



## About Business Families Institute @ Singapore Management University (BFI@SMU) CASE JAM 2023

The two-day BFI Case Jam is a case competition with a twist. It gamifies the traditional case competition format by infusing elements of improvisation, collaboration, and analytics for students to “jam” on real-world business challenges faced by family-owned firms. The BFI Case Jam offers undergraduates opportunities to demonstrate their analytical, communication and collaborative competencies – critical skills required for the future of work.

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### BFI CASE JAM 2023 THEME

BFI Case Jam is going regional this year, with participants from overseas universities. This year's theme revolves around

**GROWTH STRATEGY**

**ENTREPRENEURSHIP**

**FAMILY SUSTAINABILITY**

The business cases and challenge statements will be made known to the participants on the competition day itself, and the teams are expected to spend the day (approximate 5-6 hours) on research, analysis, and preparation of solutions. Teams are expected to complete a total of two challenges during the two-day event.

The BFI Case Jam 2023 will feature a total cash prize of up to S\$18,500, internship opportunities with the sponsor and mentoring by Professionals and Business Leaders.

### Event Details

- **Pre-Event Training & Welcome Dinner**  
4 October 2023 | 4:00pm – 8:00pm
- **Main Event**  
5 & 6 October 2023 | 8:30am – 6:00pm
- **Venue**  
Singapore Management University

## Prizes:

<b>Team Category</b> (There will be team category winners for each day)	<b>Best Performing Overseas University Category</b>	<b>Individual Category</b> S\$500 cash/category
<b>1<sup>st</sup> Prize:</b> S\$3,000 cash <b>2<sup>nd</sup> Prize:</b> S\$2,000 cash <b>3<sup>rd</sup> Prize:</b> S\$1,000 cash	<b>1<sup>st</sup> Prize:</b> S\$3,000 cash <b>2<sup>nd</sup> Prize:</b> S\$2,000 cash	<b>Most Analytical Problem Solver</b> <b>Most Effective Communicator</b> <b>Most Collaborative Team Player</b>

## Internship Opportunities:

Students will be evaluated on how well they demonstrate future workplace competencies measured through a proprietary analytics system. Exceptional students will be offered fast-track opportunities for internship and full-time positions with corporate partners.

## General Information:

### How much time commitment is necessary:

For the competition, participants are expected to commit for the entire 2 days.

### How are the teams formed:

The teams of up to 5 members are formed at random and will be made known at the start of each competition day.

### What is the format of the Case Jam:

The theme revolves around a) entrepreneurial growth strategy, and b) purposeful family ownership. The business cases and challenge statements will be made known to the participants on the competition day itself, and the teams are expected to spend the day (approximate 5-6 hours) on research, analysis, and preparation of solutions. Teams are expected to complete a total of two challenges during the two-day event.

### Prerequisites required to take part in the Competition:

This competition is open to all full-time Year 2 and above undergraduates from local and overseas universities.

### Reference for BFI@SMU CASE JAM 2023

**Website:** <https://bfi.smu.edu.sg/bfi-case-jam/2023>

## 2022 Highlights:

Number of registered participants: 60

Number of full-time and internship positions offered: 13

Total prize money: S\$9,000

Highest individual amount won: S\$1,212.50

**Web Story:** <https://smu.sg/bfi-gamifies-traditional-case-competitions>

**Video Highlights:** <https://smu.sg/bfi-case-jam-2022-highlights>



## Contact Persons

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Last updated as of 13 March 2023