

Supported by



## India Business Case Programme 2025-26 Empowering youth for career readiness

### FAQs

#### 1. What is the India Business Case Programme?

The India Business Case Programme is one of the largest case study programmes exclusively for undergraduate students in India. Supported by HSBC India and implemented by Sattva Consulting and United Way Mumbai, the programme offers a unique learning opportunity to undergraduate students from across India to enhance their employability and leadership skills through a series of thoughtfully curated learning structures. The top two teams from the programme get to participate in the HSBC/University of Hong Kong Asia Pacific Business Case Programme held in Hong Kong.

#### 2. Why should I participate in the Business Case Programme?

- This programme focuses on skills required to make you career-ready. This is done through exposure to business case-study solving and training sessions to hone your analytical and communication skills.
- By applying theoretical concepts in an engaging and enjoyable way, it aims to bridge the gap between the classroom and the workplace.
- By facilitating interactions with fellow undergraduate students from different parts of the country, the programme also aims to provide a head start in building your professional networks.
- The programme also offers opportunities for rich peer interaction, bringing together students from across the country and encouraging meaningful exchange of ideas, experiences, and perspectives.

#### 3. What are the eligibility criteria to participate in the programme?

This programme is open to **undergraduate** students across all years of study. Students from any academic discipline (Science, Commerce, Arts and others) are eligible to apply.

#### 4. What should be the team composition?

- Each team should mandatorily comprise four **students**, with all team members studying in the **same college**.

Supported by



- There is no requirement for the team to include students from the same academic batch (e.g. a 1<sup>st</sup> year student and a 3<sup>rd</sup> year student can be part of the same team).
- Also, while not mandatory, we highly encourage diversity in academic background and gender composition within the teams.

**5. Can a friend of mine from another college join my team?**

No, all four members of a team must be studying in the same college.

**6. If a team member withdraws during the program, will the team be allowed to continue with the competition?**

No, the team will not be eligible to continue on to further rounds.

**7. Do the students/colleges have to pay a registration fee to participate in the programme?**

Participation in the India Business Case Programme is completely FREE. Students and/or Colleges are **not** required to pay any fees throughout the programme. To register, students must form themselves into teams of 4, and fill the [registration form for the IBCP 2025-26](#).

**8. What are the typical timelines of the programme?**

Team registrations for the programme usually start in July and conclude by mid-September. The training interventions and the Preliminary Online Assessment commence by early October, with the National Round concluding by early March (see FAQ no. 14 for the programme structure).

**9. What are the rewards for the winning teams?**

The top 2 teams at the National Finals will receive support to travel to Hong Kong, for participating in the HSBC/University of Hong Kong Asia Pacific Business Case Competition 2026. The winning team in Hong Kong has the opportunity to receive prize money of \$ 10,000.

Supported by



## 10. What are the cases typically about?

The cases cover a wide spectrum of themes within business & management such as (but not limited to):

- Strategy & General Management
- Marketing
- Environmental, Social & Governance (ESG)
- Production & Operations Management
- Economics & Business Policy
- Finance & Investments

Each case is typically 15 to 20 pages long and is meticulously developed by academicians from the Hong Kong University (HKU).

## 11. What are the rules for the case-solving rounds?

- Each team will receive **three hours** to study and solve the assigned case study. Solutions must be prepared in a handwritten format using markers and pens.
- Teams are encouraged to incorporate relevant infographics and visuals to mirror a PowerPoint-style presentation.
- **No electronic devices are allowed in both the preparation rooms and the presentation rooms.** This includes phones, tablets, notebooks, iPads, smart watches, PDAs, and all other electronic memory and communication devices.
- Once submitted, teams will present their solution to a jury within **20 minutes**, followed by **15 minutes** of Q&A.
- All team members are required to participate at least once in their respective presentation(s).
- Laser pointers and similar presentation devices are not allowed.

### Other rules:

- Participants must not be in contact with any party other than fellow team members (including coaches or other participants), through any means, from the start of each round's preparation session to the end of each round's presentation session.
- Participants should, at all times, follow the instructions of the organizers.
- Participants should arrive at all venues in a timely manner as per the schedule.
- No additional time will be provided if teams are late for their presentation. If teams have not started the presentation by 10 minutes after the scheduled time, the team will automatically be disqualified from the competition.
- If one team member is sick or otherwise unable to participate, the team can continue as a team of three. A team that has fewer than three members has to forfeit.

Supported by



- Teams or team members who fail to comply with the programme rules will be disqualified.
- If disputes occur, the decision of the IBCP Team shall be final.

