



# Competition structure

Created by:

Global University and Academic Center of Excellence (COE) for the  
CGMA Emerging Leaders Competition

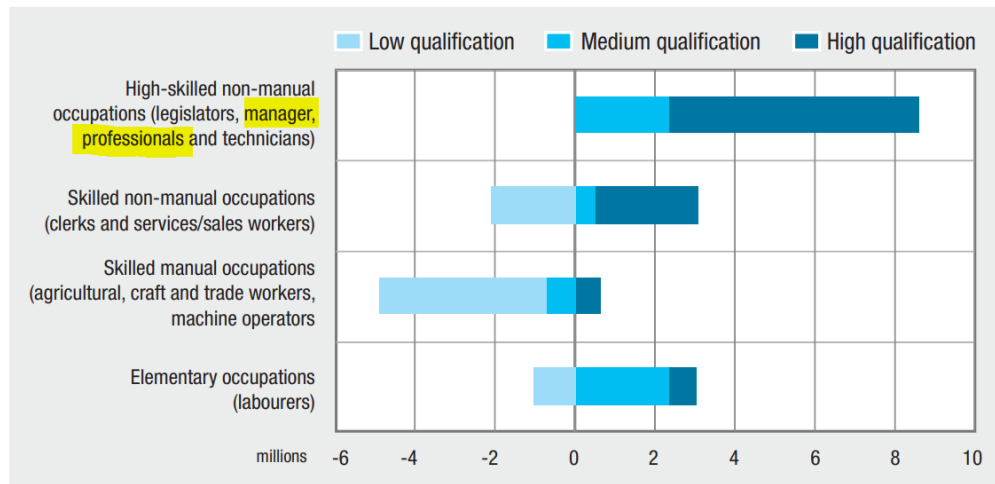
# What is the CGMA Emerging Leaders Competition about?

- It is a business competition designed to bring out the best in young business leaders of tomorrow.
- It is an opportunity given to university students to showcase their talent in finance & business management.



# Do you know that there is a growing demand for professionals in Central Eastern Europe (CEE)?

Figure 30. **Net employment change by occupation and qualification, 2010-20, EU-27+**



NB: Changes in employment (NA-based estimates).

Source: Cedefop (IER estimates based on E3ME, EDMOD and BALMOD).

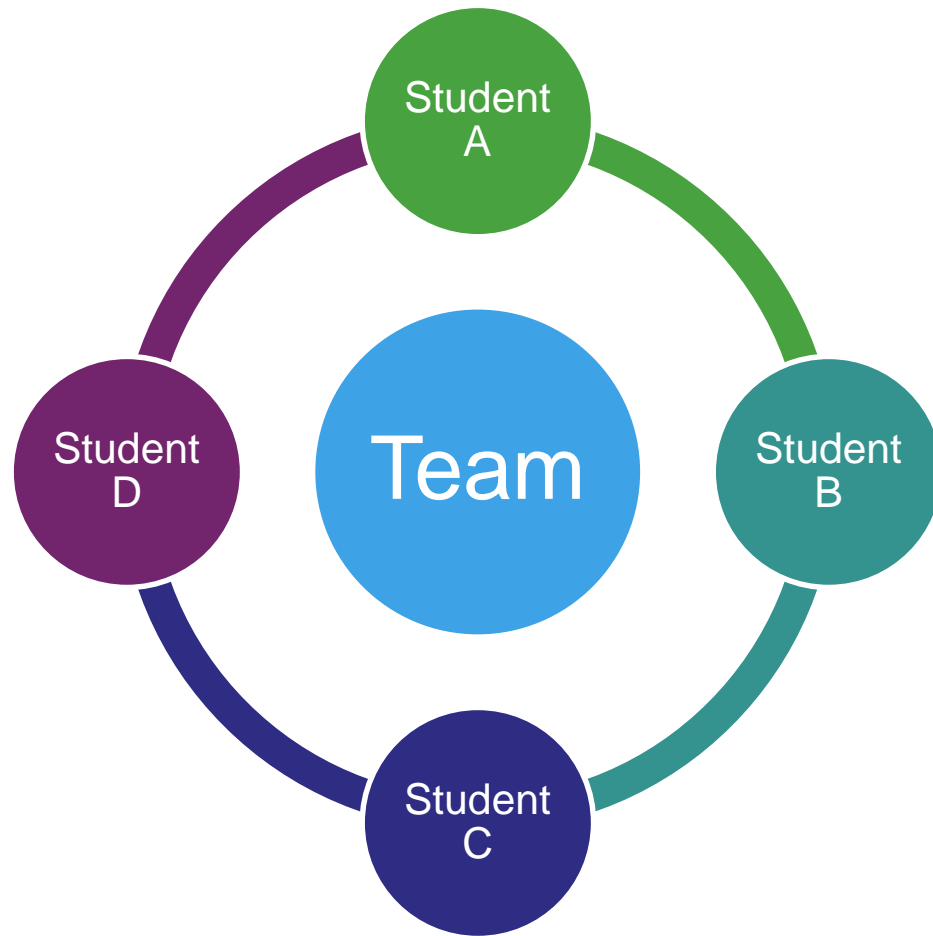
- Most projected increases are expected for high-skilled non-manual occupations, such as management, professional and associate professional jobs – more than 8.5 million in total between 2010 and 2020.
- Evidence shows that employers do not recruit people based only on their formal qualifications (vocational or academic), but also look for other competences that add value to their organisation.
- Employers prefer flexible workers who are able to adapt quickly to unforeseen changes. Therefore, individual skills profiles should ideally combine specific skills needed for a job with transversal core skills such as the ability to analyse and organise complex information, take responsibility, manage risks and take decisive actions (European Commission, 2010a).



