

Annual NU-CUIBE International Business Case Competition 2019

Rules & Regulations

These rules may need further modification based on participant feedback and questions. Any changes will be communicated prior to the competition.

To uphold the integrity of the competition and the results, all competitors must abide by the strictest standards of honesty and professional conduct. Fairness to other competitors requires that any competition rules violation will result in disqualification.

Eligibility

The competition is open to undergraduate students at schools offering business or related programs deemed eligible by the committee managing the Northeastern University – Consortium of Undergraduate International Business Education (CUIBE) International Business Case Competition. All CUIBE member institutions are eligible.

Entry

A registration \$600 fee is required to enter the competition. A link to the registration website will be emailed to those expressing interest. A team will be considered “entered” into the competition upon receipt of the registration fee accompanied by the school’s name and that of the team’s faculty advisor. Entries will be accepted on a first-come-first-serve basis until the team limit of sixteen teams is reached.

Deadlines

Applications from faculty advisors and registration fees are due by April 22nd, 2019. Email Professor Nicholas Athanassiou (n.athanassiou@northeastern.edu) with any questions including a request for extension.

The Case

The Case to be used in the competition will not be disclosed until it is distributed to the competitors at the conclusion of the opening ceremony on Thursday, October 31st. Any team that acquires this information prior to the distribution of the case will be disqualified.

Teams

One team of four students will represent each participating university. Participating students must be in an undergraduate program, i.e., no graduate students. No alternates will be permitted after the check-in on Thursday evening. After that, if a team member is unable to participate in the competition, the team may continue to compete with the remaining team members. Each participant will receive a nametag at check-in. Students and advisors/coaches are asked to wear their name tags at all times. Each participating team will be identified by its chosen team name. The chosen team name and articles of clothing worn during the competition must not reference anything that would identify the team’s school.

Communications

New announcements or important information will be distributed via email to team advisors. It is, therefore, imperative that students and advisors provide an accurate email address and that they check their email regularly throughout the competition for announcements.

Presentation Format

For the morning preliminary round, teams will be randomly assigned to a position in one of four brackets. Each bracket will be comprised of a total of four or three teams and a panel of judges.

- **Presentations must be saved in a recent version of Microsoft PowerPoint – no presentation formatted in Prezi, Keynote, shared doc etc., will be accepted.**
- **By 9:00 PM on Friday, November 1st, 2019**, each team must email its presentation to Assistant Professor Elizabeth Moore, (E.Moore@northeastern.edu) **AND** cc: Professor Nicholas Athanassiou (n.athanassiou@northeastern.edu).
- The team will receive a confirmation email once its PowerPoint presentation has been received and downloaded successfully.
- Teams may not alter their presentation after it has been received.
- Presentations will be pre-loaded on the computer system of the room in which a team will be presenting on Saturday by a CUIBE representative.
- When in the judges presence, and during all presentations, presenting students must always identify themselves by their chosen team name and **never** by their university affiliation.

IMPORTANT NOTE : Any presentations received after the deadline will not be accepted and the team will be disqualified.

Timing

It is each team's responsibility to keep track of its own time. Every session in the morning and afternoon will have a time monitor who will warn the team at set intervals of the remaining time. Teams shall respect the time limits afforded to each event. **The monitor is required to end the presentation once the allotted time has expired even if it means cutting off a team before its presentation is complete.**

Each team with all members present must be in place in the designated room by the time it is scheduled to present. If a team is late it may be disqualified. The presentation process will be as follows:

Setup	2 minutes
Presentation	15 minutes
Questions and answers	8 minutes
Feedback and debriefing	5 minutes
Total running time for each team	30 minutes

Advancement to the Final Round

Following the morning's preliminary presentation round, each bracket's judges will select one team to advance to the final round. Finalists will be announced after the lunch break. The process of the final round will mirror that of the preliminary round.

Research and Outside Experts

Teams are expected to conduct any and all necessary research through publicly available resources. Use of all library resources, including pay-for-subscription services such as LexisNexis, is welcomed. Team members will need to present their competition name tag and student identification card (with photo) to gain access to Northeastern's Snell Library.

