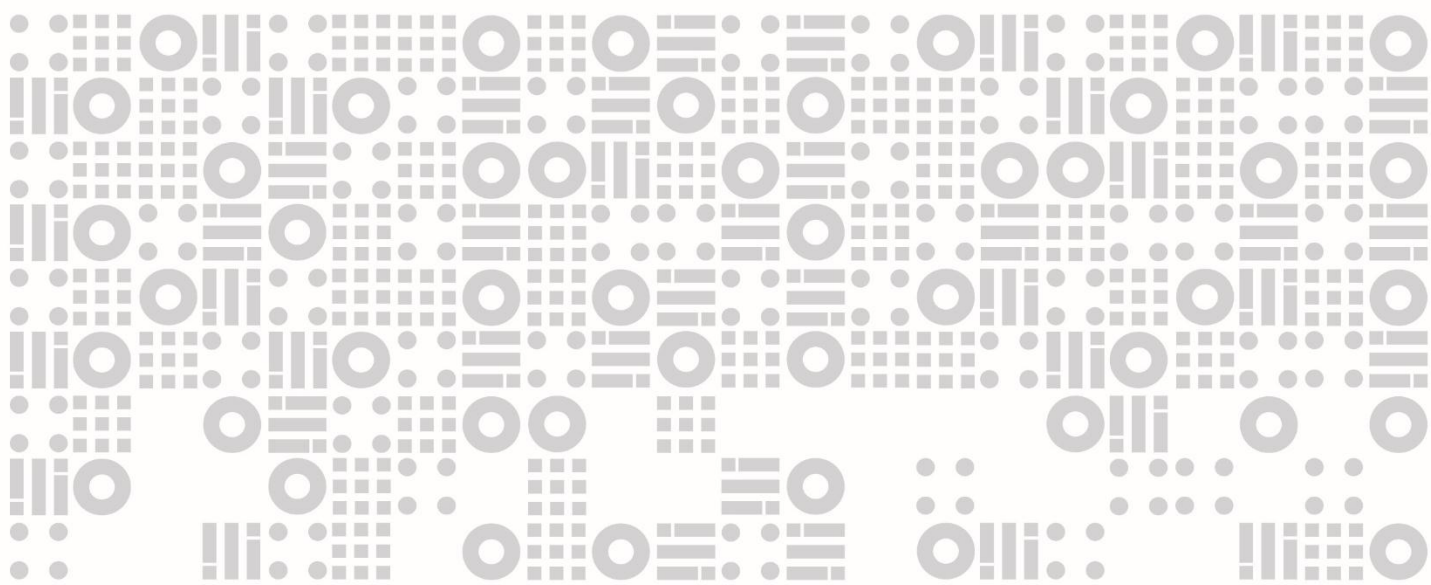
SUPPORTED BY :



# OVERVIEW



Business Challenge is designed for young and aspiring business students to pit their skills against each other and solve business problems. Participants are given the chance to harness their entrepreneurial talents and showcase their creativity to develop innovative, real-world business solutions through this challenging experience. Business Challenge focuses on unleashing creativity, empowering a mindset of abundance and self-determination as well as encouraging an agile thinking framework. Besides, participants can also broaden their network and learn from professional experience through the competition. You will find this competition a good platform to gain valuable insights into what it is like to be competing on a business environment.





