

# AACSB WEEK 2018 COMPETITION

Go get to know more about FEB UGM and AACSB while getting chance to win the total prize of Rp14 million by joining these competitions below.

## **VIDEO** “Leadership”

*Record every moment that shows leadership in FEB UGM in 60 seconds. You can pair up with friends. Upload it to Youtube and Instagram, invite your friends to vote, and win the total prize of Rp4.5 million!*

1<sup>st</sup> winner: **Rp2,000,000**

2<sup>nd</sup> winner: **Rp1,500,000**

Favourite winner: **Rp1,000,000**

### **Requirements:**

- Theme: Leadership and FEB UGM
- Individually or team of maximum 3 (three) members.
- Video duration: 60 seconds (in English).
- Criteria: creative, informative, ethical, and original ideas, public response (like, comment, views, etc.)
- Uploaded to Youtube and Instagram using #AACSBWEEKFEBUGM #LEADERSHIP and tagging @feb.ugm.
- Using 5-10 sentences of caption (in English)
- Sent the softcopy to: [kjm.feb@ugm.ac.id](mailto:kjm.feb@ugm.ac.id) with subject AACSBWeek\_VideoA\_Name\_(Student/Alumni/Staff) along with your personal information and the link to your video

## **VIDEO** “Engagement, Innovation, and Impact”

*Record every moment that shows engagement, innovation, and impact spirit in 60 seconds. You can pair up with friends. Upload it to Youtube and Instagram, get your friends’ vote, and Rp4.5 million in total could be yours.*

1<sup>st</sup> winner: **Rp2,000,000**

2<sup>nd</sup> winner: **Rp1,500,000**

Favourite winner: **Rp1,000,000**

### **Requirements:**

- Theme: Engagement, Innovation, and Impact of FEB UGM in relation to AACSB Reaccreditation.
- Individually or team of maximum 3 (three) members.
- Video duration: 60 seconds (in English).
- Criteria: creative, informative, ethical, and original ideas, public response (like, comment,

views, etc.)

- Uploaded to Youtube and Instagram using #AACSBWEEKFEBUGM #EII and tagging @feb.ugm.
- Using 5-10 sentences of caption (in English)
- Sent the softcopy to: [kjm.feb@ugm.ac.id](mailto:kjm.feb@ugm.ac.id) with subject AACSBWeek\_VideoB\_Name\_(Student/Alumni/Staff) along with your personal information and the link to your video

## ESSAY WRITING

*Get a chance to win a total prize of Rp3.25 million by writing 1,600-2,000 words of an essay with the provided themes, in English! The best essay will be published in FEB UGM Magazine!*

1<sup>st</sup> winner: **Rp1,500,000**

2<sup>nd</sup> winner: **Rp1,000,000**

Favourite winner: **Rp750,000**

### Requirements:

- Choose one of the following topics:
  - a) Why AACSB matters and why we should push for AACSB reaccreditation
  - b) With AACSB, FEB UGM makes difference
  - c) How a business school rises to international challenges.
  - d) How to bolster business school brand
  - e) How to be an ethical leader in disruptive era
  - f) Managing millennial and the challenge of leadership
- Individual work
- Should be written in 1,600-2,000 words (in English)
- Font: Times New Romans 12, 1.5 spaced, A4 paper size.
- Sent the softcopy to: [kjm.feb@ugm.ac.id](mailto:kjm.feb@ugm.ac.id) with subject AACSBWeek\_ Essay \_Name\_(Student/Alumni/Staff) along with your personal information

## PHOTOGRAPHY

*Use your social network to join this competition. Upload your 2 photos as instructed and win a total prize of Rp1.75 million!*

1<sup>st</sup> winner: **Rp750,000**

2<sup>nd</sup> winner: **Rp600,000**

Favourite winner: **Rp400,000**

### Requirements:

- Topic: AACSB Week at FEB UGM
- Individual work
- Upload 2 photos at single post: 1) a photo with Ambassador for AACSB Visit 2019, and 2) a photo related to FEB UGM values (integrity, Professionalism, Objectivity and

Fairness, Academic Freedom, Social Concern) or engagement, innovation, and impact of FEB UGM.

- Only minor modifications to the photographs will be accepted (e.g. dodging and burning, aperture, cropping, color balance) and must be clearly indicated in the image's description
- Photos must be ethical and respect others
- Uploaded to Instagram by using #AACSBWEEKFEBUGM #PHOTO and tagging @feb.ugm account
- Include 5-10 sentences caption (English language)
- Criteria: creative, attractive, memorable, and original ideas
- Sent the softcopy to: [kjm.feb@ugm.ac.id](mailto:kjm.feb@ugm.ac.id) with subject AACSBWeek\_Photo\_Name\_(Student/Alumni/Staff) along with your personal information and the link to your photos

### **General Requirements**

- Free of charge. Only students, alumni, and staff of FEB UGM can participate.
- Participants can submit more than one work and more than one category, following each competition guideline below.
- Each work listed is the original work of the participants, has never won any competition, and is not being submitted in any other competition. The work shall be free of patents, copyrights or other rights. If the work is bound by any copyright and/or others, then the winner ensures that the committee is freed from any claims of any party. Any liability that arise will become responsibility of winners.
- The committee reserves the right to use the winning works for promotional activities, publications, and other purposes without any compensation to the winner. The copyright of the work is retained by the owner of the work.
- The committee reserves the right to disqualify the work before, during, or after the judging takes place if the works is found containing plagiarism or violation of rules or requirements.
- Must not contain elements that are defamatory, offensive, pornographic, racist, insulting, unlawful or contrary to good morals.
- Due date is August 19, 2018 at 8 p.m. Interaction in social media counted as displayed at that time.
- Decision of the judge(s) is final.

**Start Date:** Monday, August 6, 2018

**Submission Deadline:** August 19, 2018 (20.00)

**Winner Announcement:** August 23, 2018