



RULES AND GUIDELINES

The following rules shall govern all participants of the Central European Case Competition @ Corvinus 2019. It is expected that members of each team familiarize themselves with these rules and guidelines and that they will abide by them in the spirit of the competition.

1. INTRODUCTION

The Central European Case Competition @ Corvinus (the "Competition") will bring together high-performing students of top business schools from all over the world, including Central and Eastern Europe, to solve business strategy problems of companies active in the region. The teams of four students will solve two complex business strategy cases and present their solutions in front of a professional jury.

The Competition is organized by Corvinus University of Budapest and Case Solvers.

2. COMPETITION FORMAT

2.1. General

The Competition will be held between the **17th and 23rd of March 2019** in Budapest.

16 teams will participate in the competition, the teams are chosen on an invitational basis. Each team will be assigned to a division with the help of a live lottery system to ensure transparency and to avoid any misunderstandings. The division and the order of teams will be defined separately for the two cases. The divisions will be drawn in a structured way to support geographical diversity within each division. The teams will be assigned a Hungarian name for the time of the Competition to ensure their anonymity for the judges.

The Competition will comprise two cases: a six-hour (6) case and a twenty-four-hour (24) case. In terms of each case, every team presents their solution to a divisional jury. Those teams who score the best within the divisions can present their solutions in the Finals of the given case.

- *Case 1:* Each team will solve one, six-hour (6) case and prepare a *PowerPoint Presentation*. Teams will be ranked first through fourth. Round one, both case solving and presentation, will take place on 19th March 2019 (Tuesday).
- *Case 2:* Each team will solve one, twenty-four-hour (24) case and prepare a *PowerPoint Presentation*. Teams will be ranked first through fourth. Round two will take place on 21st - 22nd March: each team will have 24 hours to solve the case, prepare a *PowerPoint Presentation* and have to present their solution on 22nd March (Friday).

2.2. Eligibility

Each team member must meet the following criteria to be allowed to participate in the Competition:

- each team must consist of four students,
- the members must have student status at their home university and must be undergraduates (BSc),
- the members should not be enrolled in a postgraduate program (MSc, PhD etc.).

2.3. Pajtás

Each team will be accompanied by a pajtás (Hungarian word for “buddy” - 'pɔjtɑːʃ), before and during the Competition, whose responsibility will be to take care of the team members, to channel all the information to and from them and to help them navigate around the city.

The pajtás will be introduced to the teams prior to the Competition and they will provide support during the whole event. They are young and motivated students with strong academic background, but they are not part of the organizing team.

2.4. Case preparation

Work on the case study must be completed by team members only. Teams are not allowed to communicate with anybody online or offline except the Organizers and their pajtás during case solving. Teams will be situated at their hotel room during case solving. During the case solving period, teams are only allowed to leave their apartment accompanied by at least one buddy or organizer.

All teams will be provided unlimited internet access. Students will be allowed to access the documents on their laptops and any website, including password-protected databases from their university. Teams will have to use their own laptops (1 laptop per team member).

Teams are expected to use PowerPoint (Microsoft Office 2013 or a later version, including Microsoft Word, Excel, and PowerPoint) for preparing slides and presentations. The presentations should be submitted with a **Standard (4:3) slide format in PowerPoint and PDF format**. Only manual animation of slides or building of slides (bringing in one bullet at a time or one element at a time) is allowed. Charts and tables are permitted if they are created using tools available within Microsoft Office. Use of any add-ons to standard PowerPoint features will not be permitted. (Note that animation, video or audio features are permitted but not supported in PDF files, thus teams should prepare their slides accordingly.) Teams should not include their origin (home university or country) in their presentation in order to provide equal opportunities. Please use the team’s Hungarian name assigned in the division draw on Sunday.

All presentations will be collected when the dedicated preparation time elapses and after that the teams will not be allowed to change their presentation.

Advisors will receive the case studies at the Jury & Advisors briefing before the divisional presentations.

2.5. Presentation

Each team will have 12 minutes (6-hour case) or 15 minutes (24-hour case) to present their solution to the jury. Upon entry, the teams will be given a maximum of one-minute preparation time before the presentation room coordinator reads out the rules and gives permission to start.

The presentations must be prepared and presented in English. Each member of the team should speak during the presentation. A wireless presenter (remote clicker) will be provided to every team. During the divisional presentations only the jury panel, the team, the advisors and Organizers are permitted to be present in the presentation rooms. Advisors are allowed to attend any presentations, but can only enter and leave the rooms between presentations. The Finals are open for everybody, however the competing teams of the Finals will not be allowed to watch each other's presentations.

The presentation room coordinator will show a sign when there are 5 minutes, 2 minutes and 1-minute remaining from the presentation time. When the presentation period has elapsed, the presentation room coordinator will end the presentation regardless of whether the team has finished the presentation or not. This is necessary to ensure that each team uses equal amount of time to provide fair competition conditions.

2.6. Q&A session

Once the formal presentation is completed, a maximum of 10 minutes (6-hour case) or 15 minutes (24-hour case) will be allocated for the Judges to ask questions. Teams may show backup slides during the Q&A session should they be relevant to the question asked. These slides must be part of the documents submitted at the end of the case solving session. The presentation room coordinator will announce when there is time for one final question. Once the 10 or 15 minutes have elapsed, they will announce that the question period is over, the jury members are not allowed to ask further questions and will provide a 15 second grace period for the team to complete their current answer.

2.7. Evaluation

In the divisional round a jury of 3 professionals, in the Finals a jury of 8-12 professionals will evaluate the recommendation, presentation and Q&A session.

One winner from each division will advance to the final round. Teams proceeding to the Finals will present their solution again for the Final's jury panel. They 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.

The jury will evaluate the teams based on the following aspects:

1. Solution to the given problem - Analytical insights, original approach, validity and power of suggested solution
2. Level and quality of implementation details - The suggested solution can be implemented in terms of timing, financial and other resources and capabilities
3. Effectiveness of oral presentation and slides - Clarity of key strategic proposition as well as how it is to be implemented
4. Q&A performance - Professional interaction with judges, valid responses provided to questions

The results of both cases will be revealed at the award ceremony on the 22nd of March.

2.8. Feedback session

Following both divisional and final round of the case presentations, the jury will call back the presenting teams one by one to give them brief feedback without revealing the identity of the winning team. Students will be given the opportunity to ask questions. However, the feedback sessions will be limited to 8 minutes per team. Only the advisor, the team and organizers can be present.

3. CONFLICT MANAGEMENT

The Competition is intended to provide a learning experience for the students, that will encourage healthy competition, professionalism and interaction by our future business leaders, both amongst themselves and with our business community. The *Rules and Guidelines* are not fully comprehensive and situations may arise that have not been covered. It is the expectation of the Organizers that any issues or disputes will be resolved in the spirit of the Competition.

Any concerns or disputes regarding the implementation of these rules must be brought to the immediate attention of the Organizers. In exceptional circumstances the Competition Committee will be available to settle disputes. The Competition Committee will consist of the Competition's Academic Director and a selection of the participating teams' faculty advisors. The Competition Committee's decision is valid only with the Competition Director's approval. However, please note that the decision of the Competition's Academic Director is final and is not subject to review.

Please note that the Organizers reserve the right to make additional changes in the Rules & Guidelines.