# BUSINESS CHALLENGE (HIGH SCHOOL)

## Terms and Conditions

1. Participants of Business Challenge must consist of three persons per team. Participants should be still in high school (SMA or SMK) who are actively enrolled in one of the schools in Indonesia.
2. A team that consists of students from different grades (X, XI, XII) or different majors (science or social) is allowed.
3. More than one (1) team from the same school is allowed.
4. Each member of the registered team must fill in the basic personal information on the registration and re-registration forms truthfully in accordance with their true identities.
5. A team that has fulfilled the registration form has to finish the administration process within the due time.
6. Registration begins from **11<sup>th</sup> February 2017** to **27<sup>th</sup> February 2017** with the payment of the registration fee no later than **27<sup>th</sup> February 2017** at **18.00**. All matters regarding payment procedures can be checked from email upon registration or can be asked through our committee – CP: **Theresa (0821 6462 0182) & Veronica (0812 6950 2432)**; Line: **@zyb4620f**.
7. In the event of an obstruction in which member of a team becomes unable to attend the series of competition, the team is obliged to notify the committees in advance to replace the absent member(s).
8. Participants of Business Challenge are obliged to send their representatives to attend the technical meeting which will be held on **Tuesday, 28<sup>th</sup> February 2017** at **Universitas Pelita Harapan Medan, Lippo Campus 5<sup>th</sup> floor**, at **14.00**. Upon the completion of the technical meeting, the committee assumes that all participants have understood and agreed to comply with the rules and regulations, and the committee will not entertain any complaints at a later time.
9. The competition will be held on **Friday, 3<sup>rd</sup> March 2017** at Universitas Pelita Harapan Medan, Lippo Campus 6<sup>th</sup> floor. Participants must arrive at the venue before **08.30** for re-registration.



10. The closing ceremony : “**Business Networking Night**” will be held on **Sunday, 5<sup>th</sup> March 2017** at **Universitas Pelita Harapan Medan, Lippo Campus 5<sup>th</sup> floor**. Participants should arrive at the venue before **14.30**.
11. At the time of re-registration and technical meeting, participants must bring the **original student identity card (Kartu Pelajar)** and **proof of original payment receipt**.
12. Name tags for each team will be distributed at re-registration desk before the event begins and participants are obliged to wear it during the event.
13. Dress code: School-uniform at the day of the competition and Smart Casual for *Business Networking Night*.
14. Participants are allowed to use a scientific calculator or a basic calculator during the competition.
15. Any electronic devices are prohibited during the competition.
16. Participants are not allowed to leave the venue when the competition takes place.
17. Participants are not allowed to interrupt the flow of competition.
18. Participants are prohibited from damaging any facilities provided in the competition venue.
19. Participants are responsible for their own belongings during the series of competition. The committees are not responsible for any lost items.
20. Participants will be subjected to sanctions, in the most serious case resulting in disqualification, if the committee discovers any dishonest acts or violation of law by the participants.
21. Other matters that are not listed above will be presented during the Technical Meeting.
22. In the situational circumstances that are not listed above, the committees have the authority to take a firm and consistent decision which is absolute and inviolable in nature.



# MONOPOLY GAME

“Monopoly: Play, Count, and Record” is a fusion of monopoly, a fun board game enjoyable for many people around the world, and accounting bookkeeping process with the objective of training participants’ decision-making and accounting skills simultaneously. Participants will have to make financial decisions throughout the game to utilize their available resource into generating more revenues and making financial reports according to their in-game decisions. Participants are expected to have a better insight of accounting processes and strategizing methods by the end of the competition.

## Technical Guideline

- i. “Monopoly: Play, Count and Record” is the first round of the Business Challenge competition.
- ii. Each team will be randomly separated into a group of **three** players.
- iii. Each participant will represent their team as a player who will play a game of monopoly and record the transactions that were made. The assessment criteria are as follows:
  - Accuracy of the recorded financial statements – 80 marks
  - The amount of revenue generated by the end of the game – 20 marks
- iv. The first round of the competition accounts for **50%** of the total assessment.
- v. Each group will be given **45 minutes** to play the game and another **45 minutes** to finalize their financial statements.
- vi. Each player is required to prepare the general journal individually and prepare trial balance, income statement, owner’s equity statement, and balance sheet with their own team players.
- vii. All scores of the players will be accumulated into their team’s score.
- viii. Any violation of the rules will result in score deduction of the related team as follows:
  - A deduction of 10 marks from the personal round score for exchanging seats with other players or cheating during the game.
  - A deduction of 10 marks from the team’s score for cheating during the game.
- ix. The decision of the judges is absolute and cannot be contested.



