



# 2018 International Business Case Competition Rules & Regulations

Presented by the University of Missouri-St. Louis International Business Honor Society

## Eligibility

This competition is open to undergraduate students at schools offering business or related programs deemed eligible by the UMSL 2018 International Business Case Competition administration.

## Entry

A registration fee of \$250 is required for entry into the competition.

Please send all payments to:

University of Missouri- St. Louis  
Attn: Emily Lane  
350 JC Penny North  
International Business Institute  
One University Blvd.  
St. Louis MO 63121-4400  
Phone: 314-516-6297

Make checks payable to International Business Honor Society (IBHS). In memo area of check write *Case Competition*.

Alternatively, you can now pay online: [umslb.configio.com](http://umslb.configio.com) – search for “*IB Case Competition*”

**A team will be considered "entered" into the competition only upon receipt of the entrance fee accompanied by an eligible school name and the name of the faculty advisor. Entrants will be accepted on a first come first serve basis until the team limit of twelve (12) teams is reached. If there are 4 additional teams interested in competing, then the team limit will be increased to sixteen (16).**

A maximum of 2 teams may be entered by a single school provided the following conditions are satisfied and at the discretion of the competition administration:

- A second team may be entered on a first-come first-served basis. Prior entry does not guarantee entrance of a second team.
- A second team must have a separate faculty advisor.

- A separate registration fee must be received for the additional team prior to acceptance into the competition.

A registered team must be withdrawn from the competition before March 23, 2018 in order to be eligible for a refund of the registration fee. After this deadline no refunds will be offered.

## Deadlines

Applications and entry fee are due by **Friday, March 9, 2018**. Send application to:

University of Missouri- St. Louis  
Attn: Emily Lane  
350 JC Penny North  
International Business Institute  
One University Blvd.  
St. Louis MO 63121-4400

Or

Email: laneem@umsl.edu  
Phone: 314-516-6297

The competition begins when teams receive the official competition package on **April 6, 2018** after the opening ceremonies. Any registered team not present at the issuance of this package will be considered to have forfeited. No refund of fees will be offered in the event of a "no show."

## Team Regulations

Each University or College will be represented in the competition by four undergraduate students. Each team must have a faculty advisor. The faculty advisor is NOT required to be present at the competition in order for a team to compete.

Team members who compete at the beginning of the competition must participate throughout the competition. Any additional students or faculty present at the Competition will be regarded as spectators.

Teams will be provided ample utility to research the case by the University of Missouri – St. Louis. However, a team is not required to remain on campus during research and may use whatever tools and media needed to research the case.

**No faculty advisor, spectator or outside party is allowed to assist any team in the research of the case or preparation of the presentation. Any interference by outside parties will be considered a violation of these rules and will result in disqualification from the competition.**

It will be the responsibility of the team to insure that ALL team members are present at the competition presentations. In the event all team members are not present at the start of any given presentation, the team will be disqualified.

Teams are to remain anonymous during the competition. Do NOT wear any clothing that may identify a team's home city or school. Dress for events and presentations is **business professional**.

## Case Format

This competition features an original case written by the sponsoring company or corporation. It will outline an actual problem faced by the firm pertaining to a relevant area of International Business.

## Competition Format

The 2018 UMSL IB Case Competition will take place April 6-7, 2018 at the University of Missouri- St. Louis.

Friday, April 6, the International Business Institute and College of Business Administration will host a welcome ceremony for all teams, attending faculty advisors, and UMSL competition planning administration.

At the conclusion of the orientation, teams will be given the official international business case study and assigned a team alias for use during the competition. Teams will remain anonymous during the competition. Alias names will be placed at random into presentation order for the presentations to be held Saturday, April 7.

Each team will be issued a clean USB drive by the competition staff. This drive will be used to save team presentations. Only presentations saved to the issued drive can be used in the competition. The drive will be returned to the competition staff by the deadline outlined in the schedule of events.

Teams will have access to the UMSL Internet system and be granted temporary access to the library facilities. Each team will be offered a room suitable for preparation and research of the case. Each room will have equal utilities. A team is not required to use the room offered by the competition.

During round 1, teams will be placed in groups of 4. Each team within a group will present to the assigned panel of impartial judges. Judges will not have knowledge of a team's school.

Each team will be given 20 minutes to present their case followed by a 10-minute Q&A session. A team will be stopped at the end of this time period and information offered outside of these timeframes will not be used to rate a presentation. The criteria for scoring are listed later in this document.

After round one, a time period will be given for the deliberation of the judging panel. The winners of each group in round one will compete in the final round. Teams not entering the final round are encouraged and welcome to observe the final round.

A finalist may consult with a faculty advisor prior to making the final presentation. However, the presentation jump drive will not be returned and may not be altered prior to making a final presentation.

After the final presentations, 30 minutes will be given to the judges to deliberate a first, a second, and a third place team. An award ceremony will follow to announce winners and acknowledge all teams.

## Presentations

Once presentations commence, teams may no longer discuss or research the case. Teams will wait in the designated area until brought to the presentation room by competition staff. A team is to wait outside the presentation room until asked to enter by competition staff.

Teams are not allowed to discuss presentation or case details while waiting to present.

Teams are not allowed to speak with other teams, faculty, or any spectators while waiting to present outside the presentation rooms or in the designated waiting areas of the competition.

Presentations can be delivered through any presentation software. However, only Microsoft Power Point will be provided on any UMSL provided hardware. UMSL is not responsible for malfunctions or format errors due to the transfer of files or use of software programs.

During each presentation period, a judge moderator will raise notification signs to the team indicating when five (5) minutes and one (1) minute remain. At the end of the presentation period, the judge moderator will stop the presentation. No information spoken or written will be considered after the moderator has stopped the presentation.

