Case competition Rules & Regulations

Introduction

The Bauer Graduate Case Competition 2021 (BGCC) is a fully virtual case competition organized by The Bauer Graduate Women's Network (BGWN) and The Bauer MBA Society (BMBAS) for graduate students in The C.T. Bauer College of Business at The University of Houston. BGCC is set to be in three phases: registration, case submission and a final synchronous case presentation event on January 17, 2021.

Registration

The registration phase is set to begin in November till December 2020. Interested students can register online at www.bmbas.org/bgcc and must do so before the December 20 deadline. A student may attempt to register for the competition after this deadline, but all entries received after that date will be considered only by the discretion of the organizers. Please note that the email address collected on the registration form is what will be used as contact information all through the competition.

The following criteria is required for successful registration:

a. The student must be a graduate student.
b. The student must be enrolled in an MS or MBA program at The Bauer College of Business.
c. Only one submission can be made per student.
d. Key organizers of the BGCC cannot participate in the competition

Team Formation

After all registration forms are collected, teams of 3 will be formed for the competition and announcements will be made via email and on a dedicated MS Teams channel. Students can use MS teams for their collaboration efforts henceforth if they choose. Though registration forms will be filled as single entries, students can select other students they intend to form a team with in section 2. Students interested in forming a team must insert names of their fellow desired team mates to ensure that they are paired accordingly. Failure to do this might lead to being paired with other students.

Teams are encouraged to form a specific name for their team or they will be assigned one by the organizers.

EMBA Exceptions

There are rules guiding how EMBA students can participate in the competition. If you are an EMBA student and willing to participate in the competition, please refer to the following special guidelines:

a. Only one EMBA can participate in a team of three students.
b. EMBAs can not form an exclusive team.

Team Formation and Announcements

Once all teams are formed, an announcement will be made via collected emails and on MS teams. There is a short timeline to edit team formation and assignments if necessary and students who need assistance can contact marketing.vp@bmbas.org or vp_logistics@bgwn.org for assistance.

Case submission

BGCC requires students to analyze a business case study and offer a solution to a panel of judges via a submission link provided to students via MS Teams and email. The case will be delivered to all teams by January 3rd and must be submitted on or before midnight of January 9, 2021. Each team will submit

1. A slide presentation in pdf or ppt/pptx format
2. An executive summary if they so choose (instructions below)
3. A video presentation from your team with your solution explained.

Remember that the submitted materials will be passed along to judges, so teams are encouraged to do their best.

Final oral presentations will be delivered by the teams during the final competition event on January 17.

Virtual event preparation

On January 3, the case study will be delivered to all teams via email and on MS Teams. From then, teams have up to 6 days to submit finished work with supporting documents to be observed by the judges and used for the final synchronous presentation on January 17. Teams should be ready to defend their presentation should judges have questions for them.

Written executive summary / Power Point slide formats

It is encouraged (not required) for teams to have a written executive summary alongside other materials submitted for judging. This summary document should highlight the key points of the team's solution for the case study in a two-page narrative format. All material will be judged and scored in advance of the onsite event by a panel of judges.

Please take note of the following guidelines should you choose to write the summary document:

   a.   The written executive summary should not exceed two pages.
   b.   The summary must be presented in readable serif or sans-serif font.
   c.   An executive summary is not an outline of the PowerPoint presentation.
   d.   Be sure to include the team title and names of team members.

PowerPoint or PDF Slide Format

The team will use the PowerPoint or PDF slides to give its oral presentation on the day of the competition. Presentations may not be longer than 10 minutes. A panel of judges then have five minutes to ask questions they deem appropriate and judge the presentation.

Here are some other guidelines worth considering when designing PowerPoint slides:

   a.   The presentation must be saved in Microsoft PowerPoint or PDF format. Presentations will be viewed on computers with Microsoft Office.
   b.   There is no minimum or maximum number of slides required, but the presentation should be created with the time limit in mind. When preparing the presentation, teams should take care to ensure that their solution is clear and concise.
   c.   Be sure to include the team title and names of team members.
   d.   Graphics are allowed in the presentation.
   e.   Sound effects and video clips are not allowed in the PowerPoint presentation.

What to expect during the final event on January 17

The BGCC case competition will have a virtual synchronous event on January 17 to allow teams to present their slides to judges. Times and other information will be communicated to the teams accordingly. Although not every team member must speak during the presentation, each member must be present during the session and be available to answer questions.

The time limit for the virtual presentation is 10 minutes and judges will have 5 minutes to ask questions to the teams. Please expect that time limits will be enforced in the room by a moderator.

Morning Session / Preliminary Round

All morning preliminary rounds will occur simultaneously over Zoom. Links to team sessions will be provided to all teams prior to the event. Team members will be allowed to share their screen presentations during the session and are advised to plan on a strategy on how to make the best use of the technology. Please note the following guidelines:

a. If a team is late and/or misses its designated presentation time, the team will forfeit its competition slot.
b. It is advised that team members log into the event link prior to the allocated time for them to ensure that all required technology is working in their favor.
c. During presentations, it is required for all team members to have their video on. This means that a webcam and a functioning microphone is required for the final competition.

Afternoon session / Final Round

The final round will be held in the afternoon. The finalists (the top five teams) will be announced, and those teams will receive new links for the final round.

a. Teams proceeding to the final round will not be able to make any changes to their PowerPoint presentations. However, teams will be able to change what they say for the final round.
b. Teams will present in front of a panel of judges.
c. Preliminary round scores are not used in the final round; scoring is based solely on the final presentation.