# WILD BUSINESS PRESENTATION

“Wild business presentation” is a game that is designed to challenge the participants to think outside of the box. Most of the time, “creativity” is defined by those people who create incomparable exquisite masterpiece and the pioneer of the given field. However, creativity is to break out established patterns in order to look at things in a different way. Therefore, wild business presentation focuses on enhancing the creative thinking skills of the participants encouraging them to come up with a new idea of the given products at a given time and present their newly-created product to the judges as in real-life business situation. At the end of this competition, it is expected that participants learn how to think laterally to come up with original ideas, how to direct their own works and weave their own interests into any products that are given.

## Technical Guideline

- i. Wild Business Presentation is the second round of the Business Challenge competition.
- ii. Each team will present their idea in front of the panel of judges. The assessment criteria are as follows:
  - Creativity, idea and concepts – 40 marks
  - Presentation skills (eye contact, gesture, clarity, etc) – 40 marks
  - Presentation slide – 20 marks
- iii. The second round of the competition accounts for **50%** of the total assessment.
- iv. Each team will be randomly given a different clue card that consists of a basic raw material during the Technical Meeting.
- v. Participants are prohibited to change the clue card with one another.
- vi. Each team will have to figure out a new product based on the material given and prepare their presentation slides in the form of **PowerPoint (PPT)** before the day of the competition and be as creative as possible.
- vii. Each team will be given maximum **5 minutes** to present their results in front of the judges.



- viii. Committees will show the time every 2 minutes and give signal to the team when there is only 15 seconds left. Committees will inform the team once the time has reached 5 minutes and no presentation will be allowed after 5 minutes.
- ix. Question and answer session lasts for approximately **5 minutes** after the participants present their results.
- x. Each team is required to submit their presentation slides to the committees during re-registration period. Any lateness in the submission will be subjected to score deduction.
- xi. Participants are required to wear their school uniforms during the presentation.
- xii. Any violation of the rules will result in score deduction of the related team as follows:
  - Lateness in submitting presentation slides will result in deduction of 5 marks from the total second round score.
- xiii. The decision of the judges is absolute and cannot be contested.



# BUSINESS CHALLENGE (UNIVERSITY)

## Terms and Conditions

1. Participants of Business Challenge must consist of three persons per team. Participants should be students of undergraduate programs (S1, D4, or D3) who are actively enrolled in the Faculty of Economics, Institute of Economics, or Polytechnics in Indonesia.
2. Each member of the registered team must fill in the basic personal information on the registration and re-registration forms truthfully in accordance with their true identities.
3. In the event of an obstruction in which member of a team becomes unable to attend the series of competition, the team is obliged to notify the committees in advance to replace the absent members.
4. Participants of Business Challenge are obliged to send their representatives to attend the technical meeting which will be held on **Tuesday, February 28, 2017** at **Universitas Pelita Harapan Medan, Lippo Campus 5<sup>th</sup> floor**, at **14.00**. Upon the completion of the technical meeting, the committee assumes that all participants have understood and have agreed to comply with the rules and regulations, and the committee will not entertain any complaints at a later time.
5. Registration begins from **11<sup>th</sup> February 2017** to **27<sup>th</sup> February 2017** with the payment of the registration fee no later than **27<sup>th</sup> February 2017** at **18.00**. All matters regarding payment procedures can be checked from email upon registration or can be asked through our committee – CP: **Theresa (0821 6462 0182) & Veronica (0812 6950 2432)**; Line: **@zyb4620f**.
6. The competition will be held from **Friday, 3<sup>rd</sup> March 2017** to **Saturday, 4<sup>th</sup> March 2017** at **Universitas Pelita Harapan Medan, Lippo Campus 5<sup>th</sup> floor**. Participants must arrive at the venue before **08.30** for re-registration.
7. The closing ceremony : “**Business Networking Night**” will be held on **Saturday, 4 March 2017** at **Universitas Pelita Harapan Medan, Lippo Campus 5<sup>th</sup> floor**. Participants should arrive at the venue before **14.30**.





