

## **AMBA & BGA Excellence Awards 2021**

The whole team at AMBA & BGA is delighted to launch the categories and open entries for the AMBA & BGA Excellence Awards 2021.

This unique event brings together leading lights from the global business education community to celebrate excellence and commend achievement among Business Schools, students, graduates, suppliers and employers, that share AMBA & BGA's values of ambition, impact and integrity.

With a whopping 12 categories to choose from this year, the AMBA & BGA Excellence Awards 2021 will be the organisation's biggest-ever celebration of Business School, student and graduate achievement – with numerous opportunities to showcase your success.

Winning, or being a shortlisted as a finalist, is a fantastic way for us to tell the world about the amazing work taking place across AMBA & BGA's networks over the past year. We therefore want to make it as easy as possible for you to complete the entry process, impress our judges, and celebrate your success, as well as that of your colleagues and peers.

These webpages should have all the information you need to pull together a standout entry and answer any questions you might have about the entry process and the next steps.

Just click on one of the category icons below to find out more about the criteria and start your entry process.

### **Timeline**

- Friday 4 September 2020 – official closing date for award entries
- Friday 9 October 2020 – shortlisted candidates notified
- February 2021 – AMBA & BGA Award winners unveiled

## 1. AMBA's MBA Student of the Year award 2021

AMBA's MBA Student of the Year award plays a pivotal role in supporting AMBA's pledge to promote the MBA degree as the leading international business qualification.

The MBA Student of the Year award recognises students who have shown exceptional career potential and who AMBA believes can act as ambassadors for the high quality of accredited MBAs and the opportunities these programmes provide for students from a wide range of different personal and professional backgrounds.

This award doesn't just reward 'straight-A' students but also focuses on leadership potential and career progression.

### **Eligibility**

The award is open to any current MBA student from an AMBA-accredited School. AMBA-accredited Business Schools are invited to nominate an MBA student who they think is eligible based on the Award Criteria. **Only one nomination can be accepted from each School.**

The Business School must inform the nominee of their intention to nominate.

### **Award Criteria**

It should be a given that students entering this category should have a strong record of academic achievements, so evidence of this is less important than other 'standout' qualities such as ambassadorial excellence, leadership and career potential.

### **Judges will be looking for evidence that:**

- The nominee shows potential for leadership, entrepreneurial spirit and innovation
- The nominee shows commitment to the future development of Business Schools and the MBA – with enthusiasm for enhancing the value of the MBA in the market and business education in general

- The nominee has proven to be a good School representative / ambassador (e.g. staff / student liaison)
- The nominee has made a contribution to the international dimension of the course / assisting with the integration of overseas students or playing a mentoring role
- There is evidence of contributions to group dynamics, leading group discussions, inciting debate, and being a good overall team player
- There is evidence of the nominee making a valuable contribution to programme development (giving feedback / constructive comment)
- The nominee is a standout individual – not just within his or her own Business School, but among all aspiring business leaders

### **Ineligibility**

- Students may NOT nominate themselves for this award
- Ineligible entries may be disqualified at any phase of the competition without notification
- Late submissions will be ineligible
- Incomplete submissions will be ineligible
- 

### **Judging format**

Shortlisted finalists will be invited to a telephone interview with the judges for this award. Finalists will also be asked to provide a biography, photo and answers to why they should win this award, which AMBA & BGA will use for marketing purposes.

### **Judges will be looking for evidence that:**

- The nominee shows potential for leadership, entrepreneurial spirit and innovation
- The nominee shows commitment to the future development of the Business School and the MBA – devoted to enhancing the value of the MBA in the market and business education in general
- The nominee has proven to be a good School representative / ambassador (e.g. staff / student liaison)
- The nominee has made a contribution to the international dimension of the course / assisting with the integration of overseas students or playing a mentoring role
- There is evidence of contributions to group dynamics, leading group discussions, inciting debate, and being a good overall team player will be considered

- There is evidence of the nominee making a valuable contribution to programme development (giving feedback / constructive comment) will be considered
- That the nominee is a stand-out individual – not just within his or her own Business School, but among all aspiring business leaders

### **Details of Business School submitting the nomination**

#### **Question Title**

**\*1Name of Business School**

#### **Question Title**

**\*2Name of contact for correspondence**

#### **Question Title**

**\*3Role of contact at the Business School**

#### **Question Title**

**\*4Address for correspondence**

#### **Question Title**

**\*5Email address for correspondence**

#### **Question Title**

**\*6Telephone (include dialling code)**

### **Details of nominated candidate**

#### **Question Title**

**\*7Name of candidate**

**Question Title**

**\*8Email address of candidate**

**Question Title**

**\*9Telephone (include dialling code)**

**Question Title**

**\*10Address for correspondence**

**Question Title**

**\*11Name of course attended at the nominating Business School**

**Question Title**

**\*12Course mode**

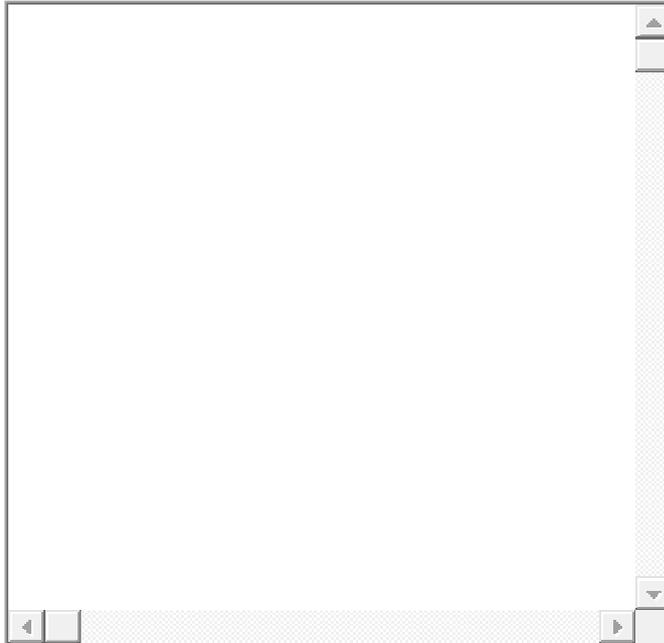
- Full-time
- Part-time
- Modular
- Executive
- Online / blended
- Other (please specify)

**Question Title**

**\*13**Expected year of graduation

### Question Title

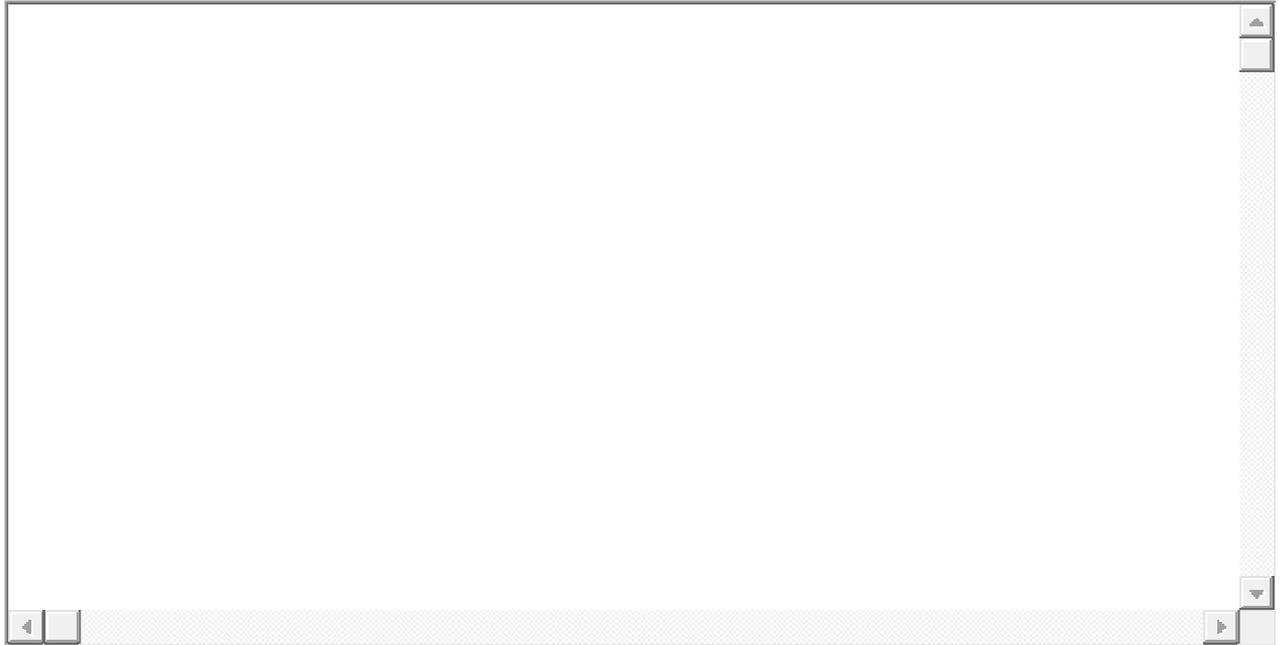
**\*14**Please give your elevator pitch as to why your nominee should win this award  
(100 words maximum)



Using the [judging criteria](#), please fill out each of the categories below to demonstrate why you are nominating your chosen candidate for the MBA Student of the Year award

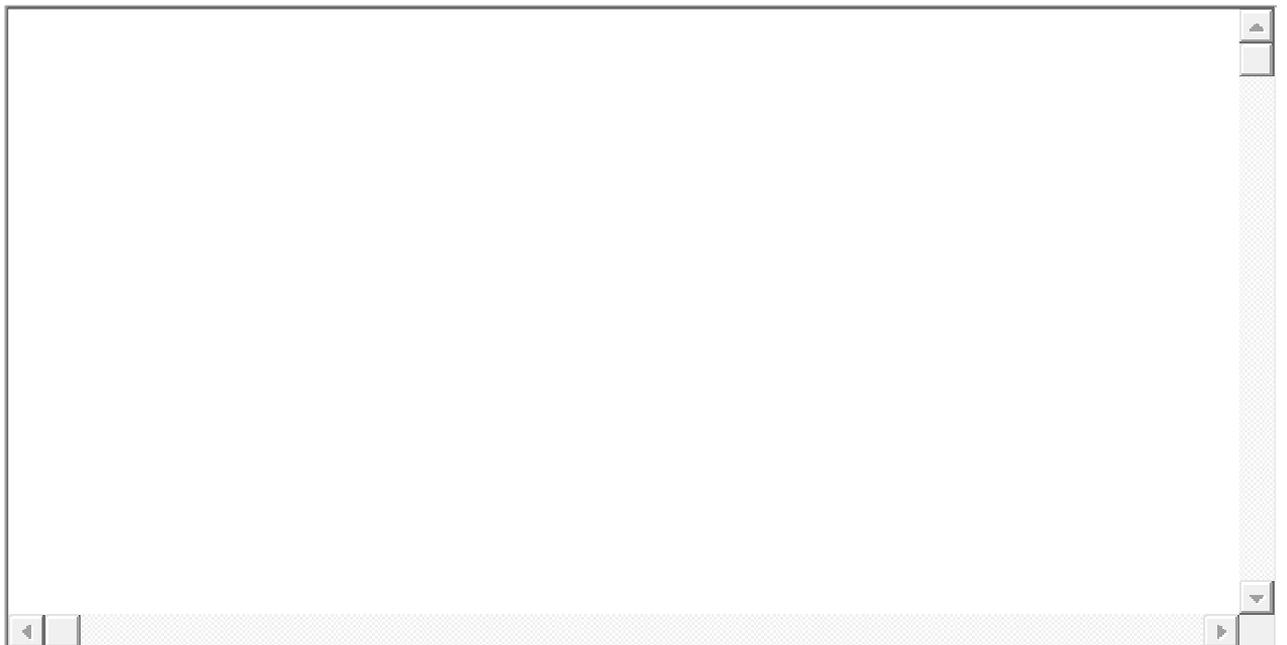
### Question Title

**\*15**Business School initiatives (shows potential for leadership, entrepreneurial spirit and innovation; commitment to the future development of the Business School and the MBA – devoted to enhancing the value of the MBA in the market and business education in general; good School representative / ambassador)  
(400 words maximum)



### **Question Title**

**\*16Career progression (contribution to the international dimension of the course / assisting with the integration of overseas students or playing a mentoring role; most improved / benefited from the MBA in terms of individual career progression)**  
*(400 words maximum)*



