

3rd Annual Broad College International Business Case Competition Competition Information & Rules

Competition Day

- **Friday, November 17, 2023.**

Competition Venue

- **BCC M025.1; The Larry & Theresa Gaynor Entrepreneurship Lab.**

Eligibility

- This competition is open to Broad College undergraduate students.
- Each team must consist of 4 students.
- Participants can either:
 - form a team of 4 students (preferred option) or
 - express interest in the competition and be assigned to a team by organizers
- Entrants will be accepted on a first come first serve basis until the competition team limit is reached.

Case Preparation

- The case will be delivered to the teams by email.
- The case can concern an actual or fictional business situation.
- During the preparation of the case, teams may use various external resources such as textbooks, internet searches, and unpaid databases. This includes information sources provided by MSU and Broad College to students without additional charge.
- No outside help is allowed during the case analysis and write-up. This includes, but is not limited to, help from faculty, staff, other students, or any non-team member.
- Teams that acquire case information before distribution will be disqualified.
- All teams are expected to follow the competition rules and perform with the highest standard of honesty and professionalism.

Presentation Submission

- Teams must submit their presentation slides in the form of a PowerPoint file (other formats not allowed) by **9:00 pm on November 16**. These files will be used for the team presentations (no changes allowed). Late submissions will not be accepted.
- Final presentations are to be submitted via e-mail to: pirouzra@msu.edu
- Presentations can be submitted as an e-mail attachment or, in the case of large file submissions (i.e., >10Mb), via a link to the cloud storage drive for file download.
- Presentation slides cannot be modified after submission.

Presentation Format

- All team members are expected to take an active role in the presentation.
- Teams will have **20 minutes** to present their analysis and recommendation.
- Judges will have **10 minutes** for questions.
- The presenting team will be given 5- and 1-minute notifications, both during their presentation and during the Q&A.
- Teams are not permitted to watch other teams' presentations.
- The dress code for the presentations is business professional.

Judges

- Judges are selected from professors at Broad College and the members of the business community from different industries.
- Judges will evaluate the teams using a standard rubric.
- Judging rubrics will be shared with participants on or before **7:00 pm on November 10**.

Awards

- Winning teams will receive the following scholarships:
 - \$2,000 for the 1st place team
 - \$1,200 for the 2nd place team
 - \$800 for the 3rd place team
 - \$400 for the 4th place team
- Scholarships will be processed as a credit to the students' MSU tuition accounts in the amount of 25% of the team's award for each of the 4 team members.

Timeline

- **Friday, November 3 at 11:59 pm:** Competition registration deadline.
- **Friday, November 10 at 7:00 pm:** Competition orientation and Q&A (via Zoom).
- **Tuesday, November 14 at 9:00 am:** Case released to teams.
- **Thursday, November 16 at 9:00 pm:** Presentation slides submission deadline.
- **Friday, November 17:** Team presentations.

Special Clauses

- The winning teams (or selected team members) might have an opportunity to represent MSU/Broad College at other major national international business case competitions.
- Competition rules may be subject to change. Teams participating in the competition will be promptly notified of all changes. All changes will have an equal effect on the participating teams.