8. At the time of re-registration and technical meeting, participants must bring the **original student identity card (Kartu Tanda Mahasiswa)** and **proof of original payment receipt**.
9. Name tags for each team will be distributed at re-registration desk before the event begins and participants are obliged to wear it during the event.
10. Participants of Business Challenge are required to wear neat and polite clothings with shoes and wear *alma mater* jacket from their own colleges or institutes, respectively. Dress code for Business Networking Night is smart casual.
11. Participants have to turn off all sorts of communication devices when the competition takes place.
12. Participants are allowed to use a **scientific calculator** or a **basic calculator** during the competition.
13. Participants are not allowed to leave the venue when the competition takes place unless they are permitted by the committee or the competition tasks require the participants to do so.
14. Participants are not allowed to interrupt the flow of competition.
15. Participants are prohibited from damaging any facilities provided in the competition venue.
16. Participants are responsible for their own belongings during the series of competition. The committees are not responsible for any lost items.
17. Participants will be subjected to sanctions, in the most serious case resulting in disqualification, if the committees discovers any dishonest acts or violation of law by the participants.
18. The decision of the committees is absolute and cannot be contested.
19. Other matters that are not listed above will be presented during the Technical Meeting.
20. In the situational circumstances that are not listed above, the committee has the authority to take a firm and consistent decision which is absolute and inviolable in nature.



# FAST AND ACCURATE

“Fast & Accurate” is a fast pace business competition prepared to stimulate quick decision making and problem solving. “Fast & Accurate” is organized to challenge the participants’ capabilities to solve case analysis and quantitative issues in business landscape. Participants get to increase their learning experience through studying the case given and also making decision within time constraint. As it is packed with diverse business issues, participants will be encouraged to learn, decide and apply their knowledge in a short period of time. Fast & Accurate has been adapted to various issues in the business environment and has direct application to various management and accounting core subjects.

## Technical Guideline

- i. Fast & Accurate is the first round of the Business Challenge competition.
- ii. Each team has to work on **30 Multiple Choice Questions** in **English** that consist of case analysis and calculation, whereas the study topics covered include:
  - Financial Accounting
  - Management Accounting
  - Management
  - Macro and Micro Economics
  - Recent Business Issues in Indonesia
- iii. As for the first round, the weighted score accounts for **30%** assessment of the whole series of competition.
- iv. Each team will work on the online-based questions shown in front of the computer screens with the duration of **1-3 minutes** per question.
- v. The fastest team to answer correctly will receive higher scores than the team that answered correctly but requires a longer elapse time.
- vi. There is no score deduction for wrong answers or answers being left blanked.
- vii. After the time runs out, questions which have not yet been answered will be considered as being left blanked automatically.



- viii. Before the competition starts, each team is required to register online on the computer system with **the team name** listed in accordance with the registration form.
- ix. Late participants or team with incomplete members are still allowed to work on the questions, but with no additional time.
- x. First round of the competition will be held on **Friday, 3<sup>rd</sup> March 2017**.



# BUSINESS CREATIVE NEGOTIATION

“Business Creative Negotiation” aims to develop real world negotiation and business transaction skills from the supplier and the customer. Business Negotiation is organized to challenge the participants’ capabilities to purchase and resell finished goods within a short period of time and to gain reasonable profits in a real world situation. The competition provides an opportunity for the participants in building strong teamwork while enhancing business acumen to solve complex issues. As the primary approach to boost entrepreneurial skills, Business Negotiation is an effective real case simulation that has been adapted with the business landscape. Upon the completion of the competition, participants will acquire beneficial primary insights on conducting business.

## Technical Guideline

- i. Business Negotiation is the second round of the Business Challenge competition.
- ii. Each team will be challenged to purchase finished goods (foods, things, etc.) with the purpose of reselling them at the market.
- iii. As for the second round, the weighted score accounts for **30%** assessment of the whole series of competition.
- iv. Second round the competition will be held on **Saturday, 4<sup>th</sup> March 2017**
- v. Each team will be accompanied by one Liaison Officer to assist, monitor and guide the participants during the competition.
- vi. Each team will be granted **750,000 IDR** loan as the initial capital in advance to purchase the finished goods and each team is obliged to return the initial capital to the committee at the end of the games.
- vii. The loan provided for initial capital will cover transportation cost from and to the market, food expense, and miscellaneous expense.
- viii. Each team is not allowed to use their own vehicles to reach the destination, thus participants should order other means of transportation which is sufficient for carrying all team members and its Liaison Officer.
- ix. Revenue from the sale of finished goods will be deducted with the initial capital while the remaining profits from the sale will belong entirely to each team. If the revenue from the



sale of finished goods is still below the initial capital, each team is still obliged to return the loan that has been provided.

