



# 2021 Virtual 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 2021 International Business Case Competition administration.

### Entry

A registration fee of \$100 is required for entry into the competition.

Please send all payments to:

University of Missouri- St. Louis  
Attn: Emily Lane  
1 University Blvd.  
350 J.C. Penney Building North/Conference Center (350G)  
St. Louis MO 63121-4400  
*Phone: 314-516-6297/314-578-7514 Email: [laneem@umsl.edu](mailto:laneem@umsl.edu)*

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](https://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.**

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A registered team must be withdrawn from the competition before Thursday, February 25, 2021 in order to be eligible for a refund of the registration fee.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 **Thursday, February 18, 2021**. Send application to:

University of Missouri- St. Louis  
Attn: Emily Lane  
1 University Blvd.  
350 J.C. Penney Building North/Conference Center (350G).  
St. Louis MO 63121-4400

Or

Email: laneem@umsl.edu  
Phone: 314-516-6297/314-578-7514

The competition begins when teams receive the official virtual competition package emailed on Thursday, **March 11, 2021** CST time TBA.

## Team Regulations

All teams are expected to abide by competition rules and perform with the highest standard of honesty and professionalism. Each University or College will be represented in the competition by four undergraduate students. No graduate students will be permitted. Each team must have a faculty advisor. Advisors should not assist or give advice to their team with the case solution or presentation. Advisors will be invited to view the Final Round presentations, but are asked to view only and have their microphone muted.

Team members who compete at the beginning of the competition must participate throughout the competition.

Since this is a virtual competition, teams will be able to work from their home university, and to utilize 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 virtual 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 when recording the competition presentations.

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

## Competition Format

The 2021 Virtual UMSL IB Case 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. This year's format is virtual utilizing Zoom. The following are key dates:

March 11 - Zoom Event Kick-Off Session; house rules and case distribution emailed CST time TBA.

March 12 - Virtual Company Visit @ 1:30pm CST

March 15 - Recorded Case Presentation emailed by 9am CST

March 15 - Recorded Presentations sent to the Judges by the UMSL College of Business

March 18 - Judges decision regarding the finalists by 9pm CST

March 19 - Finalists announced at 12pm CST via email

March 20 - Final Round (Live Presentations) beginning at 9am CST

On March 11, teams will be emailed 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 randomly given to teams.

On March 12, all teams are invited to a virtual company visit @ 1:30pm CST.

On March 15, each team's recorded case presentations are to be emailed no later than 9am CST. Email the following to [laneem@umsl.edu](mailto:laneem@umsl.edu) (use Team Name in subject line): 1) Prepare a 20-minute video presentation. We recommend recording using **Zoom**. Upload your video as an unlisted YouTube video and email the link. 2) Teams must email their presentation slides in the form of a PowerPoint (Prezi, Keynote, etc., will not be allowed). These will be the same slides that will be used for the final round (**no changes allowed**). You will receive a confirmation email once your PowerPoint presentation has been received. No late presentations accepted. Judges will evaluate & score presentations. Only the submitted recording and powerpoints will be judged by the assigned panel of impartial judges. Judges will not have knowledge of a team's school. The criteria for scoring the recorded presentations are listed later in this document.

On March 19, the finalists will be notified by emailed at 12pm CST.

On March 20, the final round will begin at 9am CST. Students will be allowed 20 min for live presentation and 10 min Judges Q&A. Students should use their team name and not disclose their university during the presentation. Students advancing to the final round may change their verbal presentation but not their powerpoints. Only the presenting team will be allowed into live zoom. All other teams will be held in a zoom waiting room until it is their time to present. Once teams are done presenting they can leave the zoom meeting. In case of technical issues teams should be prepared to continue presentation. Time may be allowed to let members reconnect, but teams should be prepared to continue the presentation. Team members should connect individually to zoom and ensure they have tested audio and video settings prior to presentations.

Competition Results will be emailed to all participants upon completion of competition. Videos and results will also be posted on our website: [umsl.edu/umslibcasecompetition](http://umsl.edu/umslibcasecompetition)

## 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 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

Awards will be given to teams coming in 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place.

## 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.