



ISCC

INFORMATION . SYSTEMS . CASE . COMPETITION

2020

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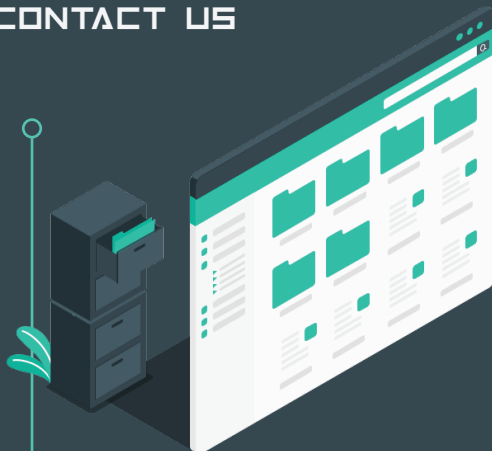
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EXECUTIVE SUMMARY

The seventh Information Systems Case Competition (ISCC) will be hosted by Binus University International & BASIS from July - October 2020. It aims to assist students from different institutions to discover their innovative minds by allowing them to compete over case studies in the field of Information Systems constructed specifically for that particular purpose by real companies.

Binus International Association of Information Systems (BASIS) first established the event in 2014, making ISCC one of the first few Information Systems-based competitions in Southeast Asia. This year, BASIS is aiming for a greater ambition – to become one of the best international-scale competition by inviting more foreign institutions to participate in the event. Moreover, we would like to re-open the competitions for High-School again, so as to get them to learn and be interested in IS.

Unlike other case competitions, ISCC 2020 would like to nurture its participants into future experts and/or technopreneurs by giving them the chance to attend seminars and workshops held by companies recognized by their dominance in the technological industry.



WHAT IS

ISCC

Since its inception in 2014, ISCC has developed a reputation to become one of the most highly coveted case competitions in Indonesia, attracting the attention of top ranked universities from Hongkong, Indonesia and Malaysia. Participants compete on solving information system related cases designed by world class institutions and corporations that encompasses an array of relevant problems of in modern day society, encouraging participants to innovate in order to bring their best solution. In proportion to the quality cases, the competition will be judged by local and foreign Industry Experts and professionals.

ISCC is renowned for its ability to provide quality cases that challenge participants to think critically and produce an innovative solution that can be applied in the real world. ISCC has also been highly praised by lecturers from other universities in providing useful cases which were utilized for their teaching materials in addition to being a platform for students to showcase their abilities in solving real-world cases. This year, ISCC is back with more challenging cases and more exciting competition structure.

WHAT IS THE CASE ABOUT

Participants will be provided with current ongoing cases. Business Information System itself can be defined as the use of technology to improve business performance and support a company's strategic planning.



CASE PARTNER:

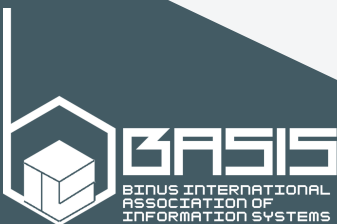


WHO ARE WE?



BASIS (Binus International Association of Information System) has been an Exclusive Academic Student Organization since it was first established. Currently, it is under the supervision of the School of Information System. Its aim is to unite all Information System Students by organizing various events and gatherings to share knowledge.

BASIS has been trying to establish a competition with a strong focus on Information System which integrates Information Technology and Business at the same time. This year, BASIS and the committees of ISCC 2019 will continue to bring fresh ideas and try to deliver one of the best Information System-based case competition in South-East Asia.



EVENT DETAILS

TIMELINE

1 July - 29 September

Open registration Rp. 300.000

30 September - 7 October

Preliminary Case
Case will be distributed
to the email registered

9 October

Participants' videos
YouTube upload

19 October

Announcement of
semifinalists 10 best teams

23 October - 30 October

Public seminars and semifinal
deliberation period is on the
26th of October. Each teams
will be given the continued
case to be solved

The presentation of semifinal will
be done on the 28th. The 3 best
teams are going to have their
debate and winners will be
announced on 30 October

ISCC FINALS LOCATION

Online platform:

- Zoom Conference Room
- Youtube Live
- Social Media announcements

DATE

23 - 30 October 2020

TARGET AUDIENCE

40 Teams of University Student

40 Teams of High School Student

>50 GUESTS

(PARENTS, MINISTRIES, ETC),
DEAN, HEAD OF SCHOOL, ALUMNI,
UNIVERSITY EXECUTIVES,
CORPORATE REPRESENTATIVES

70 COMMITTEES

An estimated total of 200 +/- people
attending.

*bonus: Website traffic during
preliminary case submission 400
+/- views

EVENT DESCRIPTION

Information Systems Case Competition (ISCC) is a competition consisting of three rounds for both University & High School Level. Binus International Association of Information Systems built this event in 2020 with the vision of assisting students from different institutions into discovering their innovative minds by allowing them to compete over case studies in the field of Information Systems constructed specifically for that particular purpose by real companies.

ISCC 2020 will be divided into these segments:

- Preliminary Round (submission of report paper)
- Seminars or Workshops
- Case Deliberation and Presentation
- Final Debate for Top 3 Teams each (High School and University level).

We will be inviting judges with respectable positions in well-known companies. For the Final Debate, International Judges will also be invited in order to raise the quality of the event.