## Question Title

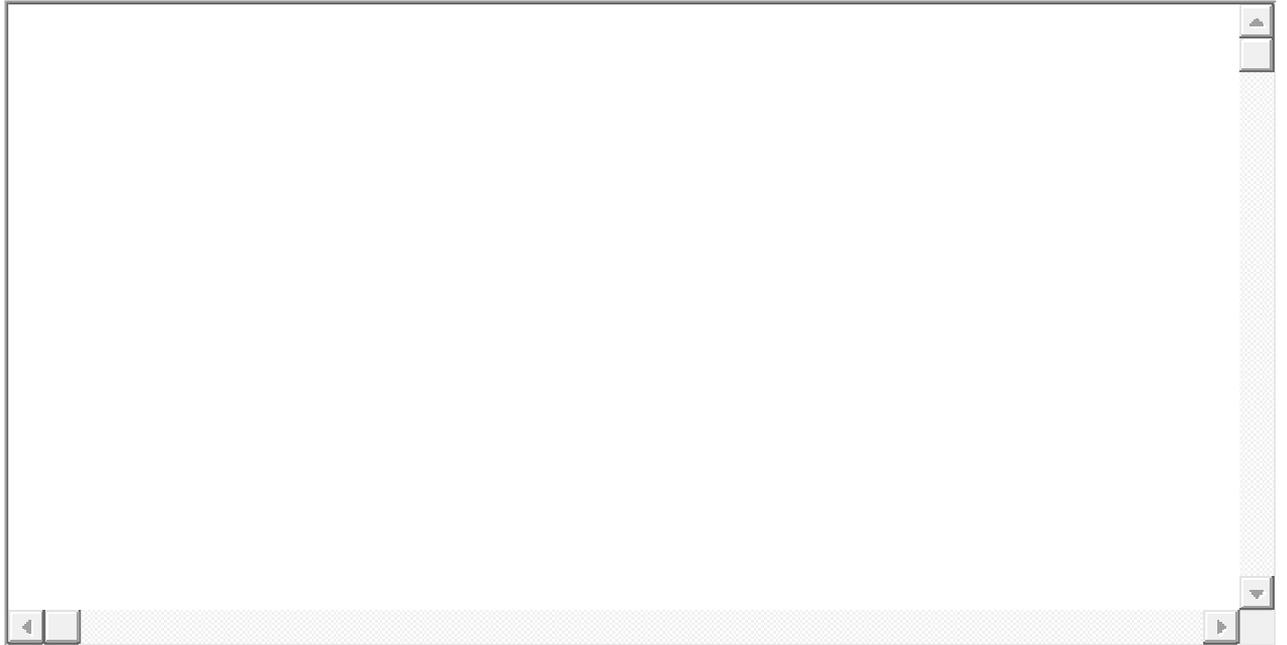
**\*17**Overall achievement in the MBA (building on a strong prior record of academic achievement; evidence of contributions to group dynamics / leading group discussions / inciting debate / good overall team player will be considered; evidence of making a valuable contribution to programme development (giving feedback / constructive comment)

*(200 words maximum)*

## Question Title

**18**Additional information

*(100 words maximum)*



\* Please note that in the event that your candidate is shortlisted, the Business School contact (or a nominated representative) will be required to attend the awards ceremony and accompany their nominee at the AMBA & BGA Gala Dinner in London (or via online video conference in the event that AMBA & BGA can't host a physical awards event) in February 2021.

**Shortlisted candidates will be required to send through their photo, biography and answer a question as to why they should win this award, for PR purposes. Following receipt of the above, finalists will be invited to an interview with the judging panel.**

## 2.MBA Entrepreneur of the Year 2021

The MBA Entrepreneur of the Year award celebrates the achievements of successful alumni in innovative world-class business strategy, but also showcases Business Schools that are nurturing a spirit of enterprise and ambition.

This award is a fantastic way to highlight the success of AMBA-accredited Business Schools that promote entrepreneurship in their MBA cohorts. The award is also a chance for individuals to impress high-profile judges who are already at the forefront of global entrepreneurship.

The MBA Entrepreneur of the Year award is one of the most distinguished awards in the industry. AMBA has developed the MBA Entrepreneur of the Year award to encourage and promote the value of entrepreneurship in the current competitive climate and to highlight its importance in the global market.

The MBA Entrepreneur of the Year award is open to both the private and non-profit sectors. This award is designed to celebrate the impact made by growing organisations in terms of development and will look at the results and achievements of the operation.

### **Eligibility**

- AMBA-accredited Business Schools are invited to nominate a student or alumnus / alumna who they think are eligible based on the Award Criteria
- Only one nomination can be accepted from each School
- The Business School must inform the nominee of the intention to nominate
- The nominated student or alumnus / alumna must be an entrepreneur who has launched an innovative and successful business in the past five years
- The business must have been founded or co-founded by an MBA / EMBA student / alumna / alumnus
- **The business must have been operational (selling / trading) for a minimum period of 18 months and a maximum of five years (18 months – five years)**
- The business can be based on any legal activity

- The business must be put forward for the award by the Business School in which the founder / co-founder studied for his or her MBA / EMBA
- The business must demonstrate its commitment to a sustainable future and to responsible management with a strong Environmental, Social and Governance (ESG) record

### **Judges will be looking for evidence of:**

- A strong launch supported by a compelling business case
- Ongoing development and growth
- Agility and resilience in a competitive business arena
- Evidence of innovation and disruption in the target market
- Evidence of the strategy coming to life
- Evidence that targets are being met and the organisation is gaining momentum and delivering financial, or goal-oriented, returns
- Examples of successes or addressing challenges successfully

### **Ineligibility**

- Students / graduates may NOT nominate themselves for this award
- Ineligible entries may be disqualified at any phase of the competition without notification
- Late submissions will be ineligible
- Incomplete submissions will be ineligible

### **Judging format**

Shortlisted finalists will be required to supply additional information regarding their businesses and supporting their nomination. Finalists will also be asked to provide a biography, photo and answers to why they should win this award which we will use for marketing purposes.

Following receipt of the supporting documents, finalists will be invited to a telephone interview with the judges.

### **Judges will be looking for evidence of:**

- A strong launch supported by a compelling business case
- Ongoing development and growth
- Agility and resilience in a competitive business arena
- Innovation and disruption in the target market

- The strategy coming to life
- Targets being met and the organisation gaining momentum and delivering financial – or goal oriented – returns
- Examples of successes or addressing challenges successfully

### **Details of nominating Business School**

#### **Question Title**

**\*1Business School name**

#### **Question Title**

**\*2Name of Business School contact for correspondence**

#### **Question Title**

**\*3Role of contact at the Business School**

#### **Question Title**

**\*4Address for correspondence**

#### **Question Title**

**\*5Email address of correspondence**

#### **Question Title**

**\*6Telephone (include dialling code)**

### **Details of nominated candidate**

#### **Question Title**

**\*7Name of candidate**

### **Question Title**

**\*8Name of candidate's business**

### **Question Title**

**\*9Candidate's business website**

### **Question Title**

**\*10Email address of candidate**

### **Question Title**

**\*11Telephone (include dialling code)**

### **Question Title**

**\*12Address for correspondence**

### **Question Title**

**\*13Name of course attended at the Business School**

### **Question Title**

**\*14Course mode (select one of the following)**

full-time

part-time

modular

- executive
- online / blended
- other (please specify)

### **Question Title**

**\*15Date of MBA graduation / expected date of graduation (dd/mm/yy)**

### **Question Title**

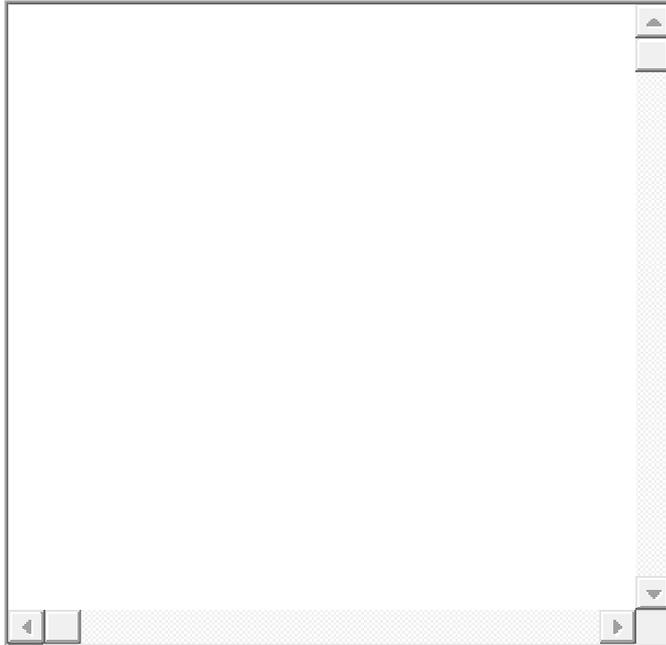
**\*16Date business founded: (dd/mm/yy)**

### **Question Title**

**\*17Period of trading: (mm/yy)**

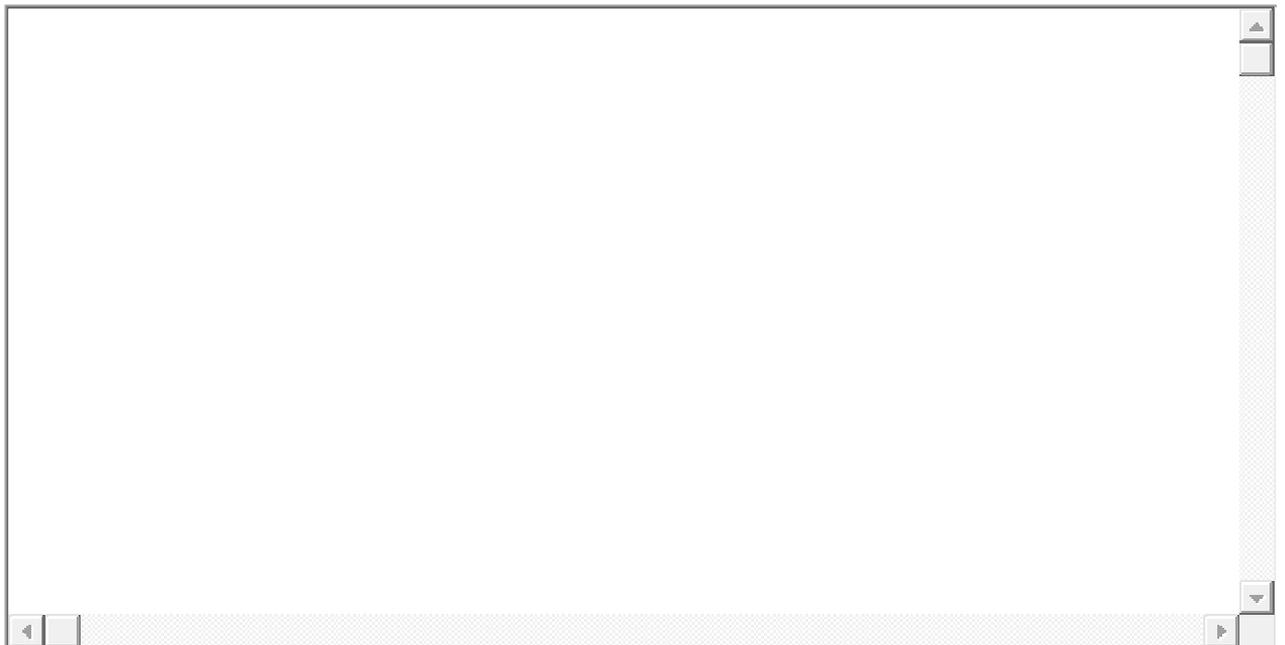
### **Question Title**

**\*18Please give an elevator pitch as to why your nominee should win this award  
(100 words maximum)**

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### **Question Title**

**\*19** Using the [judging criteria](#), please explain why this business and its founder(s) are being nominated for the MBA Entrepreneur of the Year award. We are looking for a compelling business case, ongoing development and growth, evidence the strategy is coming to life and the impact this business is having through results  
*(we recommend 500 - 100 words).*

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\* Nominees must be nominated by their respective Business School. Please note that in the event that your candidate is shortlisted, the Business School contact (or a nominated representative) will be required to attend the award ceremony and accompany their candidate at the AMBA & BGA Gala Dinner in London (or via online video conference in the event that AMBA & BGA can't host a physical awards event) in February 2021.

**Shortlisted candidates will be required to send through their photo and biography along with their answer to why they should win this award, for PR purposes. Prior to an interview with our judging panel the nominee will also be required to send additional information to accompany this application.**

### 3.MBA Startup of the Year 2021

The MBA Startup of the Year award is a new award which will celebrate the achievements of successful MBA students and alumni in innovative world-class business strategy. It will also showcase Business Schools that are nurturing a spirit of enterprise and ambition.

This award is a fantastic way to highlight the success of AMBA-accredited Business Schools that promote entrepreneurship in their MBA cohorts. The award is also a chance for individuals to impress high-profile judges who are already at the forefront of global entrepreneurship.

The MBA Startup of the Year award is designed to encourage and promote the value of startup business strategy and innovation, in the current competitive climate and to showcase its importance in the global market.

The MBA Startup of the Year award is open to both private and public sectors. This award is designed to celebrate innovative business strategy – taking something from idea to action. Judges will be more interested in the idea behind a venture, its potential, and its plans for the future, rather than any financial or monetary results in the early stage.

