Central European Case Competition 2021

Rules & Guidelines

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1. INTRODUCTION

The following rules shall govern all participants of the Central European Case Competition @Corvinus, 2021 (the Competition). 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. Please note that the Rules & Guidelines document is completed by the Manual for Digital Connection and by the Agenda documents as described below:

- **Rules & Guidelines:** Contains general rules concerning the competition, including the competition's format, the case solving process and the presentations.
- **Manual for Digital Connection:** Comprises a description of the Competition's technical background, as well as a step-by-step description of events during the Competition.
- **Agenda:** Includes the detailed schedule of the Competition with exact starting and ending times in GMT+0 (Greenwich Mean Time) time zone.

The Central European Case Competition @Corvinus 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, based on a zero-contact principle. Due to the effects of the COVID-19 pandemic, personal interactions must be limited to the minimum, thus all interactions between the Participants, the Organizers and the Jury will be established via internet. That is, **team members are kindly asked not to meet in person during the competition**, neither when solving the case, nor in presentations. The lack of personal presence requires an overall spirit of sportsmanship from all Participants throughout the competition in an effort to provide a fair environment for all Competitors.

2. COMPETITION FORMAT

2.1. General

The Competition will be held between the **8th and 14th of April 2021** on Zoom. Main events of the Competition, including the Opening Ceremony, finals of both cases and the Award Ceremony, will be livestreamed through the Competition's online platform, the [CECC Insider](#).

Participating teams have been chosen on an invitational basis. Each team will be assigned to a division with the help of a live lottery system during the Opening Ceremony to ensure transparency and to avoid any misunderstanding. 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. Hungarian names will be communicated one day prior to the Opening Ceremony.

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 highest 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 Presentation in PowerPoint Format. Teams will be ranked first through fourth. Case solving will take place on the 9th of April (Friday) in a staggered manner in order to ensure fair conditions for all teams across different time zones. The presentation will take place on 10th April 2021 (Saturday).
- **Case 2:** Each team will solve one, twenty-four-hour (24) case and prepare a Presentation in PowerPoint Format. Teams will be ranked first through fourth. Case solving will take place from 11th (Sunday) to 12th (Monday) of April, each team will have 24 hours to solve the case, prepare a Presentation in PowerPoint format and have to present their solution on 13th of April 2020 (Tuesday).

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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 active student status at their home university and must be undergraduates (BSc),
- the members should not have started any graduate or postgraduate program (MA, MSc, MBA, PhD etc.).

2.3. Pajtás

Each team will be accompanied by a Pajtás (Hungarian word for "buddy" - ˈpɒjtaːʃ), 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 understand the daily operations of the competition.

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

Each team member will receive the case studies via email, using the address they provided at registration. Team members are responsible for providing a valid email address and checking their inbox including the Spam folder regularly. In case of technical issues, team members must get in touch with the Organizers.

Team members should work on their case study solution remotely. Team members are not allowed to meet in person during the case solving.

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, including the period after case solving until after they have presented in the semifinals, and potentially in the finals. Team members will be situated at their chosen locations during case solving. Teams are

responsible for choosing a platform of case solving that meets their needs for convenient teamwork, for that the Organizers will provide advice for teams. The Organizers cannot be held responsible for any technical problems occurred during case solving.

Students will be allowed to access the documents on their computers and any website, including password protected databases of their choice. Teams will use their own computers (1 computer 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. Google Slides or other presentation softwares can be used during the case solving process, however only PPT and PDF format presentations will be supported in the live event, in an effort to grant equal opportunities for all participants and make the solutions comparable.

The presentations should be submitted with a **standard (4:3) slide format in PowerPoint and PDF format**. By default, teams will present in PPT format. PDF presentations will be used in case any technical difficulties arise regarding the PPT format presentations. 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, however they are 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 one day prior to the Opening Ceremony.