COMPETITION DETAILS



Below are stated in defined explanations, the details and rough rundown of the competition, which will be conducted in the span of 10 days using Zoom application. Information Systems Case Competition 2020 will be divided into 4 segments:

Preliminary Rounds

In this round the participants need to submit a return proposal and video containing their answers to the case. The preliminary round will be conducted from 30th September - 7th October 2020. From this round only 10 teams from university and 10 teams from high school will be selected to the semi finals. The proposal will be judged by the Information System Lecturer, Mr. Samuel Mahatmaputra T, S.Kom, M.Info. Tech, Mr. Win Ce, S. Kom, MM, and Mr. Michael Siek, B.Sc., B.Com., M.Sc., Ph.D. and/or our case partners if possible.

Seminar

Wednesday, 23rd October 2019, semi-finalists will be joining Zoom video conference meetings to attend 2 seminars, which are mandatory for all semi-finalists teams. Both the seminars will be conducted by world-class corporations, and we are aiming to invite speakers from Apple, Accenture, BCA, Microsoft, Oracle, etc.



COMPETITION DETAILS



Solution Preparations

On the 26th October 2020, each team will be assigned to breakout rooms in which they can discuss and solve the given cases. The quarantine period will be conducted around 7 hours and there will be an assigned Liaison Officer that will invigilate the participants during their case deliberation. The participants are allowed to access all external data to support their findings and solution. After the participant has finished their case deliberation, the participants are allowed to consult their findings with their coach, and make improvements for 10 minutes. No further changes are allowed after this session.

Case Presentation & Final Debate

Case Presentation is held on the third day which is 28th October 2020. Participants are given 15 minutes maximum in the judging room (5 mins Presentation, 10 mins Q&A).

Final Debate on the 30th October for the 3 Top Teams will be divided into 3 segments:

1st Segment: 5 minutes (per group) Recap of each group's solution presentation.

2nd Segment: 10 minutes (per group) Adaptive questions by the judges and audience.

3rd Segment: 9 minutes (per group) Each group will be given the opportunity to ask the other groups questions or provide critiques. An immediate response is expected. Other groups may comment on the answer.

WHY SUPPORT US?

INTERNATIONAL BRAND EXPOSURE

Logo placement in a variety of places increases your company's brand exposure and awareness to potential customers, both local and international scales through all media exposure and publications.

PARTNERSHIP OPPORTUNITIES

By supporting ISCC, your company will be in partnership with BINUS University international as one of the best private universities in Indonesia.

ENHANCE CREDIBILITY

Getting involved with ISCC 2020 will speed up the process of creating, developing, and enhancing credibility to build trust and establish rapport with your customers and prospects.

HIGHLY TARGETED MARKETING

ISCC 2020 will be attended by vast number of institutes, ranging from Industry Professionals, Universities & High School from Indonesia and outside Indonesia.

BRIGHT PROSPECTS FROM INSIDE & OUTSIDE OF INDONESIA

By supporting ISCC, your company will have direct access to numerous bright individuals with superb minds and creativity in an international scale.

CORPORATE SOCIAL RESPONSIBILITY

By supporting us, your company's involvement will be viewed as a form of corporate social responsibility in the aspect of education and a company that shows generosity

BENEFITS

SPONSORSHIP AND PACKAGES

In this opportunity, ISCC 2020's committee would like to ask for your company's support to contribute to the event's success by becoming one of our sponsorships. In return, we will provide the following benefits:

Sponsorship Types	Details	Category		
		Gold (Rp30.000.000)	Silver (Rp20.000.000)	Bronze (Rp10.000.000)
Digital Advertisement				
Logo Size		Large	Medium	Small
	Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Cerification	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Digital Poster	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Virtual Backdrop	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Giveaway (6 Giveaway)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Lunch Break Posters	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Hyperlink to Company's Website				
	Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Youtube's Description	<input checked="" type="checkbox"/>		
	Instagram's Post	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Company Profile Post on ISCC Social Media				
	Instagram (Gold 7 posts, Silver 4 posts)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	Twitter (Gold 7 posts)	<input checked="" type="checkbox"/>		
Commercials				
	Commercial Length (up to 15 sec)			<input checked="" type="checkbox"/>
	Commercial Length (up to 30 sec)		<input checked="" type="checkbox"/>	
	Commercial Length (up to 60 sec)	<input checked="" type="checkbox"/>		
	1st Commercial Session Day 1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	2nd Commercial Session Day 1	<input checked="" type="checkbox"/>		
	3rd Commercial Session Day 1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	4th Commercial Session Day 1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	1st Commercial Session Day 2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	2nd Commercial Session Day 2	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
	1st Commercial Session Day 3	<input checked="" type="checkbox"/>		
	2nd Commercial Session Day 3	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	1st Commercial Session Day 4	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	2nd Commercial Session Day 4	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
	3rd Commercial Session Day 4	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Other				
	Mention by MC	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Brief Explanation by MC	<input checked="" type="checkbox"/>		

MEANS OF COLLABORATION

In the hope of receiving a media partnership from your company, ISCC 2020 kindly asks for a response in maximum 3 weeks after our committee member approaches you to ensure your company's collaboration with us.

However, if you decide to take more time in considering the matter, please notice that the deadline to close the agreement is 15th October 2020.

CONTACT US



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