

ACCA 2018  
Job Hunting  
Competition  
全国就业力大比拼



## ACCA JHC 2018 Semi-Final Case

Case designed by ACCA

- **Questions:**

**Case 1:** Innovation and scepticism

**Background:** China is no longer a country that copies ideas from the West. It is now a technology and innovation powerhouse.

1. **Question: Why have successful and innovative companies such as Tencent and Alibaba struggled to make a significant impact in the U.S. and Europe?(25 marks)**

**Case 2:** Innovation and scepticism

**Background:** The late Steve Jobs, Apple CEO from 1997 until 2011, is recognised as a champion of innovation. However, he is also known for ruthlessly eliminating many 'good' ideas to enable resources to be devoted to the ideas most likely to be successful.

2. **Question: Which is more important for a company's commercial success - the ability to generate good ideas ('innovation') or the ability to identify those ideas most likely to be profitable? (25 marks)**

**Case 3:** Commercial awareness

**Background:** As the Chinese economy gradually moves towards an economy driven by consumer demand and the service sector, family businesses that flourished in the past are facing new challenges.

Question:

3. **Question: What challenges must family businesses in China overcome to create a 'future-proofed' organisation capable of creating wealth for generations to come? (25 marks)**

**Case 4:** Commercial awareness

**Background:** Major U.S. corporations such as Walmart, Home Depot, eBay and Uber have struggled to achieve business success in China.

4. **Question: What key factors must an overseas business 'get right' to succeed in China? (25 marks)**

- **Submission Requirements of Executive Summary**

**Deadline for Submissions:**

***Shanghai, Chengdu: 10:00 (Beijing Time, GMT+8) Monday, 23th April, 2018***

1. Each team should submit a written executive summary in English of not more than 5 pages of A4 papers (including 1 cover page, 4 pages contents for the questions).
2. Submit 2 soft copies (both PDF and WORD format) through email to the regional

office of ACCA where you enrolled in the competition.

Shanghai Region: [accash@accaglobal.com](mailto:accash@accaglobal.com)

Chengdu Region: [accacd@accaglobal.com](mailto:accacd@accaglobal.com)

3. Subject of the email and documents should be JHC2018+ University/ALP Name (University Name to be replaced if your team presented as an ALP team)
4. Formatting
  - Font type: Arial
  - Font size: 11
  - Line Space: 1.15
  - Margin: 1 inch (2.54 CM) for each side
5. The text on the content pages should be aligned. The cover page should include the **title, University or ALP Name and names of each team member**. It should also include the mobile phone number, e-mail address and postal address of the team leader.
6. The content pages should NOT include the names of team members and university. Failure to follow the above requirements may render the executive summary unmarked and result in disqualification from ACCA Job Hunting Competition 2018.