



Reg. Number: 030/HE/STM-PPM/6/19  
Jakarta, 19<sup>th</sup> June 2019

Dean/Director of Postgraduate Program  
School of Management, Economic, and Business  
All Over Asia Pacific

Dear Professors,

PPM School of Management, a highly accredited School of Management in Indonesia with a very strong base of business practice, will hold **The 10<sup>th</sup> PPM Regional Business Case Competition (RBCC) "Outsmart Disruption to Stay Relevant in Banking Industry"** on:

Date : 6<sup>th</sup>-7<sup>th</sup> November 2019  
Time : 08.00-17.00 Jakarta Time  
Venue : BCA Learning Institute (BLI)  
Jl. Pakuan No.3 Sentul City, Bogor 16810

Every year we partner with Indonesian-owned and operated company to be our sponsor, then we write a real study case based on specific condition related to that corporate. This year, we have the privilege to be able to partner up again for the second time since The 4<sup>th</sup> PPM Regional Business Case Competition (RBCC) with PT Bank Central Asia Tbk, the largest private bank in Indonesia with highest market capitalization in Southeast Asia. As their fame rose up and many took interest in their growth.

In our previous RBCC events, we have several participating teams throughout Asia Pacific countries. They were Fudan University (China), Zhongnan University of Economics and Laws (China), Hohai University (China), Hankuk University of Foreign Studies (South Korea), National University of Singapore, Putra Business School (Malaysia), University Teknologi MARA (Malaysia), University of The Philippines Baguio, University of the Philippines Los Banos (UPLB), De la Sella University (Manila), Asian Institute of Management (AIM), Kasetsart University (Thailand), Chulalongkorn University (Thailand), and major reputable universities from Indonesia.

Through this competition, master's degree students are challenged to apply the concepts and knowledge they have learnt to a real company case. The participants are assessed on their analytical, thinking skill, creativity, and innovation.

We would like to invite your graduate students who are majoring in Management Studies (MBA/MM/MSi), maximum age of 35 years old, to join this competition. Please find the attached poster and term of references of the event. We appreciate your collaboration to disseminate the information to your students and encourage them to participate in the competition.

We are looking forward to your response. Thank you very much for your kind attention.

Sincerely,



**Dr. Ningky Sasanti Munir, MBA**  
Dean of PPM School of Management

Should you need further information, please contact:  
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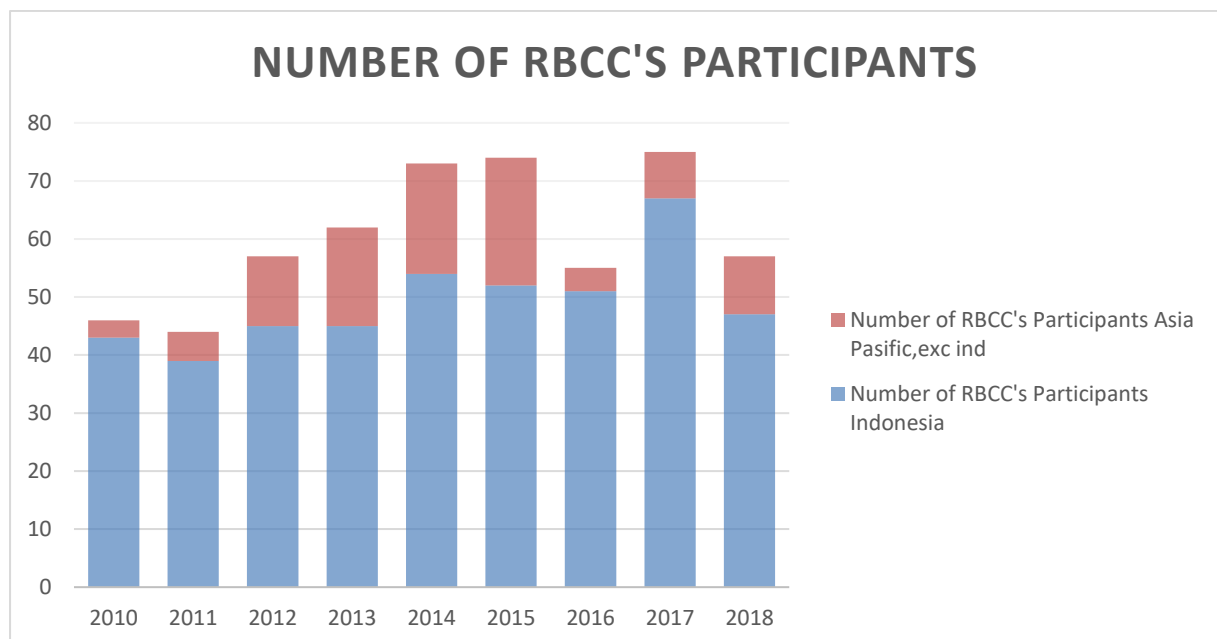
## PPM Regional Business Case Competition: *An Overview*

PPM School of Management is a pioneer as well as a highly accredited School of Management in Indonesia with a very strong basis of business practices. We have been in our field for 50 years to develop the management and business studies in Indonesia through degree programs, training programs, research center, book publishing, and management consulting.