The CGMA Emerging Leaders competition aims to encourage learners to understand the skills of finance professionals required by employers in CEE.

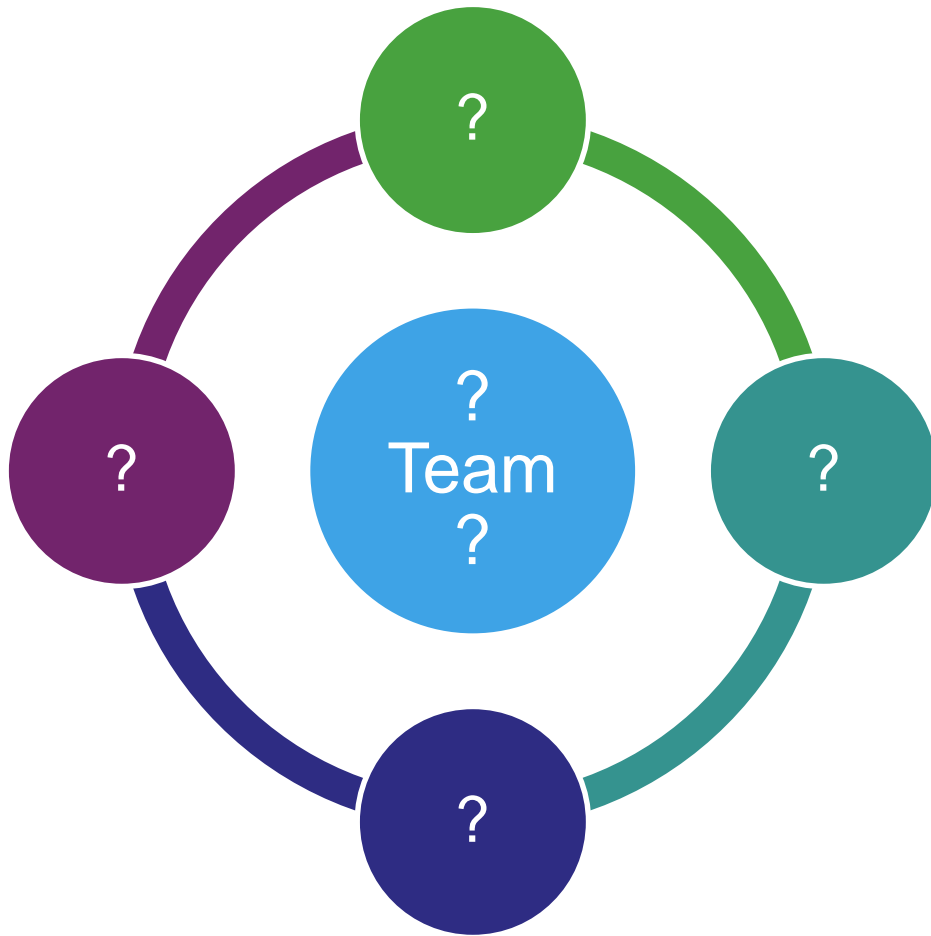
# Forming a team

## Form a team of four



- Each team comprises four full time university students in bachelor degrees or honours.
- MBA or Master level students are not eligible to participate.
- Each person can only join one team.
- Members of a team must be from the same university.
- Members of a team may not necessarily be from the same degree or honours programme.