## **12. Can I get access to a few mock case studies for practice?**

The programme shall offer a bundle of open-source sample case studies for reference. However, we encourage you to explore the wide range of open-source material on case-solving available online, including sample case studies.

## **13. Who will cover the costs for the in-person events?**

If your team progresses to the in-person rounds (Regional Round 2 and the National Round), and is based out of another location, the programme provides full financial support for participants' travel and accommodation. However, any other incidental or discretionary expenses will not be reimbursed.

## **14. What is the programme structure / How does the programme progress during the year?**

A unique structure has been designed to help students navigate the complexities of each round. Students will be guided and challenged to explore various aspects of business management, including operations, finance, problem-solving, and storytelling.

The different interventions designed for the 2025/26 programme are as follows:

- A curated repository of open-source resources will be made available to all registered students to familiarise them with the case study method of learning.
- Through a Preliminary Online Assessment (online MCQ test), the top 500 teams will be selected.
- These 500 teams will progress to the Scenario based Assessment round, where they will be solving scenario based case studies on an AI enabled platform. A demo of the AI tool along with guidance and sample case studies will be provided to the students to familiarise them with the entire process. This round will result in the selection of the top 80 teams, who will virtually participate in the first case-solving round (Regional Round 1).
- After this, the top 40 teams advance to the in-person, regional case-solving round (Regional Round 2).

Supported by



- The top 24 teams emerge as finalists for the national case-solving rounds (National Round).
- Of these 24 teams, the top 4 teams will be selected to compete in the National Finals.
- Of these 4 teams, the top 2 teams will be selected to participate in the HSBC/University of Hong Kong Asia Pacific Business Case Programme, held in Hong Kong.

### Programme Flow

Level	Per Region (North & East and South & West)	Total
Preliminary Round		500 Teams (After PR)
Scenario Based Assessment	80 Teams (After VR)	80 Teams (After VR)
Regional Round	40 Teams (After RR1)	80 Teams (After RR1)
	24 Teams (After RR2)	40 Teams (After RR2)
National Round	4 Teams (After NR)	24 Teams (After NR)
Asia-Pacific Round	2 Teams (finals in Hong Kong)	4 Teams

### Evaluation Method

- Preliminary Round (virtual)** Teams will attempt an **online, time constrained MCQ based test** which will assess their numerical, logical and verbal reasoning abilities
- Scenario Based Assessment (virtual)** Teams will be given scenario-based case studies to which they need to respond within a given time frame on an AI enabled platform.
- RR1 (virtual)** Teams will **solve a case study** and present it to a panel **virtually**.
- RR2 (in-person)** Teams will **solve a case study** and present it to a panel at an **in-person event**.
- National Finals** Teams will **solve a case study** and present it to a senior industry leaders at an **in-person event in Mumbai**. The **top 2** teams will participate in the HSBC – HKU Asia Pacific Business Case Round in **Hong Kong**.

#### 15. What is the format of the Preliminary Online Assessment test?

- This will be a time-constrained, multiple-choice question (MCQ) test where teams will attempt questions on numerical, logical, and verbal reasoning.
- **Note: Teams will be required to attempt the test on a single electronic device. Team members may confer with each other before selecting the answers.**

#### 16. What are the technical requirements for the online tests?

For optimal performance, teams must attempt the test on a computer or laptop. Additionally, please ensure you have a stable internet connection during the test. For teams without access to the above, we recommend using your institution’s IT lab.

Supported by



### **17. What will be the next round after the online test?**

- Students will participate in a scenario-based assessment round, where they will analyze case studies and submit video-recorded responses via an AI-powered evaluation platform. To ensure broad participation and optimize learning outcomes, a comprehensive training session upon navigating the platform will be held across multiple time slots.

The assessment will be based on the clarity of their thoughts, communication skills, and the strength of the idea presented.

### **18. Is there any opportunity for the students to secure an internship / job at HSBC India?**

This programme is not linked with any temporary / permanent placements for the students. While participation or success in the programme does not entitle students to any internship / employment opportunities, alumni of the program have been able to successfully leverage the experience and credentials developed through the programme, while applying to major companies and consulting firms.

### **19. What is generally the profile of the jury members?**

The jury typically consists of senior leaders and executives with rich experience across industries such as banking and finance, FMCG, Consulting and other industries. This creates an exciting opportunity for students to network and learn about various career paths during in-person events.

In the National Round of the 2023-24 edition, the HSBC India CEO, Mr. Hitendra Dave, also delivered a keynote address, offering valuable insights to the teams regarding their career trajectories.

### **20. Is there a video that will help me understand the program better?**

[Recap video of India Business Case Programme 2024-25](#)

### **21. QR Code to the Registration Form for India Business Case Programme 2025-26**

Supported by