- x. Participants are neither allowed to use their own money to purchase the finished goods nor brought goods from their houses.
- xi. Each team is given **3 hours and 30 minutes** to purchase and resell the finished goods while being accompanied by one Liaison Officer.
- xii. Each team is given **30 minutes** to return to the competition venue at **Universitas Pelita Harapan Medan** after finishing round 2 activities. The team which has not returned within the time duration will get score deduction.
- xiii. Each team is required to record in detail the revenue and expense transactions during the competition.
- xiv. Each team is obliged to request bill / receipt from the seller including minimal information such as type of item purchased, quantity purchased and price per unit, then it must be submitted to the Liaison Officer for each team.
- xv. Each team will be given bill / receipt in duplicate copies from the committee, then it will be used to record the sales transaction to the visitor. The first sheet shall be given to visitors, while the second sheet must be submitted to the Liaison Officer for each team. Bill / receipt must include minimal information such as type of item purchased, quantity purchased and price per unit.
- xvi. For every revenue and expense transactions without using bill / receipt or using it but does not include minimal information such as type of goods purchased, quantity purchased and price per unit shall be deemed as invalid transactions.
- xvii. Participants are required to keep the location clean and dispose any waste materials in the provided bins.
- xviii. Any form of cheatings / dishonest acts during the competition will be disciplined by the committee and the committee's decision is final and inviolable.



# WRAP-UP BUSINESS PRESENTATION

“Wrap-up Business Presentation” is designed to incubate critical thinking, presentation skills and business acumen from the participants to present ideas within the business environment. Participants are encouraged to share their perspectives and express their opinions based on the real life business experience. Through this opportunity, participants establish confidence in public speaking, learn to work under time pressure and enhance their critical thinking. Business Presentation aims to challenge the participants’ capabilities to incorporate business knowledge in a practical situation and to establish connection with the audience at the same time.

## Technical Guideline

- i. Business Presentation is the third round of the Business Challenge competition.
- ii. Each team will present the activities they have conducted in the second round of Business Negotiation in front of the panel of judges who will act as the angel investors, while the assessment criteria in this stage are as follows:
  - Understandings of the subject matters, ideas and concepts – 40 marks
  - Ability to communicate with the audience (presentation skills) – 30 marks
  - General overview of presentation slide (visual) – 30 marks
- iii. As for the third round, the weighted score accounts for **40%** assessment of the whole series of competition.
- iv. Each team is encouraged to prepare the template of presentation slides and subject matters that will be presented in the form of **PowerPoint (PPT)** before the day of competition. Each team will only be given **1 hour** to revise and edit the presentation slides after the second round of Business Negotiation.
- v. Each team will be given **5 minutes** to present their results in front of the judges and the presentation that takes time above **5 minutes** will be stopped directly. The committee will show a signal to each team members when the **5 minutes** time lapse is almost over.
- vi. Question & Answer session lasts for approximately **5 minutes** after the participants have presented their results in front of the judges.



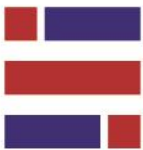
- vii. Each team is given the freedom to create their own presentation slides as creative as possible but still look professional, and there is no limitation on the subject matters yet to be delivered.
- viii. Participants are encouraged to present the key aspects of business strategy (management, marketing, entrepreneurship); KPI (Key Performance Indicator); financial statements (income statement and cash flow statement) and SWOT analysis (Strength, Weakness, Opportunities, Threat) as if pitching to the angel investors.
- ix. Each team is required to submit the presentation slides converted in the form of flashdisk to the Liaison Officer from each team **5 minutes** before the beginning of third round. Lateness in the submission of flashdisk will result in score deduction of the related team.
- x. Participants are required to wear their **alma mater jackets** from their colleges or institutes during the presentation.