# Creating a team



- Select a team leader.

Who can be  
a great team  
leader?

What is his  
or her role  
as a leader?

- Agree on a team name.
- Agree on a team slogan.
- Enrol for the competition with university lecturer-in-charge.
- Start working with an academic mentor.

# Academic mentor

# Who can be an academic mentor?

**A mentor is a faculty member from the same university as the competing team.**

**A mentor guides one or more team.**

**A mentor works closely with CIMA.**

**A mentor ensures that the information given to competing teams are as accurate as possible.**



# Role of an academic mentor

## Provide guidance to competing teams

- As a CIMA qualification expert.
- As a case study analysis expert.

## Provide support

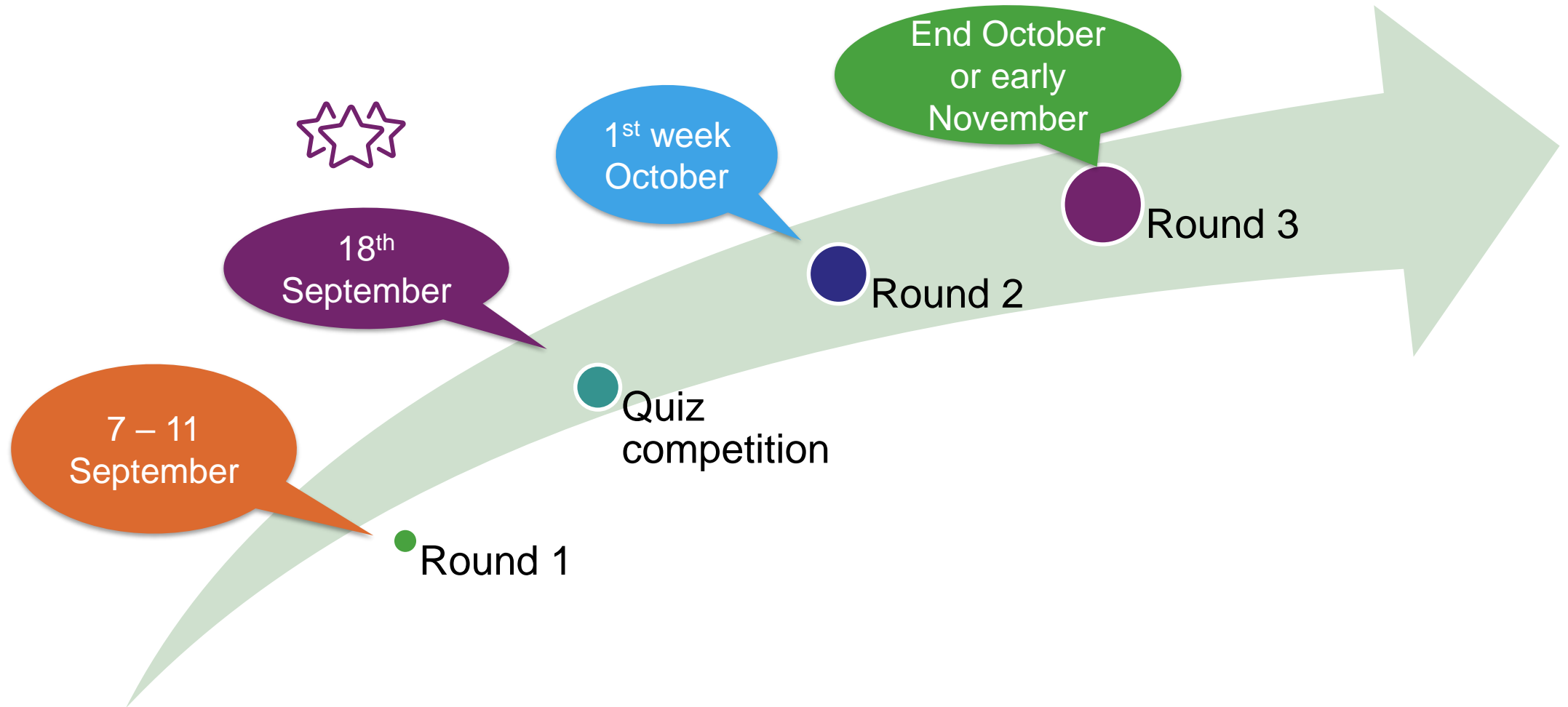
- Coaches students in presentation skills.
- Coaches students in team work.