#### **Eligibility**

- AMBA-accredited Business Schools are invited to nominate a student or alumnus / alumna who they think are eligible based on the Award Criteria
- Only one nomination can be accepted from each School
- The Business School must inform the nominee of the intention to nominate
- The nominated student or alumnus / alumna must be an entrepreneur who has launched an innovative organisation.
- The organisation must have been founded or co-founded by an MBA / EMBA student / alumna / alumnus
- The business must have been operational (selling / trading) for a minimum period of one month and a maximum period of 18 months (one month – 18 months)

- The organisation can be based on any legal activity
- The business must be put forward for the award by the Business School in which the founder / co-founder studied for his or her MBA / EMBA
- The business must be able to demonstrate its commitment to a sustainable future and to responsible management with a strong Environmental, Social and Governance (ESG) record

### **Judges will be looking for evidence of:**

- Sound business planning
- A clear unique selling point (USP)
- Originality and entrepreneurial flair
- A focus on addressing a gap in the market
- Strategic forecasting and research and development
- An original idea with a strong business case behind it

### **Ineligibility**

- Students / graduates may NOT nominate themselves for this award
- Ineligible entries may be disqualified at any phase of the competition without notification
- Late submissions will be ineligible
- Incomplete submissions will be ineligible

### **Judging format**

Shortlisted finalists will be required to supply additional information regarding their businesses and supporting their nomination. Finalists will also be asked to provide biography, photo and answers to why they should win this award which we will use for marketing purposes.

Following receipt of the supporting documents, finalists will be invited to a telephone interview with the judges.

### **Judges will be looking for evidence of:**

- Sound business planning
- A clear unique selling point
- Originality and entrepreneurial flair
- A focus on addressing a gap in the market
- Strategic forecasting and research and development

- An original idea with a strong business case behind it

### **Details of nominating Business School**

#### **Question Title**

**\*1Business School name**

#### **Question Title**

**\*2Name of Business School contact for correspondence**

#### **Question Title**

**\*3Role of contact at the Business School**

#### **Question Title**

**\*4Address for correspondence**

#### **Question Title**

**\*5Email address of correspondence**

#### **Question Title**

**\*6Telephone (include dialling code)**

### **Details of nominated candidate**

#### **Question Title**

**\*7Name of candidate**

### Question Title

**\*8**Name of candidate's business

### Question Title

**\*9**Candidate's business website

### Question Title

**\*10**Email address of candidate

### Question Title

**\*11**Telephone (include dialling code)

### Question Title

**\*12**Address for correspondence

### Question Title

**\*13**Name of course attended at the Business School

### Question Title

**\*14**Course mode (select one of the following)

- full-time
- part-time
- modular
- executive

online / blended

other (please specify)

### Question Title

**\*15**Date of MBA graduation / expected date of graduation (dd/mm/yy)

### Question Title

**\*16**Date business founded: (dd/mm/yy)

### Question Title

**\*17**Period of trading: (mm/yy)

### Question Title

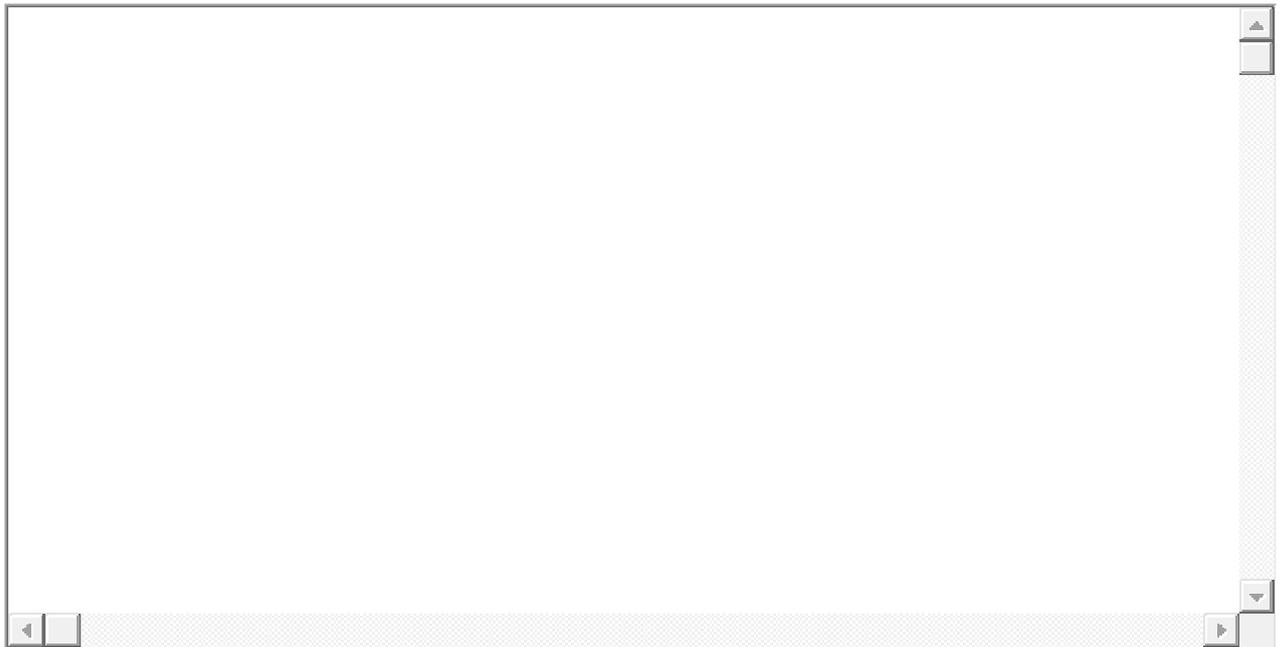
**\*18**Please give your elevator pitch as to why your nominee should win this award

*(100 words maximum)*

## Question Title

**\*19** Using the [judging criteria](#), please explain why this business and its founder(s) are being nominated for the MBA Startup of the Year award. We are looking for evidence of a sound business plan, unique selling point, and originality; along with a strong business case, but also a commitment to a sustainable future

*(we recommend 1,000 words)*



\* Nominees must be nominated by their respective Business School. Please note that in the event that your candidate is shortlisted, the Business School contact (or a nominated representative) will be required to attend the award ceremony and accompany their candidate at the AMBA & BGA Gala Dinner in London (or via online video conference in the event that AMBA & BGA can't host a physical awards event) in February 2021.

**Shortlisted candidates will be required to send through their photo, biography and answer a question to why they should win this award, for PR purposes. Prior to an interview with our judging panel the nominee will also be required to send additional information to accompany the entry.**

## 4.MBA Leadership 2021

The MBA Leadership Award is a new award which will honour alumni from AMBA-accredited Business Schools who have been making an impact in the business world following their graduation.

The award will recognise the work of these graduates through their achievements, performance and recognition. It gives graduates the chance to stand out and showcase their work following graduation.

### **Eligibility**

This award is open for AMBA-accredited Business School to nominate one alumnus / alumna who has graduated more than five years prior to the opening date of the awards, and who they think is eligible based on the award criteria. Only one nomination can be accepted from each School.

### **Judges will be looking for**

- A graduate who has been an exceptional leader and ambassador for the Business School
- Someone that has showcased how the MBA has enhanced their value in the business world through leadership, entrepreneurship or innovation
- Someone that has graduated from an AMBA-accredited Business School a minimum of five years ago (five years ago or more)
- Evidence that highlights their qualities, excellence, performance and leadership contributions both within the field of higher education and also in the business world
- A strong narrative demonstrating personal and professional growth following graduation
- Evidence of a passion for lifelong learning and ongoing development
- Evidence of how the nominee is using his or her MBA to make an impact, and results of this impact
- Evidence of how the nominee is inspiring, leading and motivating others; and examples of achievements and successes

### **Ineligibility**

- Students / graduates may NOT nominate themselves for this award
- Ineligible entries may be disqualified at any phase of the competition without notification
- Late submissions will be ineligible
- Incomplete submissions will be ineligible

### **Judging format**

The entries will be whittled down to six finalists by a panel of judges. The finalists will be asked to provide a biography, photo and answer to why they should win this award. All finalists will then be asked to an interview with the judging panel.

### **Judges will be looking for**

- A devoted graduate who has been an exceptional leader and ambassador for the Business School
- Someone that has showcased how the MBA has enhanced their value in the business world through leadership, entrepreneurship or innovation
- Someone that has graduated from an AMBA-accredited Business School (more than five years ago)
- Evidence that highlights their qualities, excellence, performance and leadership contributions both within the field of higher education and also in the business world
- A strong narrative demonstrating personal and professional growth following graduation
- Evidence of a passion for lifelong learning and ongoing development
- Evidence of how the nominee is using his or her MBA to make an impact and the results of this
- Evidence of how the nominee is inspiring, leading and motivating others; and examples of achievements and successes

### **Details of Business School submitting the nomination**

#### **Question Title**

**\*<sub>1</sub>Name of Business School**

#### **Question Title**

**\*<sub>2</sub>Name of contact for correspondence**

#### **Question Title**

**\*3Role of contact at the Business School**

**Question Title**

**\*4Address for correspondence**

**Question Title**

**\*5Email address for correspondence**

**Question Title**

**\*6Telephone (include dialling code)**

**Details of nominated candidate**

**Question Title**

**\*7Name of nominated candidate**

**Question Title**

**\*8Job title of candidate**

**Question Title**

**\*9Organisation of candidate**

**Question Title**

**\*10Address for correspondence**

### Question Title

**\*11** Email address of candidate

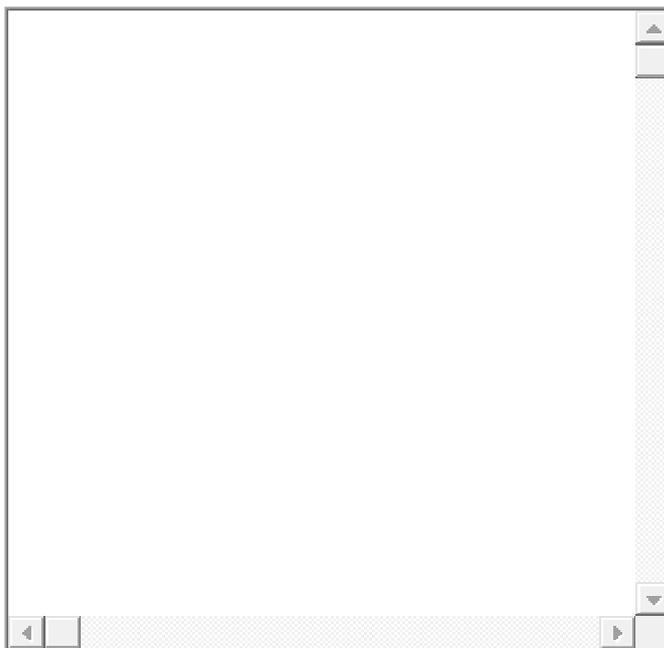
### Question Title

**\*12** Telephone (include dialling code)

### Question Title

**\*13** Please give us an elevator pitch outlining why your nominee should win this award

*(100 words maximum)*

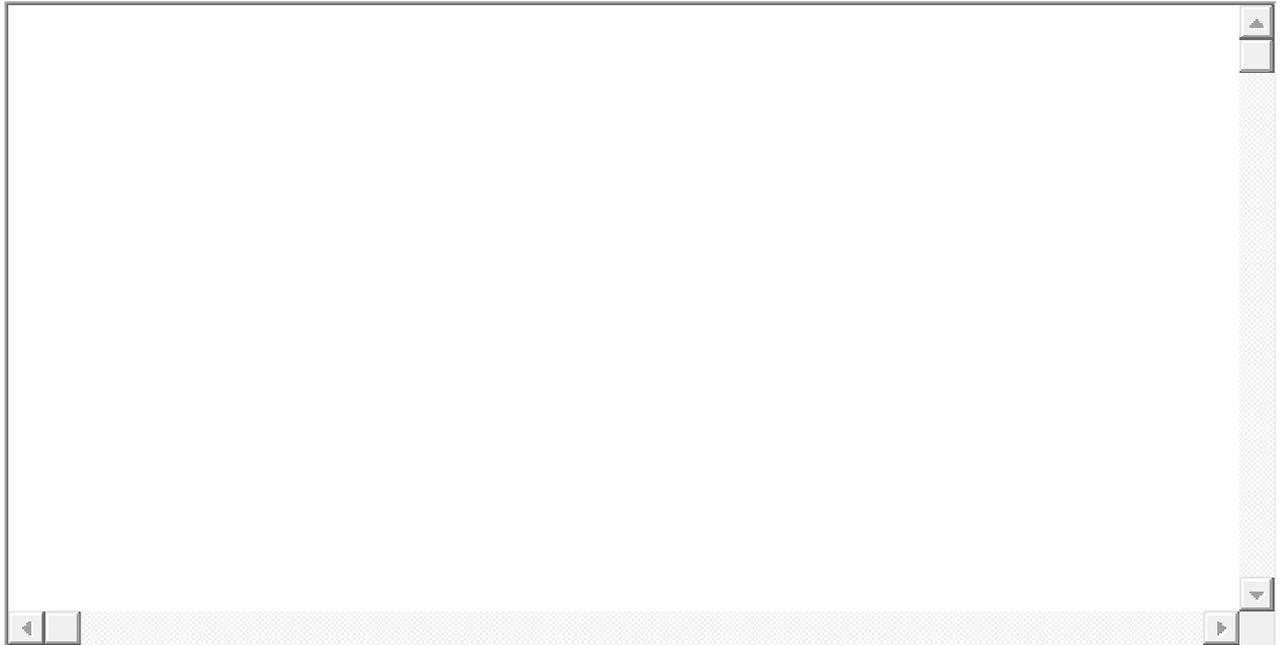


### Question Title

**\*14** Using the [judging criteria](#) as a guide, please outline why this candidate has been nominated and the outstanding work they have been committed to achieving after graduation. Nominations can draw on evidence to individuals' exceptional leadership/ambassadorial skills; how their MBA has enhanced value in the business world; and should showcase excellence, quality, performance, and

