

Frequently Asked Questions (FAQ)

Q1: Who can participate in this challenge?

A: All current students of the School of Business are eligible to participate. Whether you're an undergraduate or postgraduate, we welcome your creativity! Submissions from non-SBUS students will not be evaluated.

Q3: How long should the video be?

A: Exactly 1 minute or less. Short, sharp, and social-media ready.

Q4: What format should I use?

A: Submit your video with a video link together with the write-up to the submission portal.

Q2: Can I submit more than one video?

A: Yes! You may submit entries for multiple themes, but each submission must be original and unique. However, only one winning entry will be selected per participant or team.

Q5: What should my video be about?

A: Your video should showcase the best aspects of the School of Business through one of the four themes:

- Faculty Teaching Excellence
- Student Learning Experience
- Curriculum Innovation
- Real-world Impact

Q6: Do I need to use AI tools?

A: You are strongly encouraged to use AI tools or platforms throughout your preparation and production. You can use AI for developing the storyboard, editing and transitions, voiceovers or subtitles, visual effects or animations, scriptwriting or concept generation, etc.. Be sure to mention which tools you used in your write-up and how the tools supported your work.

Q7: What do I need to submit?

A: You'll submit the below materials according to the submission form:

- 1) A 1-minute video with a video link
- 2) A 300-word write-up explaining your concept, category, and AI usage

Q9: Where and how do I submit?

A: Upload your video and write-up via the official submission portal:

<https://forms.office.com/r/GSYvbTqTbN>

Deadline: 30 Nov 2025 23:59 HKT

Q11: How will the winners be selected?

A: Videos will be judged based on:

- Creativity & Originality (25%)
- Technical Skill & AI Integration (25%)
- Storytelling & Clarity (25%)
- Audience Engagement (25%)

Q8: Can I join both the Individual and Group categories?

A: No. You may participate in EITHER the Individual Category OR the Group Category, but not both.

Q10: How many people can be in a group?

A: Groups can have up to 4 SBUS students. All members must be current SBUS students.

Q12: Who will judge the videos?

A: A panel from SBUS School Management—including the Dean, Associate Deans, and Department Heads—will evaluate submissions based on creativity, technical skill, storytelling, and audience engagement.

Q13: What AI tools can I use?

A: To support you in integrating AI creatively and confidently, here is a curated list of beginner-friendly tools categorised by function. You are not limited to use these tools and can feel free to explore others, but this list offers a great starting point for your video production journey.

Purpose	Tool	Use Case
Scriptwriting	ChatGPT	Generate dialogue, structure your narrative
Video Editing	Runway, Descript	Auto-edit, add transitions, remove background noise
Voiceover/Narration	ElevenLabs, Descript	Create synthetic speech or enhance audio clarity
Visual Design	Canva, Adobe Express	Add animations, infographics, and branded visuals
Avatar/AI Presenter	Synthesia, HeyGen	Create AI avatars to narrate or present your story
Concept Art/Imagery	DALL·E, Midjourney	Generate abstract or thematic visuals
Data Visualisation	Flourish, Tableau Public	Turn business data into engaging charts or maps

Contact Us

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