## Be an advisor

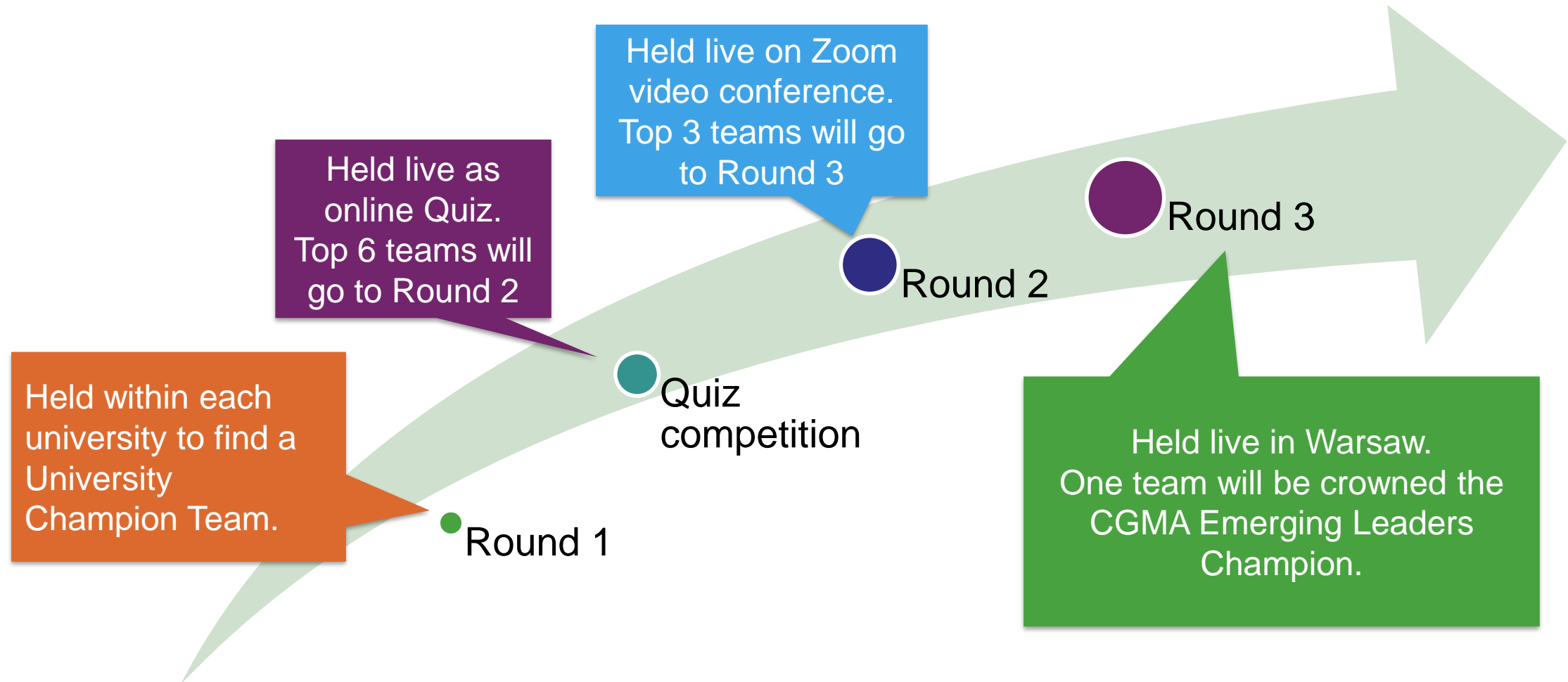
- Advise on competition rules.
- Advise CIMA on any challenges faced by the teams.