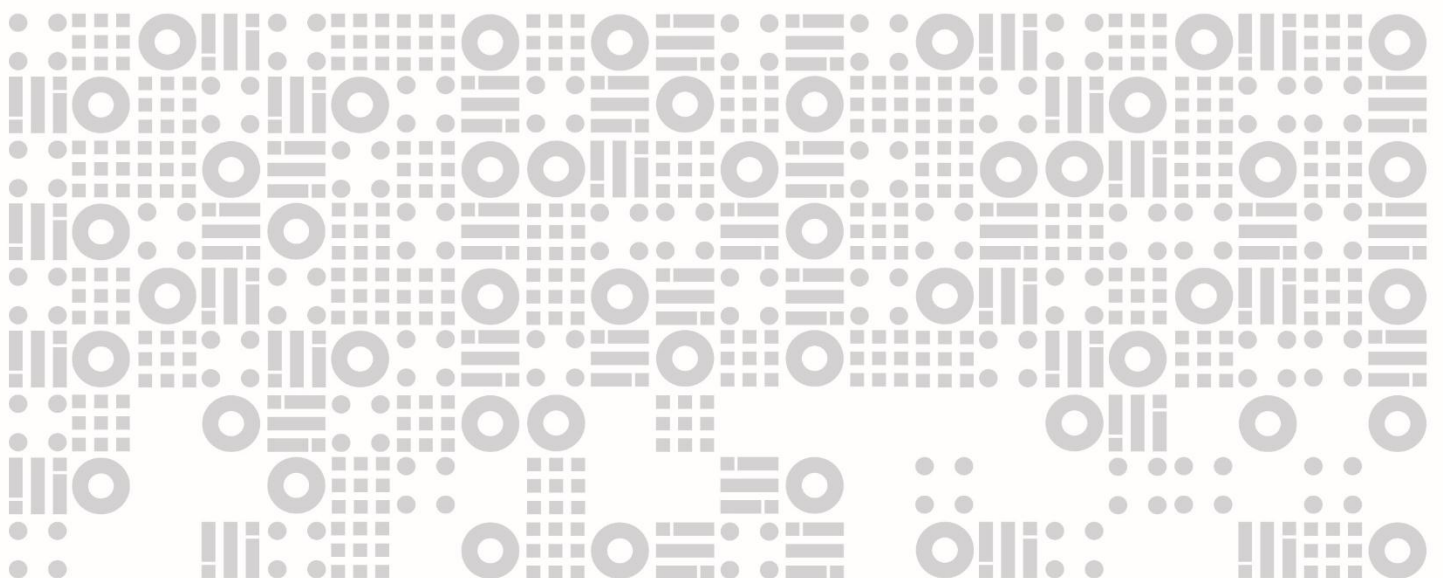
## OVERVIEW



Business Runway Exhibition is designed to provide a platform for young photographers to project ideas in the provided venue. This competition aims to challenge participants' creativities in story telling through their photographs. Participants are encouraged to share their personal perspectives about "business". Through this competition, participants will also have an opportunity to observe how other photographers interpret an object visually from the displayed photographs in the exhibition venue. This exhibition is also open for public in which they are able to purchase the displayed pictures for charitable purpose.