**impact.**

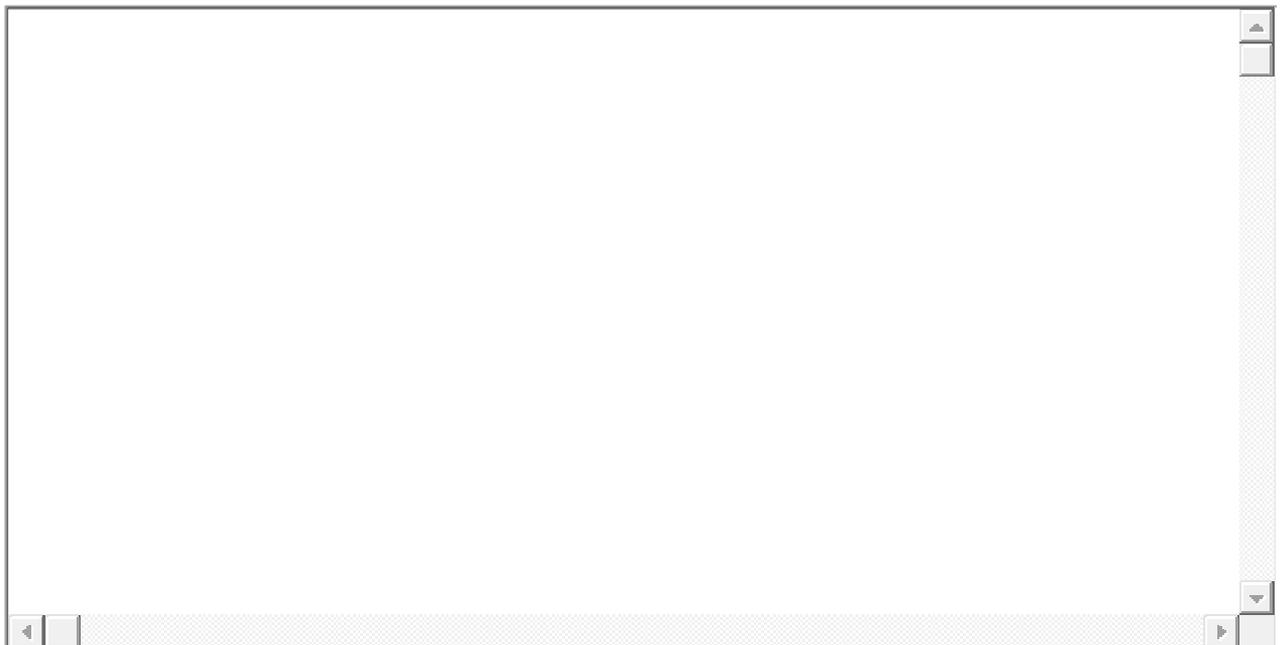
**(we recommend 1,000 words)**



## **Question Title**

**15 Additional information**

***(100 words maximum)***



\* Please note that in the event that your candidate reaches the finalist stage, the Business School contact (or a nominated representative) will be required to attend the awards ceremony and

accompany their candidate at the AMBA & BGA Gala Dinner in London (or via online video conference in the event that AMBA & BGA can't host a physical awards event) in February 2021.

**Shortlisted candidates will be required to send through their photo, biography and answer some questions as to why they should win this award, for PR purposes. Following receipt of the above, finalists will be invited to an interview with our judging panel.**

## 5. Best Innovation Strategy 2021

The Best Innovation Strategy award is a fantastic way to celebrate achievement, as well as to motivate and encourage entire teams. It will let a Business School's students, peers, prospects, customers and alumni know precisely how boundaries are being pushed, in terms of creativity in practice.

**This year, judges will be especially interested to find out how Business Schools have innovated and adapted in light of the Covid-19 pandemic, and will be keen to read entries that have taken this crisis and disruption into consideration in order to create a new strategic opportunity.**

This award is a celebration of innovation and radical thinking in business education delivery across all areas of the Business School and has been developed to recognise and reward game-changing new practices, risks and creativity around AMBA-accredited and BGA member programmes.

It promotes the value of taking risks in pursuit of the new across a number of different areas such as teaching, learning, recruitment and alumni relations.

### **Eligibility**

AMBA-accredited and BGA member, validated and accredited Business Schools are invited to nominate themselves if they think they are eligible based on the Award Criteria.

### **Award Criteria**

Your nomination could be based on an innovative student recruitment campaign, innovation in your business programme(s), teaching methods, curricula, or any other aspect of operations relating to your Business School / business programme(s) which you feel is particularly groundbreaking and should be rewarded for its ingenuity and creativity.

**AMBA & BGA welcomes entries showing innovative practices from:**

- Administration and marketing services
- Alumni relations
- Teaching and learning
- Leadership
- Curriculum
- Careers services
- Other areas with significant innovation impact

**Judges will be looking for evidence that:**

- The entry is innovative
- **The initiative or strategy took into consideration, and responded to, the crisis posed by Covid-19, and gained learning and understanding from this global challenge for future development**
- The market has responded to the initiative
- There has been an element of risk
- The innovation has been running for between three months and two years (i.e. at least three months since launch/ roll out, but in operation for not longer than two years)
- The campaign will enhance the reputation of business programmes and our accredited and member Schools

**Ineligibility**

- Ineligible entries may be disqualified at any phase of the competition without notification
- Late submissions will be ineligible
- Incomplete submissions will be ineligible

**Judging format**

Shortlisted Schools will be required to provide a School biography, logo (jpeg and eps), and answers to why they should win this award which we will use for marketing purposes.

No further steps required from Schools following being shortlisted – judges will select winners.

**Judges will be looking for evidence that:**

- The entry is innovative
- The initiative or strategy took into consideration and responded to the crisis posed by COVID-19, and gained learnings and understanding from this global challenge for future development
- The market has responded to the initiative

- There has been an element of risk
- The innovation has been running for between three months and two years (i.e. at least three months since launch/ roll out, but in operation for not longer than two years)
- The campaign will enhance the reputation of business programmes and our accredited and member Schools

### **Details of Business School submitting the nomination**

#### **Question Title**

**\*1Name of Business School**

#### **Question Title**

**\*2Name of contact for awards correspondence**

#### **Question Title**

**\*3Role of contact at the Business School**

#### **Question Title**

**\*4Address for correspondence**

#### **Question Title**

**\*5Email address of correspondence**

#### **Question Title**

**\*6Telephone (include dialling code)**

#### **Question Title**

**7Please upload your School logo**

Choose File

No file chosen

### Question Title

**8**Please upload your School's biography by either attaching a Word or PDF document or filling out the box below

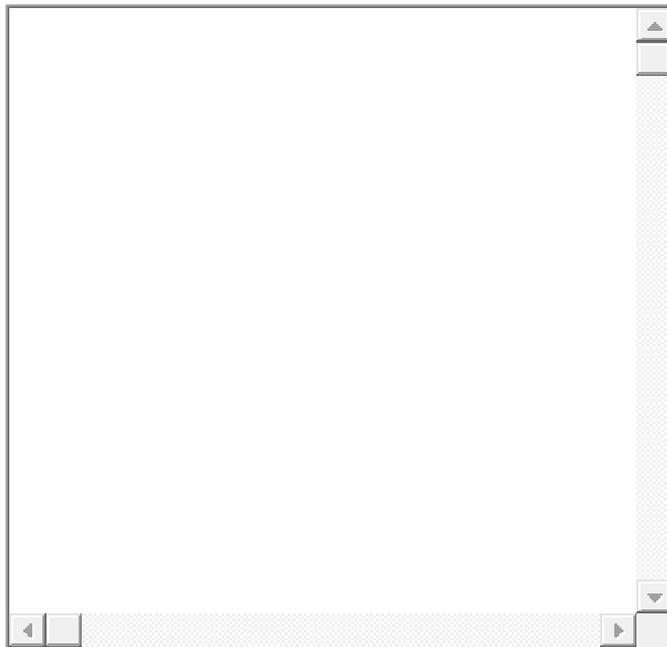
Choose File

No file chosen

### Question Title

**9**School biography

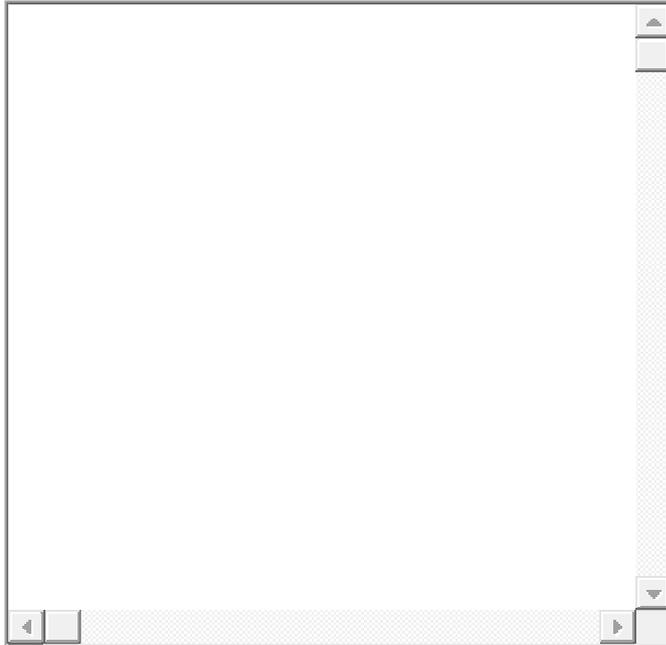
(300 words maximum)



### Question Title

**\*10**Please give us your elevator pitch as to why your School should win this award

(100 words maximum)



**Details of innovation nominated for the award**

**Question Title**

**\*11 Nominated innovation**

**Question Title**

**12 Nominated innovation website or information page**

**Question Title**

**\*13 Category(ies) under which the nomination falls**

- Curriculum
- Teaching and learning
- Leadership
- Marketing and Admissions
- Alumni
- Other (please specify)

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## Question Title

**\*14** Using the [judging criteria](#), please provide information about the innovation or aspect of your course / Business School which you are nominating for the Best Innovation Strategy Award (we recommend 1,000 words).

*Your nomination could be based on an innovative student recruitment campaign, innovation in your programme, in teaching methods, curriculum, or any other aspect of running your Business School / MBA programme which you feel is particularly groundbreaking and should be rewarded for its ingenuity and creativity.*

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\* Please note that in the event that your Business School reaches the finalist stage, the Business School contact (or a nominated representative) will be required to attend the awards ceremony at the AMBA & BGA Gala Dinner in London (or via online video conference in the event that AMBA & BGA can't host a physical awards event) in February 2021.

**Shortlisted Schools' will be asked to send their School logo and biography if this isn't supplied when filling out the application. There will not be any next stages to this category for shortlisted finalists.**

## 6. Best Lifelong Learning Initiative 2021

The Best Lifelong Learning Initiative is a new award which will recognise the efforts of AMBA & BGA member Schools that are reinventing teaching and learning among students, graduates, alumni networks, and custom and executive education.

The winning entries will showcase the impact and success these initiatives have had not only to students, but also to the Business School.

### **Eligibility**

AMBA-accredited and BGA member, validated and accredited Business Schools are invited to nominate themselves if they think they are eligible based on the Award Criteria.

### **AMBA & BGA welcomes entries showing initiatives in:**

- Alumni relations
- Teaching and learning
- Leadership
- Curriculum
- Other areas with significant impact

### **Judges will be looking for evidence that:**

- The entry is innovative
- The market has responded to the initiative
- There has been an element of risk
- The initiative has been running for between three months and two years (i.e. at least three months since launch/ roll out, but in operation for no longer than two years)
- There is genuine alumni engagement
- There is a larger community engagement beyond the School

### **Ineligibility**

- Ineligible entries may be disqualified at any phase of the competition without notification
- Late submissions will be ineligible
- Incomplete submissions will be ineligible

## **Judging format**

Shortlisted Schools will be required to provide a School biography, logo (jpeg and eps), and answers to why they should win this award which we will use for marketing purposes. No further steps required after being shortlisted and supplying the relevant information – judges will have a group conference call to discuss and select winners.

