



**CENTRAL EUROPEAN
CASE COMPETITION
@ CORVINUS 2023**

RULES AND GUIDELINES



The following rules shall govern all participants of the Central European Case Competition @ Corvinus 2023. 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 Organizers reserve the right to make additional changes in the Rules and Guidelines. In case of any changes, we will notify participants via email.

Budapest, 2023. 04. 06.

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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 **13th and 19th of April 2023 in Budapest**.

16 teams will participate in the competition, the teams have been 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 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 callsign related to Hungarian culture for the time of the Competition to ensure their anonymity for the judges. Participants cannot share these callsigns publicly or online until the Award ceremony.

The Competition will comprise two cases: a five-hour (5) 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, five-hour (5) case and prepare a *PowerPoint Presentation*. Teams will be ranked first through fourth. Round one, both case solving and presentation, will take place on 15th April 2023 (Saturday)
- 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 17th - 18th April: each team will have 24 hours to solve the case,

prepare a *PowerPoint Presentation* and have to present their solution on 18th April (Tuesday).

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), with no previous bachelor programs completed,
- the members should not be enrolled in a postgraduate program (MSc, PhD etc.).

2.3. Pajtás

Each team will be accompanied by a *pajtás* (the Hungarian word for “buddy” - 'pajta:Ń), 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

The case companies will be announced 1 month prior to the competition, but the organizers will announce which case is the short and the long one only at the opening ceremony. Teams may prepare with analysis about the companies beforehand.

Each team member will receive the case studies from their *pajtás* in a casebook format. The case will be available digitally as well via a QR code.

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 in their hotel room during

teamwork, during this period teams are only allowed to leave their apartment accompanied by at least one buddy or organizer.

At the 24-hour case, there will be an opportunity to ask questions from a representative of the case company. The representative will be available for questions for 10 minutes in each team's hotel room. Teams will know an hour interval in which the representative will join them.

All teams will be provided with unlimited internet connection. 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 or tablets (1 device per team member can be used at any given time, and teams can have backup laptops for technical emergencies so they can switch devices if needed).

Teams are expected to use PowerPoint (Microsoft Office 2013 or a later version) for preparing slides and presentations. The presentations should be submitted with a **Widescreen (16:9) 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. Teams must prepare their main presentation **in maximum 30 slides** (appendix does not have a slide limit). Additional slides may be prepared at the team's discretion in anticipation of questions from the judges. Judges will receive PDF versions of presentations electronically (with the appendix) and in printed versions (without the appendix) as well. Manual animation of slides or building of slides (bringing in one bullet at a time or one element at a time) is suggested as animations cannot be printed or transferred to PDF files. 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) **neither in their written or oral presentation nor in the Q&A session** in order to provide equal opportunities. Please use the team's callsign assigned in the division draw at 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. In case a team up-

loaded 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 at 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. 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 should the team advance from the division round, after the team has completed its presentation in the Final Round.

2.5. Presentation

Each team will have 10 minutes at the short case and 15 minutes at the long case to present their solution to the Judges. 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 the 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, competing teams can only attend other presentations after they have performed in the Final Round.

The Room Manager (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 an equal amount of time to provide

fair competition conditions. In case of technical difficulties, there will be a maximum of 5-minute buffer time to solve issues.

Please note that the Finals of both cases will be live-streamed. In order to grant equal opportunities to all teams, and in the spirit of sportsmanship, finalist teams are not allowed to and kindly requested not to watch other finalist presentations before their own presentations.

2.6. Q&A session

Once the formal presentation is completed, a maximum of 10 minutes (5-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 (approximately 1 minute left). 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 5-9 professionals will evaluate the recommendation, presentation and Q&A session.

After all divisional presentations have ended, the jury will retire to evaluate all performances and create the ranking for the respective division. 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 18th of April.

2.8. Feedback session

Following both the 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 10 minutes per team for the 5-hour case and 12 minutes per team for the 24-hour case. Only the advisor, the team and the organizers can be present.

3. HEALTH PRECAUTIONS

Participants' health is a priority. Thus the Organizers reserve the right to exclude any team members or advisors from participation if a contagious health risk arises. Organizers can provide participants with masks and COVID-19 quick tests. Participants with symptoms (e.g. fever, cough) must inform the Organizers as soon as possible. In case a participant is diagnosed with COVID-19 in Hungary, they must stay in isolation for at least 5 days. Team members in isolation cannot take part in the presentation and Q&A sessions as it requires offline presence, but teams can present their solution with less people in this case. The participation fees do not cover any additional expenses caused by sickness, but the Organizers will help to solve any health related issues (e.g. navigating to a doctor, finding a new hotel room).

Keep in mind the following health instructions:

- Clean your hands frequently with alcohol-based hand rub or soap and water.

- Cover your mouth and nose with a bent elbow or tissue when you cough or sneeze. Dispose of used tissues immediately and clean hands regularly.
- If you develop symptoms or test positive for COVID-19, self-isolate until you recover.
- Avoid overcrowded or poorly ventilated areas.

No restrictions on travels into the EU from another country should be imposed. If the epidemic situation worsens, travellers should be allowed to enter the EU if they meet one of the following conditions:

- they have completed the full primary vaccination series of a COVID-19 vaccine approved by the EU or the World Health Organization (WHO) and fewer than 270 days have passed since the completion of that series
- they have recovered from COVID-19 within 180 days prior to travelling
- have tested negative to a NAAT (including PCR) test taken at the earliest 72 hours before departure

No restrictions should be imposed on free movement between EU countries. When you travel within the EU you are not required to fill in a passenger locator form or have a valid EU digital COVID certificate providing proof of vaccination, recovery from COVID-19 or a negative test.

To be informed about current travel circumstances, please visit the pages of the **Hungarian Consular Services** and the **European Council**. These regulations are subject to change in line with national and EU legislation.

4. CONFLICT MANAGEMENT

The Competition is intended to provide a learning experience for the students, that will encourage healthy competition, professionalism and interaction of 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.