# Competition timeline

# When will the competitions take place?

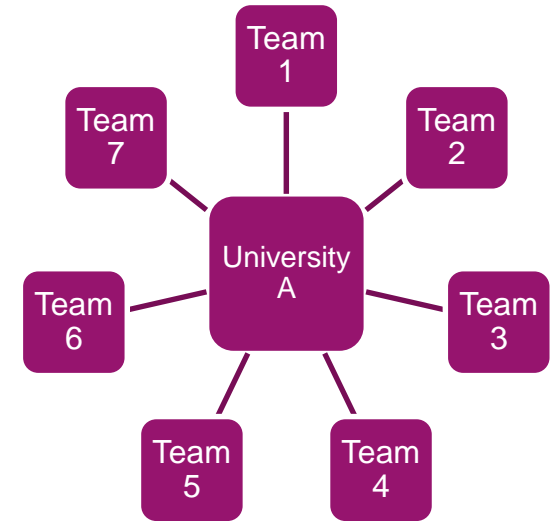
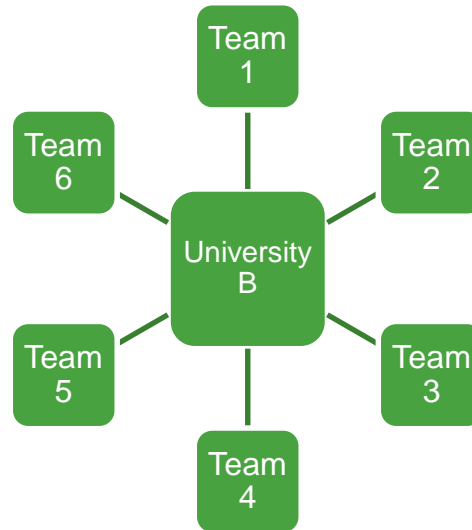
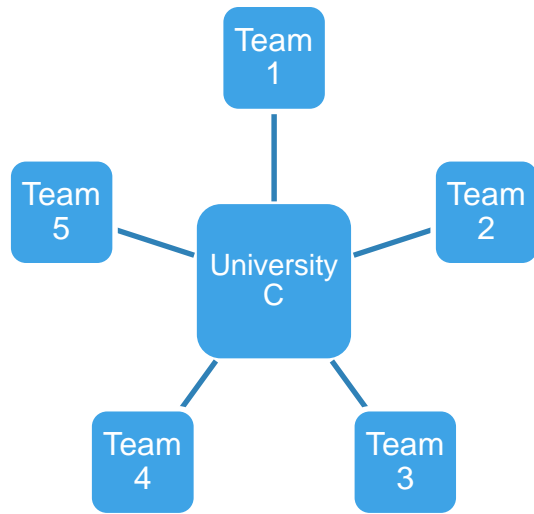


# How will the competitions take place?



First round of  
competition

# Held within each university



- A competition will be held internally within the university between 1 May to 15 September 2020.
- There is no limit to the number of competing teams in each university.
- A University Champion Team from each university must be crowned two weeks before the Quiz Competition held on 18 September 2020.



# Quiz competition

Held live online

## 20 Questions

Online	Taken at the same time	15 questions on new scenario based on the Trevel case study	5 questions about CIMA	All team members must take the quiz	6 highest team score will go to Round 2
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Tips will be given to University  
Champion Teams 2 days before the  
Quiz Competition



# Second round of competition

# Held virtually with the University Champion Team



Each university will be allocated a specific time.



Login to Zoom at the allocated time.