## **Judges will be looking for evidence that:**

- The entry is innovative
- The market has responded to the initiative
- There has been an element of risk
- The initiative has been running for between three months and two years (i.e. at least three months since launch/ roll out, but in operation for not longer than two years)
- There is genuine alumni engagement
- There is a larger community engagement beyond the School

## **Details of nominated Business School**

### **Question Title**

**\*1Name of Business School**

### **Question Title**

**\*2Name of contact at Business School**

### **Question Title**

**\*3Role of contact at the Business School**

### **Question Title**

**\*4Address for correspondence**

## Question Title

**\*5Email address of correspondence**

## Question Title

**\*6Telephone (include dialling code)**

## Question Title

**7Please upload your School logo**

Choose File

No file chosen

## Question Title

**8Please upload your School's biography either a Word or PDF document or fill**

**out the text box below**

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No file chosen

## Question Title

**9School's biography**

**(300 word maximum).**

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**Question Title**

**\*10Please give us your elevator pitch as to why your School should win this award**

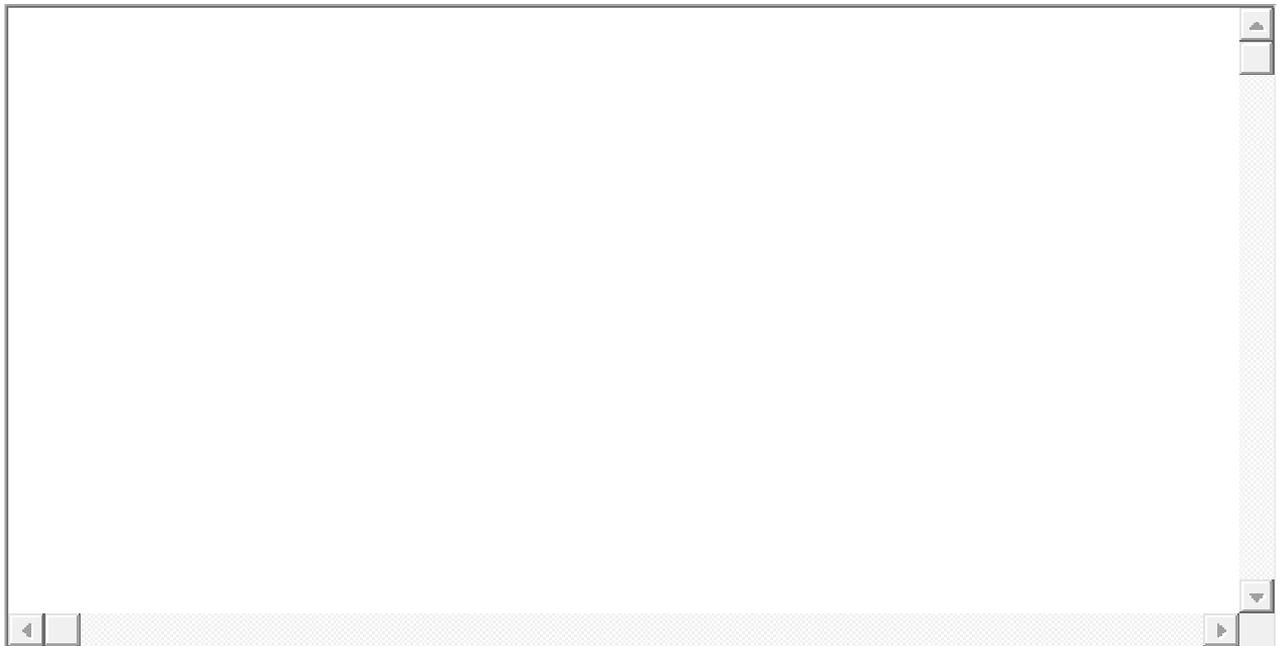
**(100 word maximum)**

An empty rectangular text input box with a light gray border and a dotted background. It features standard scrollbars on the right and bottom edges.

**Question Title**

**\*11** Using the [judging criteria](#), please provide information about the lifelong learning initiative at the Business School (we recommend 1,000 words)

*Entries should include a clear narrative that demonstrates why the initiative was implemented and how it is having an impact. We welcome entries showing practices in, alumni relations, teaching and learning, leadership, curriculum and other areas of significant impact. The focus should be on career trajectories as well as corporate talent pipelines; evidence of innovation and evidence of success. Please use metrics, anecdotes and case studies.*



\* Please note that in the event that your School is shortlisted, the Business School contact (or a nominated representative(s)) will be required to attend the awards ceremony at the AMBA & BGA Gala Dinner in London (or via online video conference in the event that AMBA & BGA can't host a physical awards event) in February 2021.

**Shortlisted Schools' will be asked to send in their School logo and biography if this isn't supplied when filling out the application. There will not be any next stages to this category for shortlisted finalists.**

## 7. Best Corporate Social Responsibility (CSR) Initiative 2021

The Best Corporate Social Responsibility (CSR) Initiative award will honour AMBA-accredited and BGA member, validated and accredited Business Schools that share AMBA & BGA's commitment to Corporate Social Responsibility (CSR) and that are passionate about making a difference to communities and societies.

The award will recognise Business Schools that are taking the initiative in creating a sustainable future and teaching students about social values; as well as making a positive impact in practical and measurable ways.

This award will give Business Schools the chance to stand out and showcase their innovative and original CSR programmes to the world.

### **Eligibility**

- AMBA-accredited Business Schools and BGA member, validated and accredited Business Schools are invited to nominate themselves if they think they are eligible

### **Judges will be looking for evidence that:**

- The Business School is demonstrating that its programmes are teaching students how businesses can create both economic value and value for society
- The Business School is raising awareness of the importance of sustainability and responsible management
- The Business School is implementing CSR initiatives into its programmes
- The Business School is conducting its programmes in an ethical way
- The Business School is working in partnership with local communities, non-profit organisations, charities, or businesses with CSR values
- The Business School is developing relationships with businesses (social enterprises) that pursue social and environmental goals
- Students are able to use these initiative(s) or programme(s) to make a difference

## **Ineligibility**

- Ineligible entries may be disqualified at any phase of the competition without notification
- Late submissions will be disqualified
- Incomplete submissions will be disqualified

## **Judging format**

Shortlisted Schools will be required to provide a School biography, logo (jpeg and eps), and answers to why they should win this award, which we will use for marketing purposes. No further steps following being shortlisted – judges will select winners.

## **Judges will be looking for evidence that:**

- The Business School is demonstrating that its programmes are teaching students how businesses can create both economic value and value for society
- The Business School is raising awareness of the importance of sustainability and responsible management
- The Business School is implementing CSR initiatives into its programmes
- The Business School is conducting its programmes in an ethical way
- The Business School is working in partnership with local communities, non-profit organisations, charities or businesses with CSR values
- The Business School is developing relationships with businesses (social enterprises) that follow social and environmental goals
- Students are able to use these initiative(s) or programme(s) to make a difference.

## **Details of Business School submitting the nomination**

### **Question Title**

**\*<sub>1</sub>Name of Business School**

### **Question Title**

**\*<sub>2</sub>Name of contact for awards correspondence**

### **Question Title**

**\*<sub>3</sub>Role of contact at the Business School**

### **Question Title**

**\*4Address for correspondence**

### **Question Title**

**\*5Email address for correspondence**

### **Question Title**

**\*6Telephone (include dialling code)**

### **Question Title**

**7Please upload your Schools' logo**

Choose File

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### **Question Title**

**8Please upload your School's biography either by attaching a Word or PDF**

**document or by filling out the text box below**

Choose File

No file chosen

### **Question Title**

**9School's biography**

**(300 words maximum).**

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**Question Title**

**\*10 Please give us your elevator pitch as to why your School should win this award**

**(100 words maximum).**

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**Details of initiative nominated for the award**

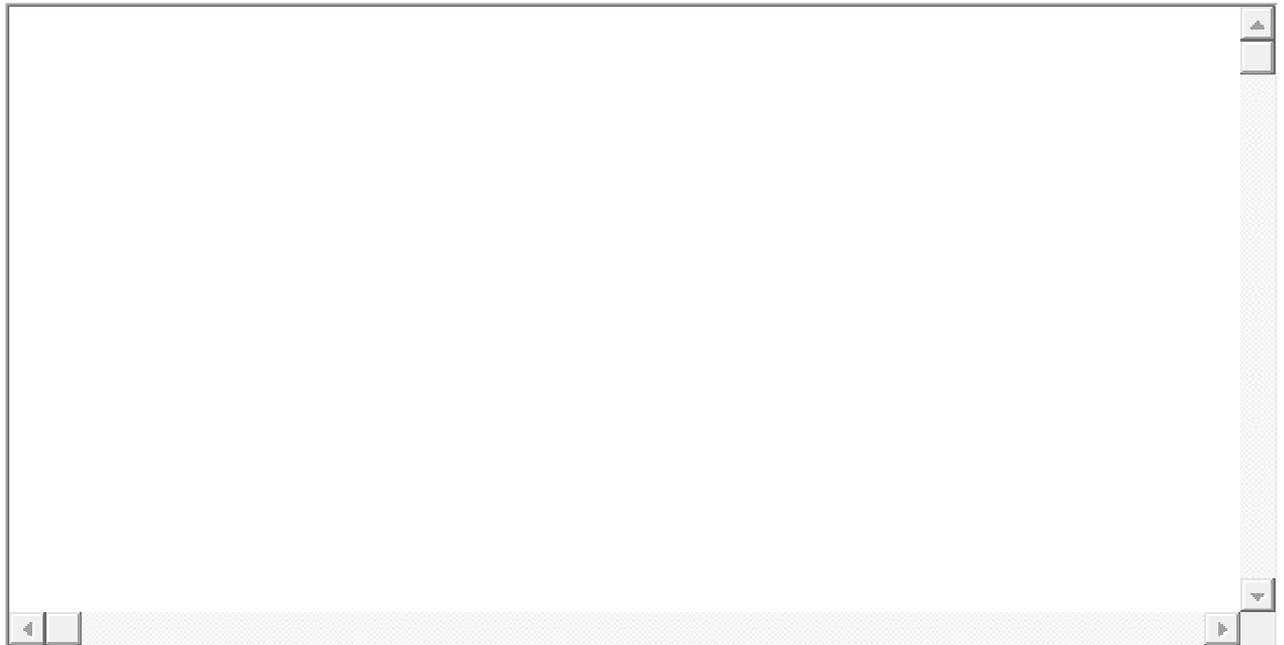
**Question Title**

**\*11 What is the name of your nominated initiative**

## Question Title

**\*12** Using the [judging criteria](#) as a guide, please provide information about the initiative or aspect of the Business School which you are nominating for the Best Corporate Social Responsibility Initiative (we recommend 1,000 words).

*You should demonstrate that your initiative is helping to teach students how businesses can create both economic value and value for society or that your School raises awareness of a sustainable future. CSR initiatives should focus on local communities, non-profit organisations, charities and building for a sustainable future.*



\* Please note that in the event that your Business School is shortlisted, the Business School contact (or a nominated representative) will be required to attend the awards ceremony at the AMBA & BGA Gala Dinner in London (or via online video conference in the event that AMBA & BGA can't host a physical awards event) in February 2021.

**Shortlisted Schools' will only be require to send their School logo and biography if this isn't supplied when filling out the application. There will not be any next stages to this categories for shortlisted Schools.**

## 8.Outstanding Contribution to Business Education 2021

The Outstanding Contribution to Business Education award is a new award for 2021 which will acknowledge Business School professionals, deans or directors. The award recognises continued support, leadership and passion for creating awareness at a Business School.

The award will commend leaders, innovators, and influencers who are delivering real and positive change in the business education sector.

Individuals nominated will need to be an influential part of their Business School's success, reputation and progress.

### **Eligibility**

- AMBA-accredited and BGA member, validated and accredited Business Schools are invited to nominate one individual they think are eligible based on the Award Criteria

### **Judges will be looking for entries nominating individuals showcasing:**

- Impact in business education
- Inspiring ambition
- Integrity
- Championing innovation
- Strong and courageous leadership
- A passion for teaching and learning to change business for the better
- Dedication and commitment
- Professionalism and reputation
- Other areas with significant impact

### **Ineligibility**

- You may NOT nominate yourself for this award
- Ineligible entries may be disqualified at any phase of the competition without notification
- Late submissions will be ineligible
- Incomplete submissions will be ineligible

## **Judging format**

The entries will be whittled down to six finalists by a panel of judges. The finalists will be asked to provide a 150-200 word biography and high-resolution jpg image.

This information will be used in an online poll, allowing members throughout AMBA & BGA's global networks to vote for their winner.