Regional Business Case Competition (RBCC) is an annual business case analysis competition which held annually since 2010. Organized by Research Center and Case Clearing House (RC-CCH), PPM business case competition is a prestigious case competition in the region. Since the 1<sup>st</sup> RBCC, RC-CCH is always concerning to expose the business case which is a real case that is developed from Indonesian company. Participants will be challenged to analyze the real case of an Indonesian company and present their idea about the strategic actions, issues, and innovative management solution through the analysis.

RBCC is aimed to increase the analysis and thinking skill of the master students in the case of management and business studies. As the graduate students, theoretical approach that is learned in the campus should be applied in the real case that is happening in the business and managerial daily activities. That is why, PPM School of Management is concerning to organize business case competition annually as the part of our academic contribution to the business practices.

Since our 1<sup>st</sup> RBCC held in 2010, several teams throughout Southeast Asia and China countries have participated and some of them awarded as the winning teams. They were Fudan University China, University of The Philippines Baguio, National University of Singapore, Putra Business School Malaysia, University Teknologi MARA Malaysia, University of the Philippines Los Banos (UPLB), Asian Institute of Management (AIM) Philippines, Hohai University China, Hankuk University of Foreign Studies South Korea, Kasetsart University Thailand, Chulalongkorn University Thailand, and major reputable universities from Indonesia. Below is the statistic of the participants annually that shows us the number of local and international participants.



## Frequently Asked Question (FAQ)

### 1. Who is eligible to apply to this competition?

Students who are under 35 years old and currently enrolled in a Master Degree Program in Management, Economic, or Business (MBA/MM/MSi) eligible to apply this competition.

### 2. How to Apply?

- Participants are team consist 3 members from the same school/university
- Team leader should register their team members through the website before the application deadline at: <https://ppmschool.ac.id/id/rbcc-2/>
- Each team should make a payment of the registration fee to validate your application.

For International Participants:

The registration fee as much as USD 100 should be transferred to the following account:

Name of Bank : **BCA Branch office on Kwitang**  
Account Name : **Yayasan PPM**  
Account number : **686-003-8801**  
Swift Code : **CENAIJJA**

For Domestic Participants:

The registration fee as much as IDR 600.000 should be transferred to the following account:

Name of Bank : **BCA Branch office on Kwitang**  
Account Name : **Yayasan PPM**  
Account number : **686-0038801**

### 3. How will the competition be made? What should we do as participants?

Once you have completed the registration process, you will have the access to the competition. The competition will be consisted of 2 rounds, **Paper Analysis** and **Final Round**.

#### A. Paper Analysis:

- Registered teams will be given a business case and each team should write a paper about the case and their analysis, including their innovative solutions to the problem in the case.
- Each team should submit their paper before the deadline
- Our Case Reviewer will analyze the papers independently and give their objective point to each paper/team.
- Paper will be assessed using double blind review method. 1 paper will be assessed by 2 reviewers, after all identity of participants (including the name of institutions) have been removed and replaced with the code by the committee.
- Accumulative point from all reviewers will be collected and the total points will be ranked from the highest to the lowest.
- Only 12 teams/papers with the highest rank will be invited to the Final Round at in Jakarta.

#### B. Final Round:

- 12 best teams as the finalist will be invited to present their paper in front of the juries in the final day at Jakarta, Indonesia.
- 12 teams will be divided in to 4 groups which are consisted of 3 teams in each group.
- Teams in the group will be presenting their papers in front of Juries and Audiences. Then the each team will be given 2 minutes to ask a question.
- Juries will be selecting 4 best teams to be the Grand Finalist based on their performance in the debate session.
- The 4 best teams as the Grand Finalists, will be given their last chance to present their papers to the Juries, including Question and Answer session with the Juries.
- All Grand Finalists will be awarded as the winning team with different prize and rank

**4. If we are selected to be the finalist, should we come to Jakarta?**

Yes, it is a mandatory for the teams to be available at the final days to present their paper in Jakarta during the given time. All members of the team are encouraged to come, however, if one/two of the team member can't come, the rest of the team should present their idea without any additional members.

**5. Who will pay for our accommodation and transportation during the final days?**

PPM School of Management will provide your hotels, meals, and local transportation during the event. However, we are not providing your flight ticket from your hometown to Jakarta. We suggest you to discuss with your Dean or Campus Administrators about the transportation.

**6. There will be 2 days of the Final Days, is the competition will be running for those 2 days?**

The final day will be running for one day only. The first day is the company visit and opening ceremony for the participants. All participants will be given a chance to meet the Directors / Senior Managers of the company that is written in the case. Participants would have time to explore more ideas about the company and to enrich their ideas to the presentation at the final day.



**Photo 1.** Participants during their visit to Samudera Indonesia Ship at the 6<sup>th</sup> PPM RBCC



**Photo 2.** The Batavia Dancers performance in the welcoming ceremony of the 7<sup>th</sup> PPM RBCC at PPM School of Management, Jakarta



**Photo 3.** The Finalists were presenting their paper with other teams in front of juries and audience at the 8<sup>th</sup> PPM RBCC



**Photo 4.** All Participants were taking photo together after the winner announcement at the 9<sup>th</sup> PPM RBCC