



TAR UMT X ACCA

BUSINESS

GAME



INTRODUCTION

- TAR UMT X ACCA Business Game provides the opportunity for students to develop their skills in planning, organising, directing and controlling various functions of business ranging from production, accounting, finance, human resource to marketing.
- It serves as a platform for students to demonstrate their creativity and teamwork.
- This game also aims to advocate the importance of marketing strategies, corporate social responsibility and corporate identification.

OBJECTIVES

Objective n° 1

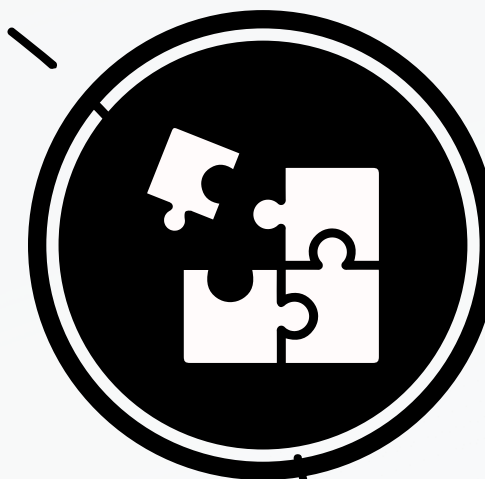
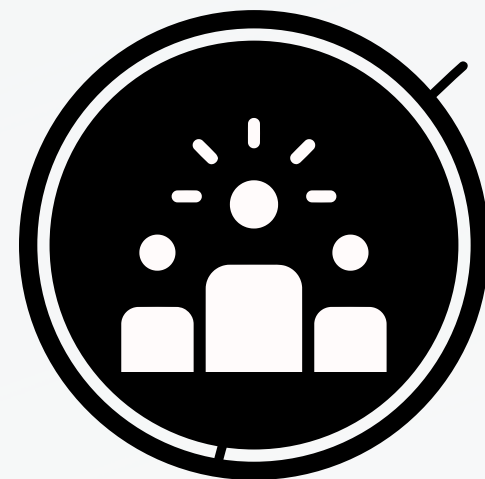
To provide an opportunity for students to incorporate the theoretical knowledge learned from their courses and textbooks into the game.

Objective n° 2

To nurture entrepreneurship spirits through practical and real-life business experience.

Objective n° 3

To develop students' soft skills such as presentation, writing, communication, time and stress management skills.



2024 THEME

**“BizGame Battle”:
Student-Socialpreneur
Alliances”**



“BIZGAME BATTLE”: STUDENT SOCIALPRENEUR ALLIANCES”

- **The theme of the business game, titled “BizGame Battle: Student-Socialpreneur Alliances,” centers on the idea of collaborating with socialpreneurs.**
- **It goes beyond mere product sales, emphasizing a transformative journey where students engage in creative thinking and contribute to a larger societal cause.**



WHO IS SOCIALPRENEUR?

- **Social entrepreneurs are mission-driven individuals who identify unmet needs in society and create businesses to address them.**
- **These businesses prioritize creating positive social impact over maximizing profits.**
- **They fill the gaps that for-profit companies, governments, or charities haven't been able to address, and they do it through innovative and sustainable ventures.**



EXAMPLE OF SOCIALPRENEUR



Fugeelah is a mission-driven social enterprise in Malaysia that supports children and youth seeking refuge in Malaysia.

<https://youtu.be/w9C8iNVEl80>

EXAMPLE OF SOCIALPRENEUR



Picha Eats is a social enterprise that empowers refugees to cook dishes from their home countries and delivers them to the hungry mouths of foodies across the city. All profits are split evenly with the chefs and give the chefs' children the opportunity to continue their education.