Teams may not discuss the case with any other competing team. Students may not gain assistance in any form from any outside individual whose ideas are not publicly available (i.e. published online) including but not limited to team advisors, professors, parents, friends, or personal contacts of any kind. Additionally, students may not contact any representative or staff member of the case publishing organization.

Judges

Judges are selected from the business community and represent a broad range of professions. The judges, selected by the competition organizers, are not affiliated with Northeastern University, the D'Amore McKim School of Business or its competition team, or any other team registered in the competition. The judges of the afternoon final round are different from those who have participated in the morning round. Participating judges are placed into panels randomly. Each bracket will have the same number of judges. All judges are impartial to the outcome of this competition and have no prior knowledge of the presenting teams.

All judges are given the same information regarding the case and are provided with the presentations' evaluation criteria.

Evaluation Criteria

All teams are evaluated based on the quality of their analysis, of their recommendation, of their overall presentation style, and of the way they handle their Q&A period as follows:

- Analysis (30%)
 - Understanding of the situation
 - Identification and explanation of key issues
 - Depth of Analysis
- Recommendation (30%)
 - Creativity and feasibility of recommendations
 - Plans for implementation
 - Support for arguments
- Overall Presentation (30%)
 - Presentation delivery / cohesiveness
 - Presentation visual aids
 - Flow of presentation
- Q&A (10%)
 - Ability to answer questions
 - Clarity of responses
 - Coordination of responses

Faculty Advisors

Advisors may view their team's preliminary presentation and the final round. Advisors must

remain silent for the entirety of these events. Participants may not consult with their team advisors regarding the case at any point during the competition. Advisors should not be in contact with their team from the time the case is distributed to the point where they are no longer competing. Teams may not present to or seek feedback from their advisors on any component of their presentation. Teams that consult in any way with their advisors will be automatically disqualified.

Cellphone/Electronic Device Usage

The use of electronic devices during preliminary and final presentation rounds is forbidden; e.g., texting, phone conversations, internet usage, etc. Prior to the start of any presentation, all cellular and other such devices shall be powered down (moved the “off” position) and remain so for the duration of the bracket. Members of participating teams found to be in violation of this policy may be disqualified from future CUIBE case competitions.

Electronic Device Usage Policy Exception: Advisors/coaches who wish to film their own team’s presentation in the preliminary morning rounds for debriefing purposes can do so provided that the device is placed in “silent” mode. Debriefings with advisors/coaches may take place once a team is no longer in competition. Advisors/coaches who want to use this exception shall inform the Competition Director (Dr. Nicholas Athanassiou) in advance of the morning brackets. Final presentations will be filmed and later made available via the CUIBE Case Competition website. No other filming of final presentations is permitted.

Appeals Committee

Disputes or reported violations of the Competition Rules should be brought to the attention of the Appeals Committee immediately. This committee is charged with resolving any action deemed to be academically dishonest or that violates the Competition Rules. The committee will be comprised of three visiting Advisors and one alternate Advisor. Names will be randomly drawn from the sixteen participating schools. A member of the Planning Committee will also serve on the Appeals Committee. If a situation arises involving one of the schools for which an advisor has been selected to serve on the Appeals Committee, that member will excuse him/herself from the Committee and the alternate Advisor will serve in his or her place.

Watching Presentations

Team advisors/coaches are welcome to attend their teams’ presentations in the morning bracket as well as the final round of presentations in the afternoon. Students from teams not participating in the afternoon round are encouraged to attend the final presentations. Please review again carefully the policy regarding the use of electronic devices as articulated above.

Visiting family and friends are also welcome to attend their team’s morning presentation and all afternoon presentations. It is requested that team advisors/coaches inform the competition staff in the event a visitor will be in attendance.

Maintaining noise discipline and limiting other distractions during presentations is essential. Individuals will not be permitted to enter a presentation room while a presentation is in progress. It is requested that viewers remain seated for the duration of any presentation.