MSME Knowledge Sharing and Best Practice: Student Competition

Competition Planning

Operational Plan

ASAP Plan
- Objectives
- Target KPIs
- Assigned advisor(s)
- Working plan (Knowledge, skills needed, timeline, facilities)
- Select suitable courses to prepare students to obtain necessary knowledge and skills

Recruitment Promotion

Communication Channels
- Social media (Facebook, group line, IG)
- Classroom announcement

PR Strategies
- Personal contact
- Online application

Candidate Selection

Candidate Selection Criteria
- Academic qualification
- Extracurricular activities
- Interview
- Examination
- Presentation

Selection Procedure
- Assigned reading, cases, subject company materials
- Knowledge test
- Attitude test

Student Development Activities

Training Sessions
- Faculty
- Alumni
- Industry experts
- Ex-participants

Training Procedure
- Knowledge management (knowledge needed, analysis tools, software)
- Site visit/company visit
- Knowledge sharing by various groups of stakeholders
- Training sessions by various groups of stakeholders
- Team leader selection and work allocation among team members
- Data collection (primary and secondary) and data analysis
- Analysis of previous Q&A, reports, and presentations
- Report writing
- Feedback of report from advisor, faculty, alumni, industry experts, ex-participants
- Presentation rehearsal by team members
- Presentation coaching and Q&A by faculty, alumni, industry experts, ex-participants, seniors, etc.
- Mock presentation to target participants (next year) and current students

Competition

Supported by advisor, faculty families, friends, juniors, seniors, target participants, ex-participants, alumni, etc.

Performance Evaluation

- Achievements (KPIs)
- Incremental knowledge and skills
- Satisfaction/dissatisfaction

Improvement Plan

- Assessment of activities and performance
- Summary report
- Improvement plan

P D C A

- **MSME Organizational Culture**
- **CSR Model**
- **Key performance evaluation** (impact, innovation, engagement)
- **Performance Review and Improvement Plan**

MSME BUSINESS SCHOOL ASSUMPTION UNIVERSITY