During the question and answer period, the judge moderator advises the judges and the teams when one (1) minute remains, and when the time has expired. At the end of the question period, the judge moderator will stop the questions, whether the judges are finished or not. No information spoken or written will be considered after the moderator has stopped the questions.

Members of the audience may not communicate with the presenting team in any way. Communication with the audience is grounds for disqualification.

## Judges

Judges are selected from the local business community and represent random professions from relevant fields. The judges are selected by competition organizers and are not, in any way affiliated, with the University of Missouri competition team or any other team registered in the competition. All judges are deemed qualified by the competition staff and given equal information regarding evaluation criteria and case facts. All judges are impartial to the outcome of this competition and have no prior knowledge of the home school presenting team.

Judges are selected from a pool of candidates and randomly placed into panels. Each judging round panel will consist of no less than two (2) judges. Each judging panel will have the same number of judges.

Each judging panel will assess each of the teams' strengths and weaknesses according to the UMSL Scoring Sheet.

The final panel will consist of at least one judge representing the company which developed the case. All finalists will present to the same panel of judges.

## Scoring:

A team's standing is determined by the accumulated total score from the scoring sheets. In the case of a tie, the points used for "Quality of Recommendations" from all the judging sheets for the two tied teams will break the tie.

The team with the highest score from each of the three panels will advance to the final round. A total of three teams will advance to the final round.

## Evaluation Criteria

Judges will evaluate team presentations using the following criteria:

### ➤ **Quality of Analysis (30 points):**

Depth and Strength of Analysis & use of appropriate frameworks (10)

- Conducted all the necessary quantitative and qualitative analysis & displayed a strong understanding by tying the analysis to their final recommendations.

Ability to tie-in and build ideas from the analysis (5)

- There was a clear, logical, and explicit linkage between the analysis undertaken and the recommendation. Appropriate criteria were chosen to clearly distinguish between the alternatives. In addition, this linkage was clearly presented visually, or with a strong verbal explanation or creative story.

Consideration of alternative solutions (5)

- Recognized and considered more than one alternative solution. In addition, provided good evidence for the selection of the recommendation(s) with the use of strong, balanced criteria.

Clear Identification of the problem(s) (5)

- Correctly identified the key problem(s)/issue(s) in the case and built their whole presentation around them. In addition, the issues were reinforced throughout the presentation to strengthen the team's argument.

Clear identification of subsidiary issue(s) (5)

- Clearly identified one or more subsidiary issue(s) or constraints and addressed them in the recommendations. In addition, the team showed a higher, holistic understanding of the subsidiary issues and constraints and how they affected the overall case recommendations.

## ➤ **Quality of Recommendations (25 points)**

Justification & support of final solution and recommendation (12)

- The final solutions and recommendations were excellent, with excellent justification like incorporating facts & figures, most likely to be effective and well executed. In addition, recommendations were entirely practical and realistic with a creative edge; recommendations addressed issues or constraints beyond the obvious.

Strategic Focus (addressing appropriate strategic objectives) (4)

- The recommendations are focused entirely on strategy.

Financial impact with cost and control issues recognized (3)

- Financial impacts, with cost and control issues, are fully recognized and a significant part of the recommendations. In addition, the issues identified are mitigated if necessary.

Measurable milestones in a practical timeframe for the recommendations (3)

- The recommendations have complete and measurable milestones within a practical time frame, and also identify key players to carry forward the implementation (“who” and “by when?”).

Potential obstacles recognized and mitigated (e.g., resources) (3)

- Potential obstacles are both recognized & mitigated, with additional contingencies explained.

## ➤ **Quality of Presentation (25 points)**

Use of Technology (5)

- The use of technology includes use of more advanced technology like social media, hyperlinks, etc. In addition, the team displayed innovation and diversity in the visual display of information.

Creativity (5)

- Creativity was exceptional as exhibited in the team member interactions and use of information during the presentation. In addition, the team presentation has a unique, memorable style.

Appearance (5)

- General presentation appearance was exceptionally effective with its use of visuals and exhibits. There was excellent use of evidence and information found in the analysis.

### Overall Presentation Skills: Volume, Eye Contact, Appearance, Knowledge of Information (10)

- The general presentation style is confident, authoritative, and credible as exhibited by appropriate volume, eye contact, team appearance, and knowledge of information. In addition, the team engaged the judges and audience in their given roles as presentation participants.

### ➤ **Quality of Questions and Answers (20 Points)**

#### Ability to Answer Questions (10)

- The team was able to defend its position when questioned on all occasions, and the responses were always complete and appropriate. In addition, the team was able to enhance its presentation and further their recommendations by the excellence of its responses to the judges' questions.

#### Ability to Connect Questions to the Presentation (10)

- There were no inconsistencies between the responses and the information in the presentation. In addition, the responses strongly supported the information contained in the presentation.

**Team maximum points: 100**

## Awards

Teams placing in the top three will be offered awards for competing. These awards will be issued to the parties chosen by the school. In the event no party is designated, a check will be issued to the participating school. The award categories for the 2018 competition are as follows:

**1<sup>st</sup>: \$1,000**

**2<sup>nd</sup>: \$500**

**3<sup>rd</sup>: \$250**

**These values are based on this year's registration and are subject to adjustments based on participation. The International Business Honor Society does not guarantee amounts, but will issue prize increments to the 1st, 2nd, and 3rd place participants.**

## Special Clauses

All Rules, Regulations, and formats are subject to change by the International Business Honor Society of the University of Missouri- St. Louis. Teams participating in the competition will be promptly notified of all changes. All changes will have equal effect on the participating teams.

In the event of inclement weather, power outages, facility problems or any other adversity the competition is to continue at the discretion of competition staff.