

# Introduction to *Chulalongkorn* *Case Discovery*



# What is “Chulalongkorn Case Discovery”?

An annual business case competition hosted by students from Chulalongkorn University with strong support from the Chulalongkorn Business school.



**CHULALONGKORN**  
CASE DISCOVERY

This competition positions as the premier exploratory ground for Thai undergraduate students across faculties, schools, and universities who are interested in cracking real-world business cases.



# How are we **DIFFERENT** from other Case Competitions?



## **First**

Focus on Thai undergraduate students and the Thai business community



## **Inclusive**

All undergraduate students with no year, faculty, or university restrictions



## **Academic**

Foster case-cracking knowledge with no-nonsense activity



## **Community**

Support at every step and build a sense of belonging

# Our past **achievements**



## Chulalongkorn Case Discovery 2021



## Chulalongkorn Case Discovery 2022

More than  
**180 teams**  
applied

More than  
200 participants  
registered for  
workshops

Over  
20 universities  
joined





# CCD2023 Timeline

- 1** **CCD Launch Event** **5 Feb**  
*Introduce Chulalongkorn Case Discovery to attract new potential participants*
- 2** **Application launch** **11 Feb - 15 Mar**  
*Submit the required documents to complete the application*
- 3** **Workshops** **18 Feb-25 Mar**  
*Enhance case-cracking knowledge through academic sessions*
- 4** **Company Revelation** **11 Feb**  
*Announce this year's Case Company*
- 5** **Team Build & Match** **18 Feb**  
*Match participants into their best synergic team*
- 6** **Mini-case** **25 Feb**  
*Complete the case questions in the allotted time and receive feedback on the recommendation*
- 7** **Case Cracking Period** **18-25 Mar**  
*Solve challenging case questions for 7 days*
- 8** **Qualified Teams Announcement** **1 Apr**  
*Announce the list of 20 qualified teams for the Semi-Final round*
- 9** **Semi-Final and Final Round** **8 Apr**  
*Present solutions to the panel of expert judges*