

2021 Broad College International Business Case Competition

Competition Rules

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 limit of 12 teams 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 not limited to, help from faculty staff, other students, or any non-team member.
- All teams are expected to follow the competition rules and perform with the highest standard of honesty and professionalism.

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.
- Judging rubrics will be shared with the participants on or before October 19, 6.00 pm.
- The dress code for the presentations is business professional.
- Teams must submit their presentation slides in the form of a PowerPoint file (other formats not allowed) by October 28, 11.59 pm. These files will be used for the team presentations (no changes allowed). Late submissions will not be accepted.

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.

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
- 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

- October 15, Friday, 11.59 pm. Competition registration deadline.
- October 19, Tuesday, 4.00 pm. Competition orientation and Q&A session (can be conducted online due to the pandemic).
- October 26, Tuesday, 9.00 am. Case released to teams.
- October 28, Thursday, 11.59 pm. Presentation slides submission deadline.
- October 29, Friday. 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.
- COVID-19 information: This case competition will abide by all MSU policies concerning health and safety regarding COVID-19. Specifically, all students in the competition will abide by the vaccine and masking policies as detailed on [Together We Will](#).