**BUSINESS**  
RUNWAY EXHIBITION







## Terms and Conditions

By participating in this Business Runway Exhibition, participants must agree to the following terms and conditions:

- i. The competition is open for **public (above 15 years old)**
- ii. Registration begins from **11<sup>th</sup> February 2017** to **27<sup>th</sup> February 2017** with the payment of the registration fee no later than **27<sup>th</sup> February 2017** at **18.00**. All matters regarding payment procedures can be checked from email upon registration or can be asked through our committee – CP: **Theresa (0821 6462 0182) & Veronica (0812 6950 2432)**; Line: **@zyb4620f**.
- iii. The photograph must be submitted in two forms: **Hardcopy** with size **12R (30.48 cm x 39.37 cm)** and **Softcopy** with high quality resolution.
- iv. The photograph (hardcopy) must be submitted along with the photocopy of **identity card** or **student ID** to **Universitas Pelita Harapan Medan, Lippo Plaza Campus 5<sup>th</sup> Floor**, at the latest by **27<sup>th</sup> February 2017** at **18.00**.
- v. The photograph (softcopy) must be submitted to **businessweek.uphm@gmail.com**.
- vi. The photograph must be your original work which has never been published in any mass media or registered into any similar competition before. Committee will not be held responsible for the publication of any unlawfully reproduced images.
- vii. The photograph submitted must be in accordance with the theme of this event: **“business”**.
- viii. Each participant is only eligible to submit **1 (one)** photograph.
- ix. Upon submitting the photograph, participants agree to grant UPH Medan the **full right of ownership** of the submitted photograph.
- x. Voters can vote for the photograph displayed at Universitas Pelita Harapan Medan from **3<sup>rd</sup> March 2017** to **5<sup>th</sup> March 2017**. The voting will be available from **08.30** to **18.00** for **3<sup>rd</sup> March 2017** to **4<sup>th</sup> March 2017**, however on **5<sup>th</sup> March 2017**, voting will be only be available from **14.00** to **17.00**.



- xi. The winning photograph will be decided by the number of votes. The participant who receives the greatest number of eligible votes will win.
- xii. Winners will be announced on Sunday, **5<sup>th</sup> March 2017** during **Business Networking Night** which will be held at **Universitas Pelita Harapan Medan, Lippo Campus 5th floor**. Participants should arrive at the venue before **14.30**.
- xiii. The winning photograph will be posted on UPH's official website after the competition has ended.
- xiv. Business Runway Exhibition committee's decision on all matters relating to the competition is final. No correspondence will be entered into.



## EVENT TIMELINE



General Timeline of UPH Medan Business Week 2017 – Business Challenge (High School)

TIMELINE	DATE
Open Registration	Saturday 11 <sup>th</sup> February 2017
Close Registration	Monday 27 <sup>th</sup> February 2017
Technical Meeting	Tuesday 28 <sup>th</sup> February 2017
Competition	Friday 3 <sup>rd</sup> March 2017
Business Networking Night	Sunday 5 <sup>th</sup> March 2017

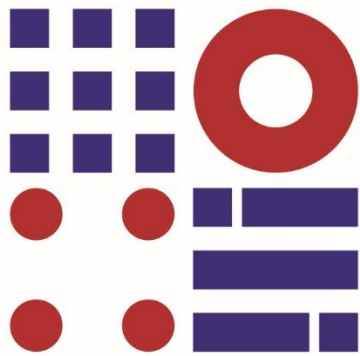
General Timeline of UPH Medan Business Week 2017 – Business Challenge (University)

TIMELINE	DATE
Open Registration	Saturday 11 <sup>th</sup> February 2017
Close Registration	Monday 27 <sup>th</sup> February 2017
Technical Meeting	Tuesday 28 <sup>th</sup> February 2017
Competition – Day 1	Friday 3 <sup>rd</sup> March 2017
Competition – Day 2	Saturday 4 <sup>th</sup> March 2017
Business Networking Night	Sunday 5 <sup>th</sup> March 2017



General Timeline of UPH Medan Business Week 2017 – Business Runway Exhibition

TIMELINE	DATE
Open Registration	Saturday 11 <sup>th</sup> February 2017
Close Registration	Monday 27 <sup>th</sup> February 2017
Exhibition	Friday - Sunday 3 <sup>rd</sup> – 5 <sup>th</sup> March 2017
Business Networking Night	Sunday 5 <sup>th</sup> March 2017



# BUSINESS WEEK



**BUSINESS**  
CHALLENGE



**BUSINESS**  
TALK



**BUSINESS**  
NETWORKING NIGHT



**BUSINESS**  
RUNWAY EXHIBITION