## **Judges will be looking for entries nominating individuals**

### **showcasing:**

- Impact in business education
- Inspiring ambition
- Integrity
- Championing innovation
- Taking leadership
- A passion for teaching and learning to change business for the better
- Dedication and commitment
- Professionalism and reputation
- Other areas with significant impact

## **Details of Business School submitting the nomination**

### **Question Title**

**\*1Name of Business School**

### **Question Title**

**\*2Name of contact for correspondence**

### **Question Title**

**\*3Role of contact at the Business School**

### **Question Title**

**\*4Address for correspondence**

### **Question Title**

**\*5Email address for correspondence**

### **Question Title**

**\*6Telephone (include dialling code)**

### **Question Title**

**7Please upload your School logo**

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No file chosen

### **Question Title**

**8Please upload your School's biography by attaching either a Word or PDF document or by filling out the text box below**

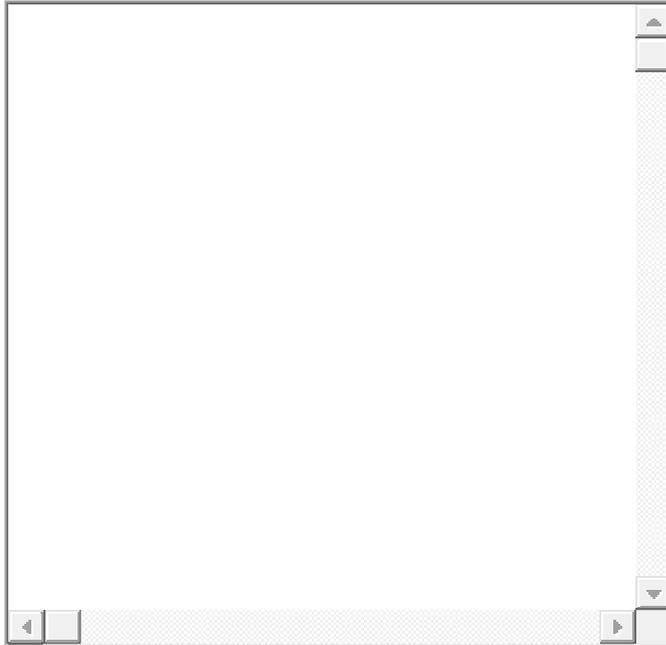
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### **Question Title**

**9Schools' biography**

***(300 words maximum)***



### **Details of nominated candidate**

#### **Question Title**

**\*10Name of candidate**

#### **Question Title**

**\*11Job role of the candidate**

#### **Question Title**

**\*12Business School of the candidate**

#### **Question Title**

**\*13Address for correspondence**

#### **Question Title**

**\*14Email address of candidate**

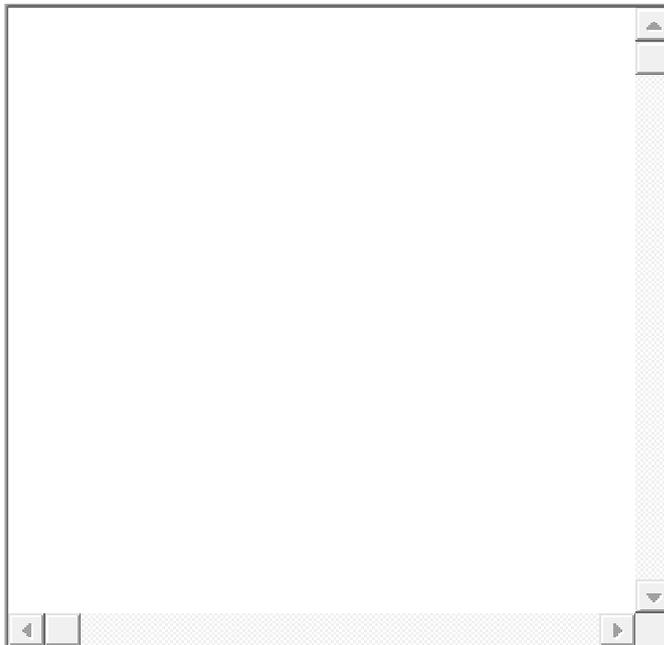
### Question Title

**\*15**Telephone (include dialling code)

### Question Title

**\*16**Please give us your elevator pitch as to why your nominee should win this award

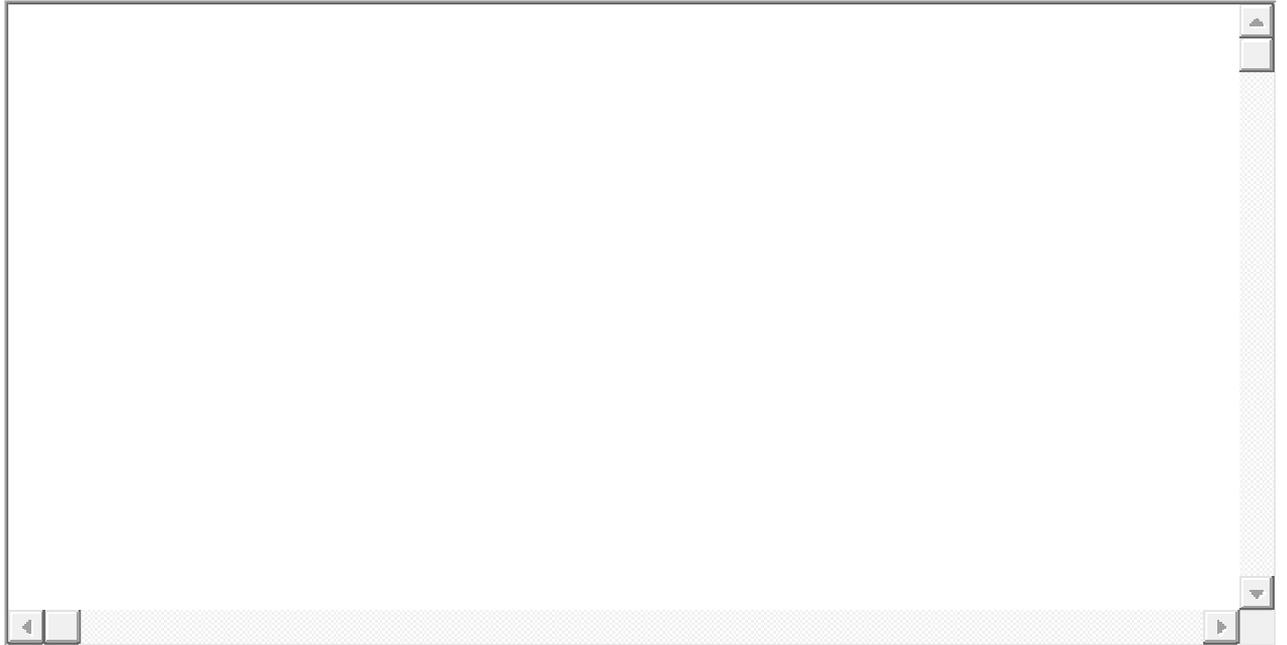
*(100 words maximum)*



### Question Title

**\*17**Using the [judging criteria](#) as a guide, please outline your nominee's achievements in business education, building on evidence of leadership, entrepreneurship and innovation. Please explain how the individual nominated is committed to future development, is working to enhance the values of the MBA in the market and business education, and is an exceptional leader/ambassador for the Business School – as well as a role model in the business education sector.

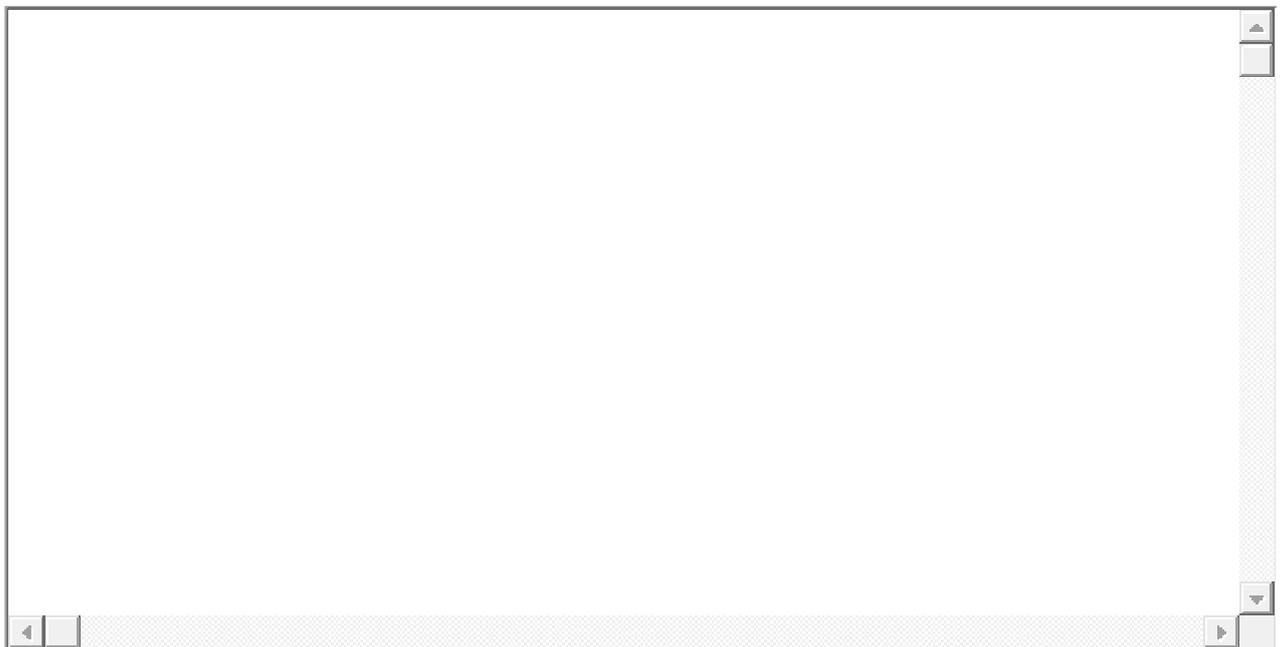
*(we recommend 1000 words)*

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## Question Title

**18Additional information**

*(100 words maximum)*

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\* Please note that in the event that your candidate is shortlisted, the Business School contact (or a nominated representative) will be required to attend the awards ceremony and accompany their candidate at the AMBA & BGA Gala Dinner in London (or via online video conference in the event that AMBA & BGA can't host a physical awards event) in February 2021.

**Shortlisted nominees will be required to provide us their photo, biography and provide some answers to some short questions as to why they should win this award. These will be used to form an online survey, where the global business education community will be invited to vote for their winner.**

## 9. Best Business School Partnership 2021

The Best Business School Partnership award will be returning for 2021. This award recognises organisations that share AMBA & BGA's passion for building networks and have adopted a proactive, innovative approach to strategic collaboration.

It is open to any Business School working strategically and collaboratively with (for example) another Business School / group of Schools, an employer, consultant, education partner or technology provider, social impact group, individual, charity, or other organisation.

### **Eligibility**

- AMBA-accredited and BGA member, validated and accredited Business Schools are invited to nominate themselves and their partner if they are eligible, based on the Award Criteria
- Business Schools are also invited to encourage organisations with whom they are working closely in partnership, and think are eligible based on the Award Criteria, to nominate themselves
- If you wish to nominate a partnership with another School or organisation, please ask their permission first and collaborate on the entry for maximum impact

### **Judges will be looking for:**

- A clear narrative that demonstrates why the strategy was implemented and how it is having an impact
- Evidence that the partnership is based on a firm strategic link with the Business School
- Evidence that the partnership supports the values and purpose of the Business School
- An outline of how the partnership and development strategy ties in with the goals of both organisations – it should be wider and more innovative than simply placing students in jobs or selling a product, for example
- Evidence of success: how has the partnership strengthened the position of both partners? Please use metrics, anecdotes and case studies

### **Ineligibility**

- Ineligible entries may be disqualified at any phase of the competition without notification
- Late submissions will be ineligible
- Incomplete submissions will be ineligible

## **Award format**

Shortlisted Schools will be required to provide a School biography, logo (jpeg and eps), alongside the partner's logo and bio, as well as answers to why they should win this award which we will use for marketing purposes. No further steps following being shortlisted – judges will select winners.