<https://youtu.be/zZe3lXqDe2M>

PRIZES

CHAMPION : RM 2,000

1ST RUNNER UP: RM 1,500

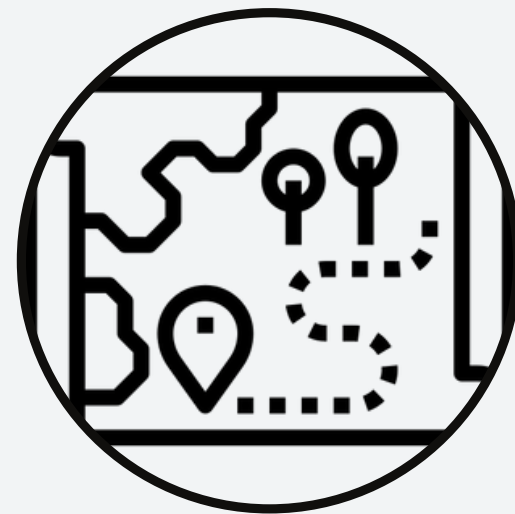
2ND RUNNER UP: RM 1,000

SPONSORSHIP FOR FINALIST



Food

- Welcoming Dinner
- 1 x Lunch (Finale)



Penang Excursions

- Subject to Participants' availability



HOW TO PARTICIPATE?

- This event is open to all students from TAR UMT Branches, invited institutions from Penang and Guangzhou Sister Alliance Universities' (GISU). One university is limited to one team.
- Students are required to form a team of five (5) members and work with a local socialpreneur.
- The business game aims to connect students with social entrepreneurs (socialpreneurs) to understand their businesses, the challenges they face, and potential opportunities for growth. Students will then develop and implement solutions to support the socialpreneur's mission.
- Then the students will prepare a report detailing Information on the social enterprise and its mission, the identified challenges and opportunities, proposed solutions and the implementation process and the project's impact and lessons learned.
- These report will be presented by the students in TAR UMT, Penang Branch Campus, Malaysia on 23rd Nov 2024.



HOW TO PARTICIPATE?

- To prepare the students for their upcoming visit to the social enterprise and develop the skills needed to support their mission, we encourage the students to participate in the following online workshops. Please refer to the following slides.

ONLINE WORKSHOP FOR PARTICIPANTS

Assessing Challenges and Opportunities in Social Enterprises

WORKSHOP 1

Elevate Your Presentation: Crafting a Powerful Pitch Deck and Enhancing Pitching Skills

WORKSHOP 2

Capturing Moments: A Beginner's Guide to Mobile Photography and Videography

Financial Statements Format

WORKSHOP 3



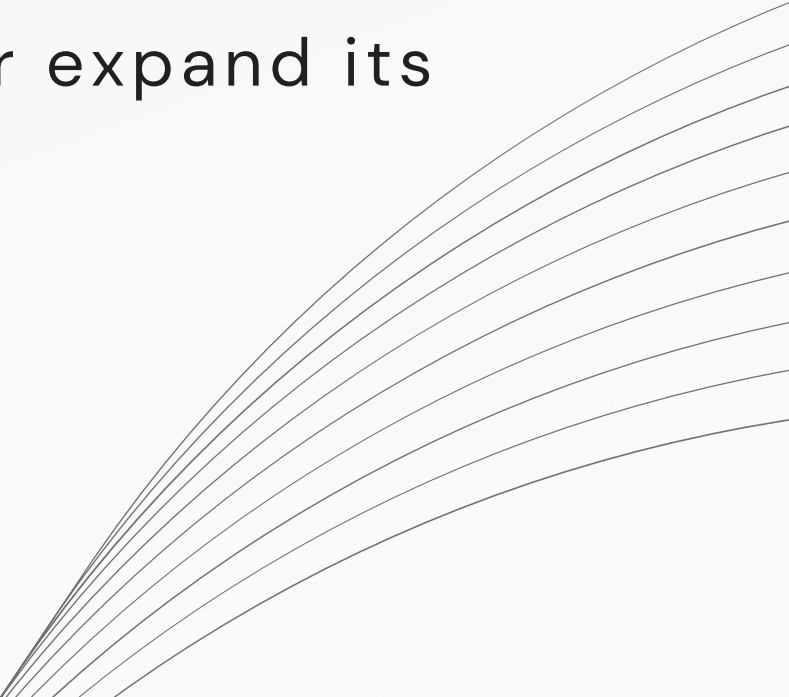
SUGGESTED PROJECT TIMELINE

July 2024 to Nov 2024



01

JULY 2024: SOCIAL ENTERPRISE VISIT

- Students will visit a social enterprise and meet with the socialpreneur.
 - Students will discuss the socialpreneur's business model, including its:
 - Challenges: Difficulties and obstacles faced by the social enterprise.
 - Opportunities: Areas where the business can improve or expand its positive impact.
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02