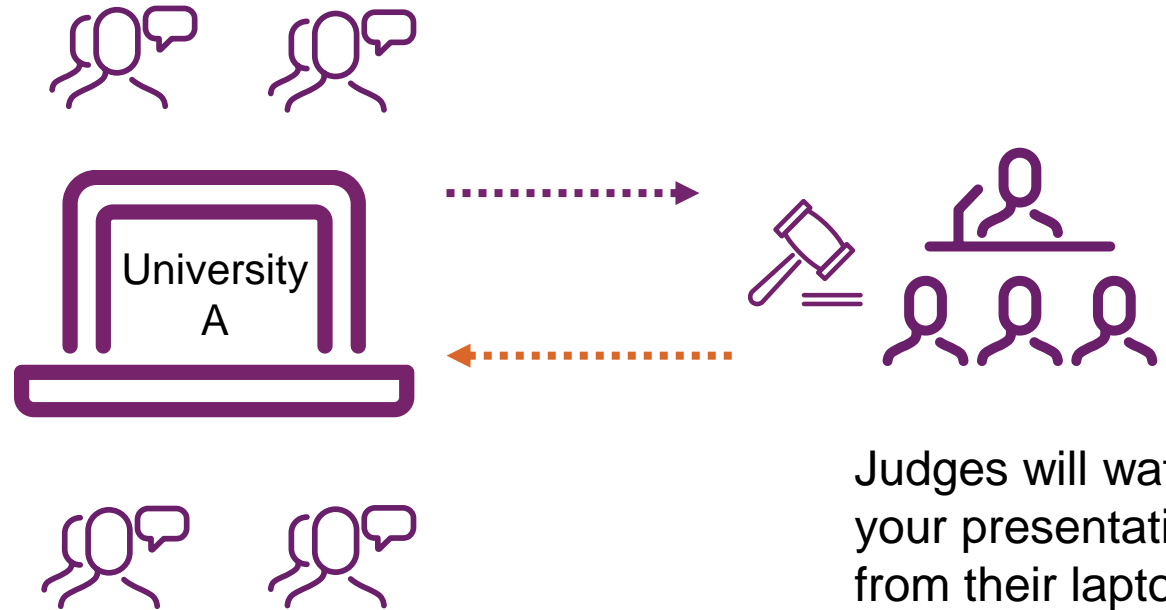


Each team have 15 minutes to present.

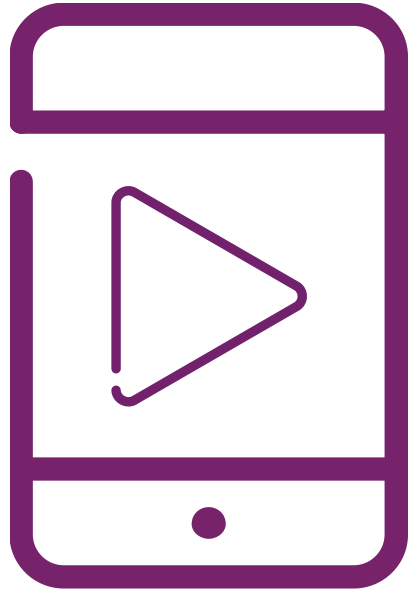


Each team have 20 minutes Q&A with judges.

Competition day:



# Video competition



- 1 week before the second round competition, each University Champion team are required to upload a video on LinkedIn.
- Requirements of the video will be sent at a later date.
- Get as many likes as possible.
- Winner of the video competition gets a prize.

# Advancing to the final round

- Three teams will be shortlisted for the final round of competition.
- Announcement will be made live on a date after the judges' decision is given.



# Third round of competition

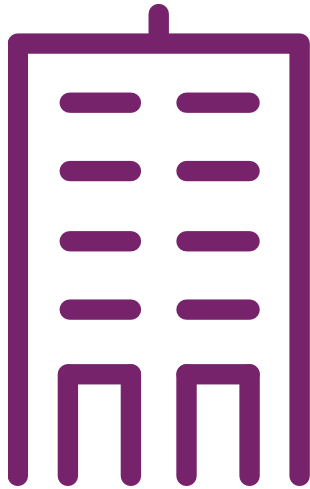
# Held on stage

- A live competition will be held in Warsaw in October or November.
- Each team will need to present in front of judges and audience.
- Each presentation will take 30 minutes whilst Q & A from judges will take 15 minutes.
- A CGMA Emerging Leaders Champion team will be crowned on the same day.



# Competing teams going to Warsaw

- If required, hotel accommodation will be given.
- Travel costs will be claimable from CIMA.



# Champions



# Reward

**Award of  
excellence**



**Potential offer of  
internship**



**Bragging rights**



**Prize**



Good luck to you and your team





# Thank you



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