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HSBC & BRAC Business School Announce the Business Case Competition 2025: Empowering Future Business Leaders

HSBC and BRAC Business School are thrilled to announce the Business Case Competition 2025, a distinguished team-based business case competition aimed at fostering analytical and strategic thinking among undergraduate students across the nation.

Organised by the BRAC University Business Club – BIZ BEE, this competition aims to cultivate the next generation of business leaders by challenging students to demonstrate their business acumen, innovative thinking, and problem-solving skills in a competitive environment.

The competition will unfold in multiple stages, starting with an intra-university round, where teams from twenty-one universities will compete within their institutions. The top-performing teams will then advance to the national rounds, including the quarter-finals, semi-finals, and the grand finale.

The Business Case Competition provides a unique opportunity for students to apply theoretical knowledge to real-world business challenges, develop practical skills, and engage with industry leaders. Furthermore, it offers a prestigious platform for students to represent Bangladesh in the regional round, showcasing some of the country's brightest talent on an international stage.

Participants will also benefit from a series of training workshops led by industry practitioners and academics, designed to enhance their problem-solving and presentation skills.

The competition not only offers a transformative learning experience but also highly attractive rewards:

- Champion Team: BDT 200,000
- 1st Runner-Up: BDT 100,000
- 2nd Runner-Up: BDT 50,000

After the national rounds, the National Champion will proceed to the Asia Pacific Regional Competition, where they will compete against multiple teams from over twenty countries, representing Bangladesh on a global stage.

Undergraduate students from the same university were required to form a group of four team members and register under their respective university clubs. Each university could have a maximum of four teams in the competition.

The Business Case Competition 2025 is an exciting opportunity for students to showcase their skills, challenge themselves, and gain valuable experience. HSBC and BRAC University look forward to witnessing the creativity and innovation of this year's participants.

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Note to editors:

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