AUGUST 2024: SOLUTION DEVELOPMENT

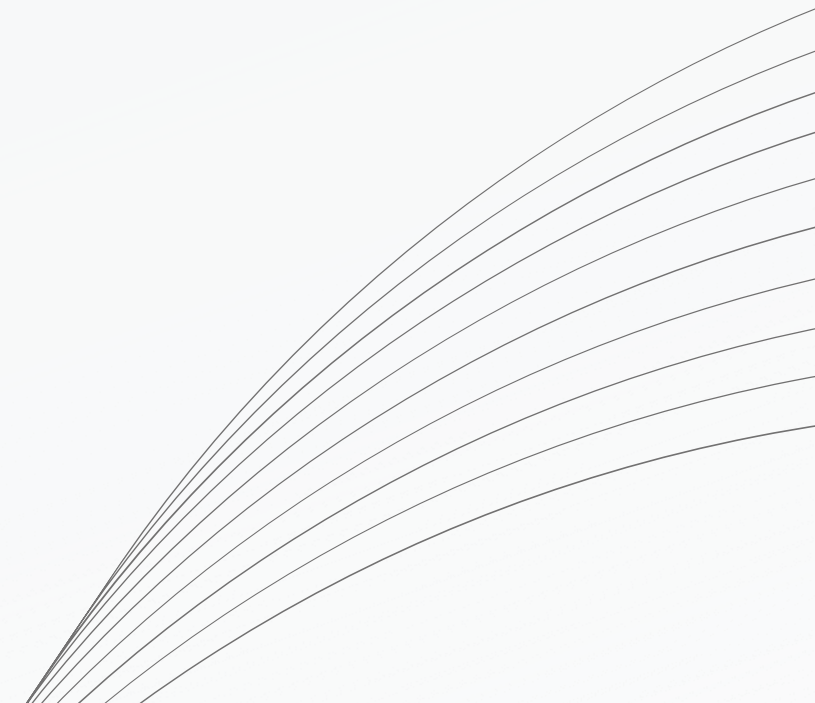
- Students will propose solutions to address the socialpreneur's challenges and capitalize on opportunities.
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03

SEPTEMBER TO OCTOBER 2024: PLAN IMPLEMENTATION


- Students will work with the socialpreneur to implement their proposed solutions.





04

OCTOBER 2024: PROJECT REPORT

- Students will create a report summarizing their experience, including:
 - Information on the social enterprise and its mission.
 - Identified challenges and opportunities.
 - Proposed solutions and the implementation process.
 - The project's impact and lessons learned.
- 



NOVEMBER 2024: FINALE

OPTION 1: FACE TO FACE PRESENTATION AT TAR UMT, PENANG BRANCH

- On 23rd November, 2024, student teams from across universities will have the opportunity to showcase their work from the “BizGame Battle”: Student Socialpreneur Alliances” in a competition.
- A panel of judges will evaluate the presentations, and the top three teams will be recognized for their achievements.



NOVEMBER 2024: FINALE

OPTION 2: HYBRID (PRE RECORDED VIDEO PRESENTATION)

- **Submission Deadline:** 1st November, 2024
- **Video Length:** 15 minutes (Keep your presentation concise and impactful within the allotted time)
- **Presentation Date:** 23rd November, 2024 (Your pre-recorded video will be played on this date)
- Following your video presentation, a live Q&A session will be held with the panel of judges. This is your chance to answer their questions and showcase your knowledge further.

THANK YOU

