

The Challenger 2018 (by TUBC)

“The Challenger 2018 (by TUBC)” is a business case competition for undergraduate students organized by Thammasat University’s Bachelor’s degree in Business Administration (International Program) or BBA. The main objective is to provide an opportunity for undergraduate students with hands-on experience in solving a real-life business case.

The competition features groups of local undergraduates competing against each other under a limited amount of time. The participants are going to analyze and present their solutions to the honorable judges from leading companies and organizations. It also provides an opportunity for undergraduate students to utilize their analytical and presentation skills as well as to challenge themselves in a real business setting.

This year, The Challenger would also embark on the bigger arena, the 4 finalist teams will proceed on to “Thammasat Undergraduate Business Challenge (TUBC) 2018”, the prestigious international case competition, to showcase their talents with 16 top teams around the world.

Entry Criteria

- A team must consist of four undergraduate students.
- The students have to be full-time undergraduate students from public or private colleges and universities in Thailand or Full-time undergraduate students holding a Thai passport; studying in colleges and universities overseas.
- Team members may be composed of students from different colleges and universities.
- A participant may not be a member of more than one team.
- The finalist of The Challenger from 2015 onwards will not be eligible to apply to The Challenger 2018 (by TUBC)

Event Schedule

Date	Event	Venue
1-25 July 2018	Application Period	Online Submission
27 July – 3 Aug 2018	Preliminary Round	Online Submission
6 Aug 2018	Qualified Team Announcement	Online Announcement
11 Aug 2018	Presentation Round	Thammasat University (Tha Prachan Campus)
9-13 October 2018	TUBC Week	TBA

Note: These dates are subjected to change.

APPLICATION PROCESS



Registration Process

1. Deposit **800 THB** registration fee to Bank account name “คณะพาณิชยศาสตร์และการบัญชี มหาวิทยาลัยธรรมศาสตร์”, account number **091-0-19008-1**, account type ‘**saving**’, Bangkok Bank, Thammasat University Rangsit campus branch. (**preferably via teller payment**)
2. Download application form available online via http://www.tubc.org/challenger_apply.html, fill in and insert a photo of the payment slip in the application form.
3. Rename the file to *Yourteamname_Application* i.e. *ABC_Application* and send an e-mail of an application form to apply.casecompetition@tbs.tu.ac.th by **July 25, at 11.59 PM**.
4. Wait for the welcoming e-mail and be a part of The Challenger 2018 (by TUBC), the process can take up to four business days.

(Please make sure that every member meets the eligibility requirements, the committee will not return the application fee if you are not eligible for the competition)

Prizes

The 4 finalist teams¹ will receive benefits worth **100,000 THB**² and proceed on to Thammasat Undergraduate Business Challenge (TUBC) 2018.

For more information,

Website: <http://www.tubc.org/thechallenger.html>

Facebook: <https://www.facebook.com/thechallenger>

¹ The 4 finalist teams are required to participate in TUBC 2018 to be eligible for the prizes.

² The benefits include cash prize of 10,000 THB per finalist team and other TUBC benefits