



Capital Market Authority

Presents

The 6th edition of the

CAPITAL MARKET UNIVERSITY CHALLENGE

February 2019

I. Background

As part of its public education and awareness campaigns, the Capital Market Authority (CMA) organises annual Capital Market University Challenge. The competition is aimed at exposing university and Higher Learning Institutions (HLIs) students to the capital market industry while instilling in them the culture of saving and investment through the capital market as future professionals and investors.

In order to secure their future, young people need to venture into smart saving and investment that will guarantee sustainability, which among other include exploring the capital market by investing in shares, bonds or any other offered by different firms at the stock market. They are also encouraged to invest collectively through saving clubs. All previous competitors are not allowed to participate in the current University Challenge 2019.

I.1. Objectives of the Capital Market University Challenge 2019

The University Challenge is intended to achieve the following:

- To create awareness and increase knowledge among university students on the importance and benefits of saving and investing through the capital market and the financial sector in general;
- Provide the capacity building training to all established saving clubs on how best to invest through local capital market.

I.2 Approach

The Universities and HLIs will be grouped according to their respective geographical regions (North, South, East, West and the City of Kigali). The winners in each region will meet in Kigali at the Capital Markets University Challenge finals and the Award Ceremony.

II. ACTIVITIES OF THE CAPITAL MARKET UNIVERSITY CHALLENGE 2019

The Capital Market University Challenge 2019 will be conducted as part of the public education and awareness programs aimed at inculcating in the youth in our Universities the culture of saving and investment in general and through capital markets in particular.

Quiz to test students' knowledge on the capital market industry and essay writing activities will be subject to competition.

Below are activities to be conducted through the challenge:

SN	Activities	Description	Timeline
1.	Pre-challenge	The pre-challenge activities will include: Advertising the challenge by creating posters to be put in proposed University campuses, and through social media; and visiting the sites to ensure that they are ready for the challenge.	1-15 Feb. 2019
2.	Approaching targeted competition clubs in Universities	All registered saving clubs will receive rules of the challenge and how the challenge is to be conducted in order for them to prepare themselves adequately. A short video documenting the preparations by the registered teams will be shared via social media networks.	15 Feb. -1 March 2019
3.	Assessment	Assessment is to be done by a panel made up of three judges at every stage of the challenge. The role of the judges is to monitor the integrity throughout the competition. They will also be responsible for announcing the winners at each stage of the game and giving feedback. Questions are to be read by the moderator of the challenge only.	8-22 March 2019

		<p>We will proceed as follows;</p> <p>-We will be hosting the initial preselection events in all provinces where clubs representing each campus will gather together and one club will be selected to represent each province.</p> <p>- The finals will be held in Kigali and awards will be presented.</p>	
4.	Awarding ceremony	The Award ceremony will take place on the day of the finals. A video documenting the challenge journey titled “The road to the Capital Market University Challenge finals” .	29 March 2019

II.1. Composition criteria

Quiz category will be performed by competition clubs while essay category will be performed by individuals. Contestants from various universities and HLIs will register before the competition kicks off via a link provided to them.

II.2. Language to be used during the challenge

The language for both the quiz and essay writing is English only.

II.3. Award Ceremony

The winners will be awarded in the form of shares of companies listed at the Rwanda Stock Exchange to encourage them to use part or all shares awarded as an initial investment.

II.4. How to participate:

All clubs and individuals willing to participate have to register online via a link that will be provided to them. Only one team is to represent each province at the national level. Only 8 teams are allowed to register for the provincial preliminaries. All universities should be represented and, on a circumstance, where many teams register, a first come first served basis will be considered.

II.5. Panel of judges

A panel of judges will be proposed by the *the Institute of Certified Public Accountants of Rwanda (iCPAR)*.

II.6. Competition's model and Prizes

The Capital Market University Challenge 2019 will be conducted through Quiz and Essay writing as described below;

a. Quiz Model

The quiz competition will be held in three rounds at each stage of the competition

The first round will be titled **“The Head 2 Head challenge”**. This round will see each member of a team going head to head with a member of other team. Only two individuals are allowed to form a team. Individuals will be asked two questions. A correct answer will be given 5 marks. If one individual from one team fails to answer correctly, the question is asked to an individual from the other team as a bonus question. 2 marks are awarded for a correct bonus question. 6 questions are asked to each team, leading to a total of 12 main questions and 12 bonus questions. The best performing teams will advance to the next round of the competition.

The second round will be titled **“Fastest hands”**. In this round, questions will be asked to the whole team and answers are expected from the whole team. The first answer to be mentioned by the team is the one the judges record. Each team will have 60 seconds to answer a total of 10 short questions. Each question is worth 10 points. The team that manages to answer the greatest number of questions will be the one that wins this round. The best teams will advance to the final round.

The preliminaries will take place in all provinces plus the City of Kigali and will have all teams competing using different questions. Each round will have 3 judges to witness the kick off. The role of the judges is to ensure integrity in the competition and announce the best winning teams. Questions will be asked by a moderator. Quiz judges will be selected by the EPRN according to their experience towards capital market.

All questions related to Quiz will be announced on the day of the competition and all of them will be around capital market. The purpose is to test the knowledge of students towards capital market; more details can be found on www.cma.rw.

Other considerations

Individual awards

Certificates should be provided to competitors who excel during the event. There will be award for the supportive university or HLI basing on how that institution supported this challenge.

Prizes for winners in the Quiz Category

- Overall winner: Frw 1,500,000
- 2nd winner: Frw 1,200,000
- 3rd winner: Frw 8,00,000
- All participating students at the finals will be awarded with certificates of participation.

b. Essay Writing

The essay theme for the Capital Market University Challenge 2019 is the **“The role of investment clubs in boosting the youth’s saving culture in capital market.”**

The essay should:

- Be original and innovative;
- Have not more than 800 words;
- Size :12, Font: Times new roman, Spacing: 1.5;
- Submission should be in word document and will be sent via email: universitychallenge@cma.rw ;
- Cover Page should contain address of the author (Phone no, email address and his/ her University);
- Copy pasting information from websites will amount to plagiarism, punishable by discontinuation from the challenge;

Eligibility

- 1 Entry per person
- University or HLI student

Deadline: 15 March 2018

Prizes for winners in the Essay Category

- Overall winner: Frw 500,000
- 2nd winner: Frw 300,000
- 3rd winner: Frw 200,000
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II.7. Target Audience

The first target audience will be the on-campus population i.e students, faculty and staff in all universities across Rwanda. The second will be the general public as our events will covered by the media.

II.8. Communication and digital campaign

During the 6th edition of the Capital Market University Challenge (CMUC), we shall use all available communication networks i.e print ad electronic channels, whereby we shall publish our press releases and advertisements of the CMUC in various publications. In addition to that we will upload online on our social media networks all session to be hosted.

Furthermore, all key sessions will be covered by various TV stations based in Rwanda through their news segment. The launch and the closing ceremony sessions will also be live streamed via CMA's YouTube channel.