

San Diego State University

INTERNATIONAL BUSINESS CASE COMPETITION



Participating Teams

Each university team should consist of four undergraduate business students accompanied by an adviser (Professor or staff). Only one team will be allowed per university. No graduate students or alternates will be permitted. In the event a team member is unable to participate in the competition, the team may continue to compete with the remaining team members.

Participating teams are expected to abide by the competition rules and perform with the highest standard of honesty and professionalism. Each team will be assigned a team name for use throughout the competition and is not permitted to disclose their home university to judges. Universities are responsible for arranging hotel accommodations (through team hotel), flights and transportation during competition for their teams. There is a non-refundable registration fee due to complete university registration.

Competition

Teams will have 24 hours to prepare a 15 minute presentation in the form of a PowerPoint. Once submitted, the presentation cannot be altered. There will be a moderator in each presentation room to keep time. During the first round teams will be grouped in cohorts of 3-4 teams. Finalists from the first round are announced during lunch and will move on to the final afternoon round. Advisers are not permitted to assist teams with presentations and should avoid interacting with their team from the time of case distribution, until the team is no longer in competition. Advisers can sit in on all presentations during competition. Registration should be completed by a university staff or faculty member.

Both morning and final round will follow the same format:

Presentation: 15 minutes

Judges Q & A: 10 minutes

Example Schedule

Thursday: Welcome Dinner 6pm at Team Hotel

- Competition begins at our welcome dinner and all teams must be present.
- Case is distributed to teams at the end of dinner.

Friday:

- Teams work on their presentations and submit via email by designated deadline.
- Advisers are free to enjoy San Diego.

Saturday: 10am-3pm Competition at San Diego State Campus

6pm Awards Dinner at selected restaurant in San Diego