## **Judges will be looking for:**

- A clear narrative that demonstrates why the strategy was implemented and how it is having an impact
- Evidence that the partnership is based on a firm strategic link with the Business School
- Evidence that the partnership supports the values and purpose of the Business School
- An outline of how the partnership and development strategy ties in with the goals of both organisations – it should be wider and more innovative than simply placing students in jobs, or selling a product, for example
- Evidence of success: how it has strengthened the position of both partners? Please use metrics, anecdotes and case studies

## **Details of contact at the Business School**

### **Question Title**

**\*<sub>1</sub>Name of Business School**

### **Question Title**

**\*<sub>2</sub>Name of Business School contact for correspondence**

### **Question Title**

**\*<sub>3</sub>Role of contact at the Business School**

## Question Title

**\*4Address for correspondence**

## Question Title

**\*5Email address of correspondance**

## Question Title

**\*6Telephone (include dialling code)**

## Question Title

**7Please upload you School logo**

Choose File

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## Question Title

**8Please upload your School's biography by attaching either a Word or PDF**

**document or by filling in the text box below**

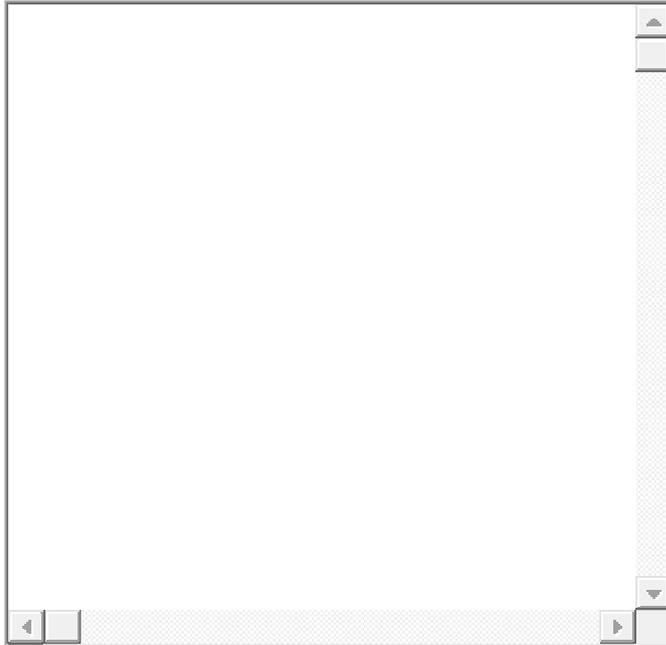
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## Question Title

**9School's biography**

**(300 word maximum)**



### **Details of contact at partnership**

#### **Question Title**

**\*10**Name of Partner organisation(s)

#### **Question Title**

**\*11**Name of partner contact for correspondence

#### **Question Title**

**\*12**Role of partner contact

#### **Question Title**

**\*13**Address for partner

#### **Question Title**

**\*14**Email address of partner contact

### Question Title

**\*15**Telephone (include dialling code)

### Question Title

**16**Please upload the partner logo

Choose File

No file chosen

### Question Title

**17**Please upload the partners biography by attaching either a Word or PDF

document or by filling in the text box below

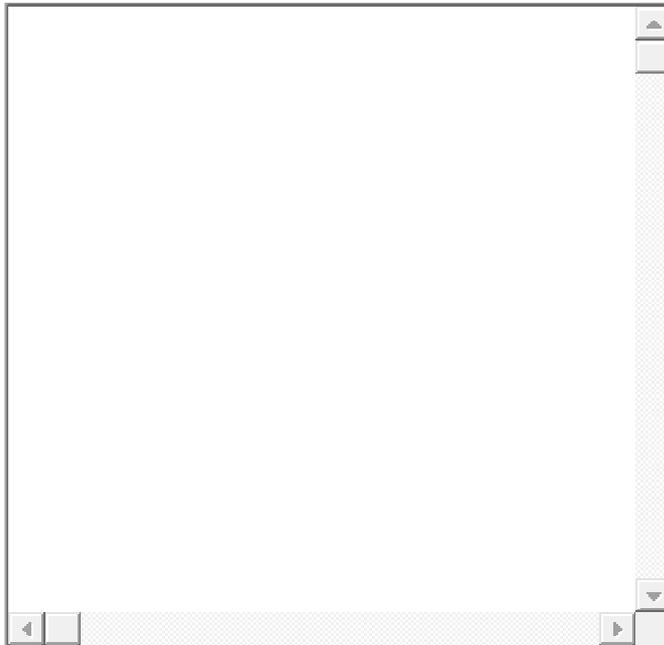
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### Question Title

**18**Partner's biography

(300 word maximum).



### Question Title

**\*19** Please give us your elevator pitch as to why this partnership should win this award

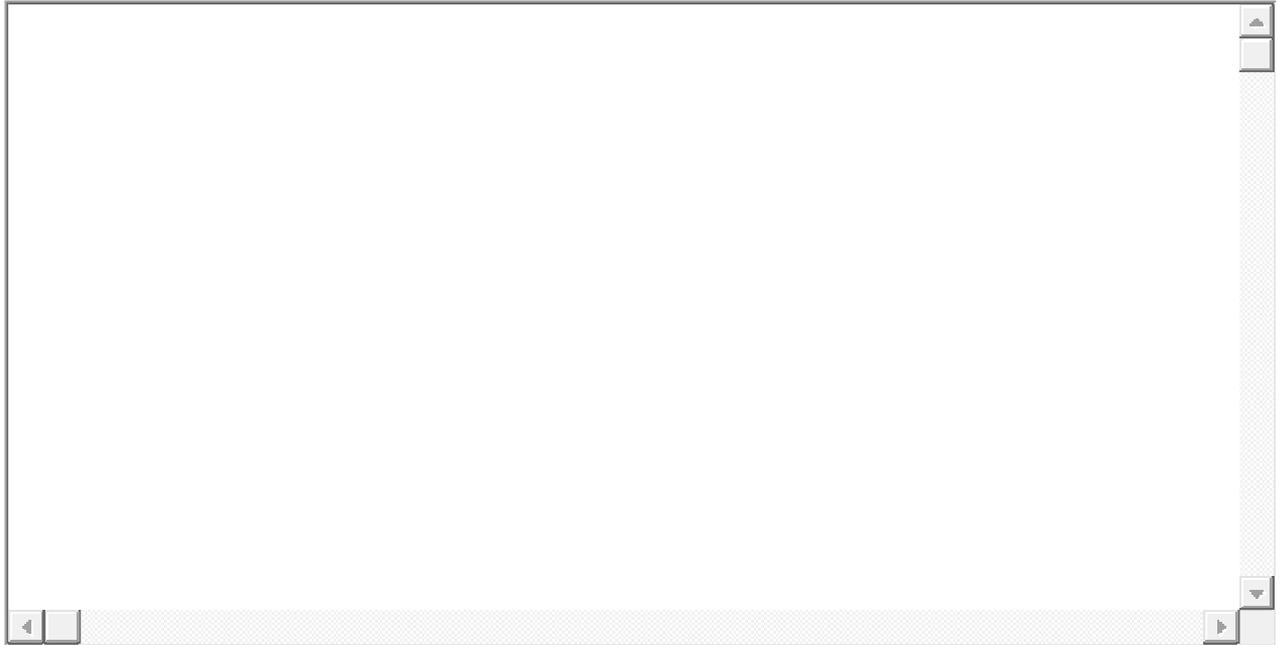
(100 words maximum)



### Question Title

**\*20** Using the [judging criteria](#) as a guide, please provide information about the partnership you are nominating for the Best Business School Partnership 2021 (we recommend 1,000 word).

*Entries should include a clear narrative that demonstrates why the strategy was implemented and how it is having an impact, evidence that the partnership has built a firm strategic link with the Business School; evidence that the partnership has implemented inclusive recruitment practices in sourcing diverse talent and how the Business School has worked to secure this - it should be wider and more innovative than simply placing MBAs in roles; and evidence of success. Please use metrics, anecdotes and case studies*



\* Please note that in the event that your School and Partnership are shortlisted, the partner and Business School contact (or a nominated representative(s)) will be required to attend the award ceremony and accompany their nominee at AMBA's Gala Dinner in London (or via online video conference in the event that AMBA & BGA can't host a physical awards event) in February 2021.

**Shortlisted Schools and Partnerships will need to send their logos and biographies if this isn't supplied when filling out the application. There will not be any next stages to this category for shortlisted finalists.**

## 10. Best Culture, Diversity and Inclusion Initiative 2021

The Best Culture, Diversity and Inclusion Initiative award is a new award which has been introduced to recognise Business Schools and the work they have been doing to create, incorporate and develop culture, diversity and inclusion practices into their Business School, while balancing and involving fair working environments.

### **Eligibility**

AMBA-accredited and BGA member, validated or accredited Business Schools are invited to nominate one initiative they think is eligible based on the Award Criteria.

### **Judges will be looking for:**

- Details of how an original and impactful diversity initiative has been created and how this has been developed
- A strong narrative outlining the need for this initiative / strategy
- Details of how the initiative was rolled out and communicated, outlining stakeholder engagement
- The impact since introducing the initiative and evidence of positive results
- How this initiative has enhanced the culture of the Business School, touching numerous internal and external stakeholders

### **Ineligibility**

- Ineligible entries may be disqualified at any phase of the competition without notification
- Late submissions will be ineligible
- Incomplete submissions will be ineligible

### **Judging format**

Shortlisted Schools will be required to provide a School biography, logo (jpeg and eps), and answers to why they should win this award which we will use for marketing purposes. No further steps following being shortlisted – judges will select winners.

### **Judges will be looking for:**

- Details of how an original and impactful diversity initiative has been created and how this has been developed
- A strong narrative outlining the need for this initiative / strategy
- Details of how the initiative was rolled out and communicating, outlining stakeholder engagement
- The impact since introducing the initiative and evidence of positive results
- How this initiative has enhanced the culture of the Business School, touching numerous internal and external stakeholders

### **Details of contact at the Business School**

#### **Question Title**

**\*1Name of Business School**

#### **Question Title**

**\*2Name of Business School contact for correspondence**

#### **Question Title**

**\*3Role of contact at the Business School**

#### **Question Title**

**\*4Address for correspondence**

#### **Question Title**

**\*5Email address of correspondence**

#### **Question Title**

**\*6Telephone (include dialling code)**

#### **Question Title**

**7Please upload your School's logo**

Choose File

No file chosen

**Question Title**

**8Please upload your School's biography by attaching either a Word or PDF document or by filling in the text box below**

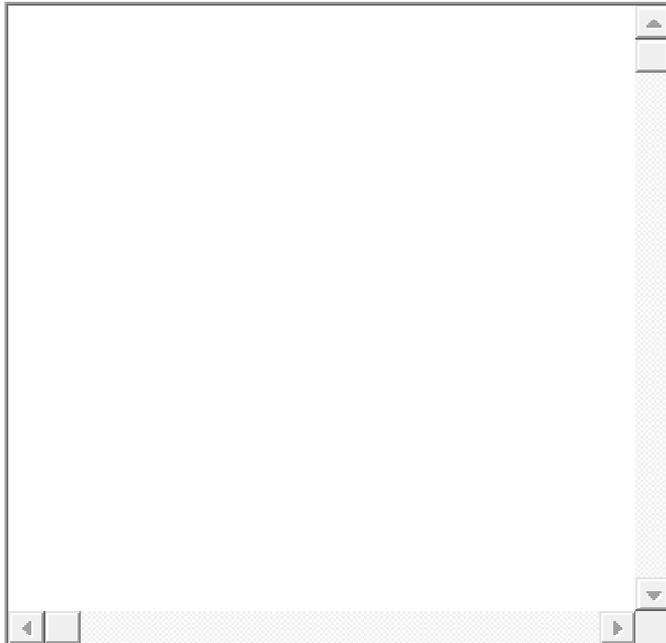
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No file chosen

**Question Title**

**9School's biography**

**(300 words maximum)**



**Question Title**

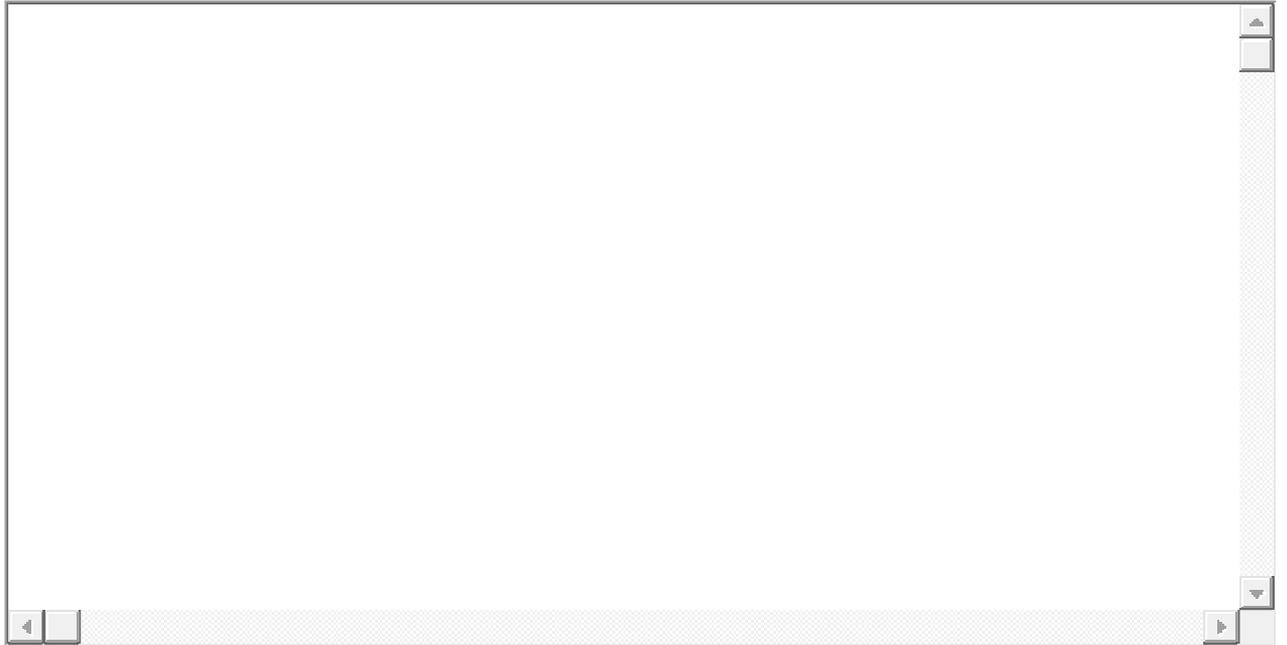
**\*10Please give us your elevator pitch as to why your School should win this award**

**(100 words maximum)**

## Question Title

**\*11** Using the [judging criteria](#), please provide information about the initiative you are nominating for the Best Culture, Diversity and Inclusion Initiative 2021 (we recommend 1,000 words).