All presentations need to be **uploaded to the Google Drive Team Folders** when the dedicated preparation time elapses and after that teams are not allowed to change their presentation. Please use the following standard name when uploading your final solution to your Team Folder: **TeamAlias_CaseName_Final**, e.g.: Tas_Yuspify_Final. In case a team uploaded their presentation after the deadline, they will not be able to present their solution to the Jury and thus they

will be eliminated from the divisional round. Please allow enough time (at least 15 minutes recommended) for uploading your solution, as the possibility of technical issues cannot be disregarded. Feel free to upload work-in-progress versions in regular intervals to make sure no material will be lost completely. In case a team does not have access to Google Drive, the team is expected to submit their solution via email at hello@cecc-competition.eu.

Advisors will receive the case studies at the Jury & Advisors briefing before the divisional presentations to their provided email address. Advisors are not allowed to communicate with their teams in the period starting with the case reveal until after the team's presentation in the semifinals and potentially in the finals.

If any team experiences technical difficulties, it is their responsibility to get in touch with the Organizers immediately.

2.5. Presentation

Each team will have **12 minutes** (for both cases) to present their solution to the Jury. The Organizers will establish remote connection between the presenting team and the Jury members. Teams have received the *Manual for Digital Connection of CECC 2021* with detailed briefing about the steps they need to execute in order to establish remote connection. Teams are responsible to follow the steps provided in the above-mentioned document and to reach out to the Organizers in case of any difficulty. For a step-by-step guide of each event during the Competition please refer to the *Manual for Digital Connection of CECC 2021*.

The presentations must be prepared and presented in English. Due to the zero-contact principle, all team members must be physically separated during presentation and dial in to the online meeting room from different devices.

Situations may arise, where one or more team members are unable to join the presentation. As an attempt to assure the uninterrupted flow of presentations, the presence of all four team members is not strictly required to begin the presentation and Q&A session. During the divisional presentations only the Jury panel, the Advisors, the Organizers, the presenting team and their Pajtás are permitted to be present in the online meeting room. Advisors are allowed to be

present during any team's presentation, but are kindly asked not to interrupt any ongoing presentation (join or leave a virtual room in the changeover breaks).

The Room Manager (presentation room coordinator) will sign when there are **5 minutes, 2 minutes and 1-minute** remaining from the presentation time. When the presentation period has elapsed, the Room Manager 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 in an effort to provide fair competition.

Each team will have **maximum 5 minutes** during their presentation and Q&A session, which can be used to solve any occurring technical difficulties. The time that passes to solve technical difficulties does not count into the presentation and Q&A time and is disregarded by the Jury. If the technical difficulty related to a particular team member cannot be solved in 5 minutes, the team is expected to make their presentation without that team member.

Please note that the Finals of both cases will be livestreamed. In order to grant equal opportunities to all teams, and in the spirit if sportsmanship, finalist teams are not allowed to and kindly requested not to watch other finalist presentations before their own presentations. After they finish their presentation, finalist teams can join the livestream.

2.6. Q&A session

Once the formal presentation is completed, a **maximum of 10 minutes** (for both cases) 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 questions asked. These slides must be part of the documents submitted at the end of the case solving session. The Room Manager will announce when there is **5 and 2 minutes** left from the Q&A session. Once the 10 minutes have elapsed, they will announce that the question period is over. Jury members are not allowed to ask further questions but will provide a 15-second grace period for the team to complete their current answer.

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2.7. Evaluation

In the divisional round a jury of 3 professionals, in the Finals a jury of 6-8 professionals evaluate the presented solutions, the presentation itself and the Q&A session.

One winner from each division will be promoted 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 14th of April.

2.8. Feedback session

Following both divisional and final round of the case presentations, all teams can take part in a feedback session with one of the Jury members. A **30-minute-long** time period will be dedicated for feedback for each team, taking their time zones into consideration. In addition to that, a 10-minute-long feedback session will be allocated for each finalist team. The Organizers will help to establish remote connection between teams and Jury members. Students will be given the opportunity to ask questions. Only the Advisor, the Team, the Jury member(s) and Organizers can be present in the online room dedicated for the feedback session.

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 the general 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 and will communicate online. The Competition Committee's decision is valid only with the Competition's Academic 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.