


## Case Competition Rules

- Teams will have a maximum of 4 students, and a minimum of 3 students.
- Students must be of undergraduate level and currently enrolled at the university.
- The case study will be released on the website on November 4th at 11am EST.
- Each team may select one faculty or coach who will be available for coaching/advising.
- Teams may use resources such as textbooks, internet searches, etc., but may not discuss the case with outside sources beyond their faculty advisor, such as other students or faculty.
- Teams will have no more than 10 minutes to present their analysis and recommendation. Judges will then have 10 minutes for questions. Once the time limit is met the timekeeper will cut off the presentation. There will be a 10-minute break in between each presentation.
- A timekeeper will be present for all presentations and will advise students when they have 2 minutes remaining. The timekeeper will also advise judges when there are 2 minutes remaining for questions.
- Every member of the team must present during their team's presentation.
- Teams are not permitted to watch other teams' presentations. However, videos of the presentations may be made available upon request.
- Coaches are permitted to be present during the presentation, but must remain present in the Zoom room for the entirety of the presentation and the Q&A.
- The only written material to be submitted to judges will be a one-page executive memo summarizing each team's analysis and suggestions. The memo must be double-spaced, 12- point Times Roman font with 1" margins. The memo will be submitted no later than November 11th at 8:00 am EST via the link provided on the calendar sign up. Submissions received past the deadline will result in 5-point score reduction.




- Judges will announce the winning team on November 12th between 4:20- 4:50 pm EST




## Judging Criteria

Group presentations will be evaluated based on their rationale of the suggestion, depth of understanding of the country and industry evaluated in the case, quality of the presentation, as well as responses during the question and answer session with judges.

Group presentations will be scored using the following criteria:

**Quality of Analysis - 35 total points**

- Depth and breadth of understanding of business challenges and opportunities in featured country (17.5 points)
- Depth and breadth of analysis industry and company (17.5 points)

**Quality of Recommendations - 35 points**

- Logic and clarity of recommendations for featured company

**Quality of Presentation - 15 points**

- Professionalism of team and the presentation (5 points)
- Clarity and style of presentation and communication (5 points)
- Input from all team members (5 points)

**Quality of Q&A - 10 points**

- Sensible, thoughtful, clear, and complete responses Ability to defend recommendations

**One-page Memo - 5 points**

- Clarity and conciseness of memo

**Teams will be docked 5 points for late submission of memo*




## Case Competition Schedule

- November 4th: Case study is released on the BisNet case competition website
- November 5th:
    - 5-6pm EST: Country Analysis and Case Presentation
    - 8pm EST: Recording of presentation uploaded to Case Competition website
- November 6-11th: Group work
- November 12th: Presentations, Deliberations, and Closing Remarks

## Tips for Presentation Day

- Be on time! Presentations will start immediately. If groups are late to commence, this will be docked from their 10-minute presentation time.
- Students should have their presentation open and ready to share before entering the Zoom call as to avoid any delays. The moderator will give sharing access to the students who will be sharing their screen once the group is in the room. Multiple students can share their screen if desired.