*Entries should include a clear narrative that demonstrates why the strategy was implemented and how it is having an impact. Entries should describe why the initiative was created and the process in which it has been introduced. Judges will be looking at the impact this initiative is having on diversity and inclusion practices at Business Schools and evidence of this success. Please use metrics, anecdotes and case studies*



\* Please note that in the event that your School is shortlisted, the Business School contact (or a nominated representative(s)) may be required to attend the award ceremony at AMBA & BGA Gala Dinner in London (or via online video conference in the event that AMBA & BGA can't host a physical awards event) in February 2021.

**Shortlisted Schools will need to send their School logo and biography if this isn't supplied when filling out the application. There will be no next stages to this category for shortlisted Schools.**

## **11.BGA Business School Impact Award**

The BGA Business School Impact Award is a newly created award which is open to BGA member, validated, and accredited Schools which can demonstrate their impact on all stakeholders, alongside BGA's vision and Charter.

This exciting new award is an excellent way to celebrate and reflect on the positive impact that your Business School is exerting on students and graduates, your communities and the economy as a whole.

By validating how positive impact, continuous improvement and responsible management have enhanced the stakeholder experience, Business Schools will have the opportunity to showcase how they are contributing to the betterment of society using both quantitative and qualitative analysis of activities, initiatives and/or programmes.

This award promotes the values of positive impact, innovation, responsible management and lifelong learning across areas such as programme design, social outreach programmes, alumni relations, careers services and other areas where the Business School is demonstrating an impact.

### **Eligibility**

BGA member, validated and accredited Business Schools are invited to nominate why they think they are eligible based on the Award Criteria.

### **Award Criteria**

Your nomination could be based on an innovative programme design that has sustainability embedded throughout, an alumni relations programme that is built around returning support and investment in to the local economy, curriculum design that impacts salary outcomes for graduates, employer relations activities that support principles of responsible management and lifelong learning, or any other aspect of running your Business School which you feel is particularly ground-breaking and impactful and should be rewarded for its ingenuity and creativity.

## **Judging format**

Shortlisted Schools will be required to provide a School biography, logo (jpeg and eps), and answers to why they should win this award which we will use for marketing purposes.

No further steps required from Schools, following being shortlisted – judges select winners.

## **AMBA & BGA welcome entries showing:**

- Growth, development and transformation
- Building connections with value
- Continuous improvement, impact, innovation and excellence
- Engagement, support, value, sustainability
- Curriculum and programme design
- Careers services
- Other areas with significant impact.

## **Judges will be looking for evidence that**

- The entry is innovative and impactful, with quantitative and qualitative measurement of impact
- The market has responded to the initiative
- The activities have been running for between six months and two years (i.e. at least three months since launch/ roll out, but in operation for not longer than two years), and that there is an established feedback loop and plans for continually improving the activities.
- The campaign will enhance the reputation of business programmes and our member, validated and accredited Schools .

## **Ineligibility**

- Ineligible entries may be disqualified at any phase of the competition without notification
- Late submissions will be ineligible
- Incomplete submissions will be ineligible.

**Judges will be looking for evidence that:**

- The entry is innovative and impactful, with quantitative and qualitative measurement of impact
- The market has responded to the initiative
- The activities have been running for between six months and two years (i.e. at least three months since launch/ roll out, but in operation for not longer than two years), and that there is an established feedback loop and plans for continually improving the activities.
- The campaign will enhance the reputation of business programmes and our member, validated and accredited Schools

**Details of Business School submitting the nomination**

**Question Title**

**\*1 Name of Business School**

**Question Title**

**\*2 Name of contact for correspondence**

**Question Title**

**\*3 Role of contact at the Business School**

**Question Title**

**\*4 Address for correspondence**

### **Question Title**

**\*5 Email address for correspondence**

### **Question Title**

**\*6 Telephone (include dialling code)**

### **Question Title**

**7 Please upload your School's logo**

Choose File

No file chosen

### **Question Title**

**8 Please upload your School's biography by attaching either a Word or**

**PDF document or by filling out the text box below**

Choose File

No file chosen

### **Question Title**

**9 School biography**

*(300 words maximum)*

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**Question Title**

**\*10 Please tell give us your elevator pitch as to why your School should win this award**

*(100 words maximum)*

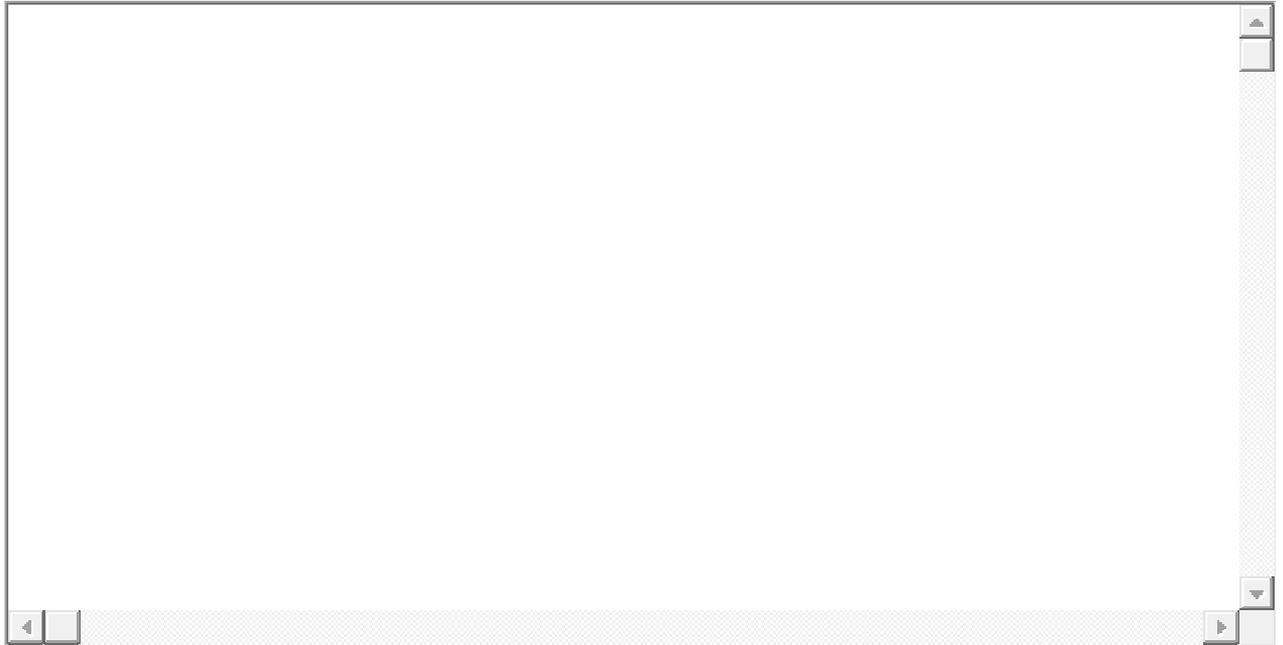
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**Question Title**

**\*11 Using the [judging criteria](#), please provide information to support your entry, displaying evidence of excellence alongside the BGA's vision**

**and charter. We require nominations to demonstrate how your strategy, continuous improvement, and responsible management have impacted and improved stakeholder experience**

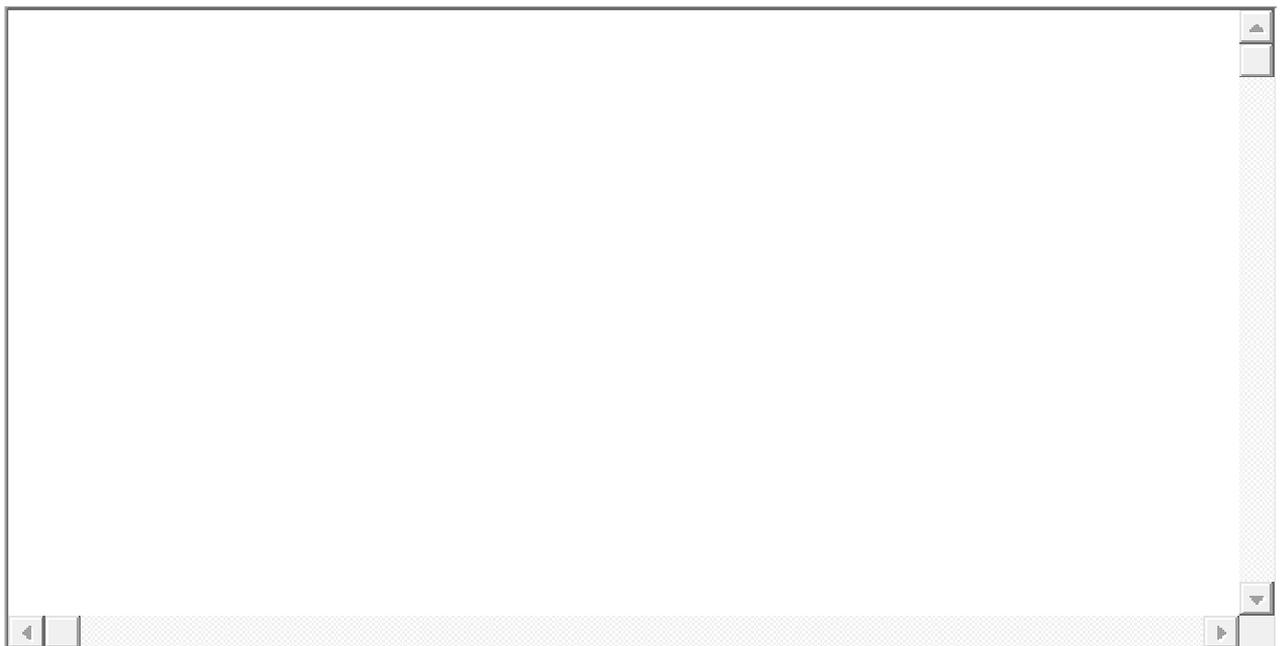
*(we recommend 1,000 words maximum)*



## **Question Title**

**12 Additional information**

*(100 words maximum)*



\* Please note that in the event that your School is shortlisted, the Business School contact (or a nominated representative) will be required to attend the awards ceremony at the AMBA & BGA Gala Dinner in London (or via online video conference in the event that AMBA & BGA can't host a physical awards event) in February 2021.

**Shortlisted Schools will be required to send in their School logo and biography if this isn't supplied when filling in the application stage. There will be no additional stages to this category for shortlisted Schools.**

## **12.BGA Future Leaders Case Competition Winner takes home the \$3,000 USD prize**

The case study used in this competition is kindly provided by The Case Centre (<https://businessgraduatesassociation.com/events/bga-future-leaders-case-competition-2021/>)

Welcome to BGA's Future Leaders Case Competition Hub, where you can learn all that you need to know about the competition, and access all the materials required to support your submission.

Enter BGA's Future Leaders Case Competition to win the **\$3,000 USD cash prize**, elevate your professional profile and gain international recognition amongst peers, educators and potential employers.

BGA Future Leaders Case Competition provides current BGA student and graduate members an opportunity to showcase their business acumen by solving a time relevant global business problem with a focus on ensuring sustainability and responsible management practices are at the forefront of the solution.

The Case Study used in this competition can be found in BGA's student and graduate members platform. Within the members platform members can also begin their submission. There is a [short video](#) below that highlights how members can download the case.

The BGA Future Leaders Case Competition is a new award addition to the [AMBA & BGA's Excellence Awards](#).

### **What's in it for you?**

- Develop and improve your case – solving skills  
LinkedIn's [global list](#) of the most in demand skills include analytical reasoning and business analysis as two of the top ten hard skills required by recruiters in 2020
- The award winner will feature in BGA's online and print magazine, [Business Impact](#)
- Develop business experience and expand your professional network
- Make your resume stand out
- **USD \$3,000 winner cash prize.**

### Eligibility criteria

- Business students currently studying a business degree at a BGA member institution, at the undergraduate or graduate level
- Business graduates that have obtained a degree from a BGA validated or accredited institution
- Entrants must be **current BGA student or graduate members**, meaning entrants have successfully registered for membership and have gained access to the BGA member area.\*
- If selected as a finalist, entrants must attend a final competition round via secure video link in November 2020.