

2010 UNDERGRADUATE STUDENT CASE STUDY COMPETITION Official Rules and FAQ's

Purpose

The 2010 Student Case Competition will test students' abilities to utilize the knowledge gained through their course work in the Milgard School of Business and apply it to a business case that involves the interplay and tension between business strategy and business' broader societal impact. Teams will be judged based upon the quality of their analysis, the quality of their recommendations, and the professionalism of their presentation.

Eligibility, Team Size, and Registration

The case competition is open to all currently enrolled undergraduate students at the University of Washington, Tacoma. Case competition teams should consist of 3-4 members. Teams must register on-line at the Center's website, <http://www.tacoma.washington.edu/clsr/>, by 5:00 p.m. on Monday, April 5, 2010. Once the business case has been handed out at 8:00 a.m. on Friday, April 16, 2010, there can be no team member substitutions.

Competition Cases

The case study for the competition was selected from the case study library of a major global university. A copy for each member of your team will be provided along with an additional cover page providing supplemental case information. Since this case competition is sponsored by the Center for Leadership & Social Responsibility, there will be an element of corporate social responsibility to the case. To understand what corporate social responsibility means, a review of the Strategy & Society – The Link Between Competitive Advantage and Corporate Social Responsibility by Michael E. Porter and Mark R. Kramer would be helpful. This article is available through the UWT Library, EBSCO database:
<http://web.ebscohost.com.offcampus.lib.washington.edu/ehost/pdf?vid=2&hid=21&sid=582415a2-7c88-4613-bc71-4d1b58a506ea%40sessionmgr7>

Competition Format

1. Three (3) days prior to the competition (Friday, April 16th at 8:00 a.m.), each team member will be provided with a copy of the case and instructions for analysis and presentation. In preparing for the competition, teams may use any reference materials available through the internet and the UW library system. Teams may not consult on any aspect of the presentation with any person who is not a team member.
2. An electronic version of your PowerPoint presentation is due to Dr. Purdy's e-mail (jpurdy@u.washington.edu) by 7:00 a.m. on Monday, April 19th. No changes can be made to the presentation after this time.

Presentations

1. Preliminary round presentations will occur in Dougan 201 and Dougan 210 on Monday, April 19th, beginning at 8:00 a.m. Two winners of the preliminary rounds will be announced in the second floor

lobby in Dougan at 10:15 a.m. Final round presentations will be made by the two preliminary round winners at 11:30 and 11:55 in the Tacoma Room (GWP 3rd floor).

2. The order of presentation for preliminary rounds will be determined by lottery during case pick-up on Friday, April 16th. Presentation order for the final round will be determined by a coin flip at the time of the final round team announcement.
3. Teams will prepare five paper copies of the presentation (black & white, six slides per page) and provide this to the judges before they start the presentation. Each team will present their analysis and recommendations for no more than ten (10) minutes. The presentation will be followed by a ten minute question and answer period. Approximate presentation times are as follows:
 - Team 1: Presentation time is 8:00 – 8:10 with Q&A until 8:20
 - Team 2: Presentation time is 8:25 – 8:35 with Q&A until 8:45
 - Team 3: Presentation time is 8:50 – 9:00 with Q&A until 9:10
 - Team 4: Presentation time is 9:15 – 9:25 with Q&A until 9:35
 - Team 5: Presentation time is 9:40 – 9:50 with Q&A until 10:00

 - Final Round Team #1 Presentation time is 11:30 – 11:40 with Q&A until 11:50
 - Final Round Team #2 Presentation time is 11:55-12:05 with Q&A until 12:15
4. A timekeeper will ensure presentations do not exceed the time limit. Teams will be notified when they have 5 minutes remaining, 2 minutes remaining, 1 minute remaining, and when time is up. Presentations will be stopped at exactly 10 minutes after they have started.
5. Teams should be prepared to make their presentations even in the unlikely event of a media failure.
6. Teams should clean up promptly and then clear the presentation area, allowing the next team to prepare. All presentations will already be loaded on the computer in the assigned room.
7. The judges will have up to five minutes to complete their evaluation notes before the next team starts (judges will do this during the team presentation transitions).

Judging

1. The judging panel will be composed of 3 to 5 representatives of the local business and campus community. The judges will observe each presentation, ask questions of the contestants, and determine the competition winner for both the preliminary and final rounds. A chairperson from among the judges will officiate.
2. The evaluation criteria for the presentations are as follows:
 - A. *Quality of Analysis*: includes the scope and depth of analysis and the ability to draw valid conclusions from case data and research.
 - B. *Quality of Recommendations*: includes the scope and viability of recommendations as well as their anticipated impact on the organization and its stakeholders.
 - C. *Professionalism*: includes communication skills, teamwork, design of presentation materials, and confidence in responding to questions.
3. Each judge will score the presentation on a scale of 1-10 for each of the three criteria listed above. The team with the highest total points in each room will be declared the winner and proceed to the final round. The final round will be judged using the same point scale and criteria.
4. In the event of a tie in either the preliminary or final round, the judges will select the winning team using a secret ballot vote. A simple majority will then determine the winner.

Awards

1. All case competition participants are invited to attend a luncheon at the Tacoma Room from 12:30-1:30 p.m. The winning team will be announced at the reception. This will also be an opportunity for the judges to provide feedback on your presentation and for you to ask them questions.

2. The names of the winning team members will be posted on a plaque displayed outside the Milgard School of Business office (Dougan 401). There will also be recognition on the Center for Leadership & Social Responsibility web site.
3. Prizes will be awarded during the reception and are as follows:
The Center Director, Joe Lawless, will accompany the winning team to Microsoft for lunch and a tour with Dan Bross, the Director of Corporate Citizenship for Microsoft. Each team member will receive an Xbox 360. **This visit is scheduled for Friday, April 30 (will leave campus at 10:00 a.m. and return by 2:00 p.m.)**

Key Dates and Activities

Date/Time	Activity	Location/Details
March 11, 12:30 lunch hour	Case Competition Information Session and Team Formation Event	Dougan 201
April 5, by 5:00 p.m.	Team Registration Due	Online: http://www.tacoma.washington.edu/clsr/
April 16, 8:00 a.m.	Case Competition packets available for pick-up	Dougan 401
April 19, by 7:00 a.m.	PowerPoint presentations due	Email to Dr. Jill Purdy at: jpurdy@u.washington.edu
April 19, 8:00 – 10:00 a.m.	Case competition preliminary round. Each team will have 10 minutes to present followed by 10 minutes of Q&A from judges.	Dougan 201 and 270
April 19, 10:15 a.m.	Preliminary round winners announced	Dougan 2 nd floor lobby
April 19, 11:00 a.m. – noon	Case competition final round. Each team will have 10 minutes to present followed by 10 minutes of Q&A from judges.	Tacoma Room (GWP 320)
April 19, 12:30 – 1:30 p.m.	Awards Luncheon	Tacoma Room (GWP 320)

Frequently Asked Questions

- Q1: How many teams can participate in the competition?
A1: We currently don't have a cap on the number of teams, and will flex the competition based on the needs.
- Q2: Can we have the case competition materials sent to us electronically?
A2: Copyright permissions allow us to purchase printing rights only for a specific number of cases; therefore we cannot send them out electronically to the teams. Packets will be available for pickup by 8:00 a.m. on Friday, April 16. You may send just one member of your team to pick up the materials if that is more convenient.
- Q3: What resources can we use while analyzing and preparing for the case competition?
A3: As stated in the Official Rules: In preparing for the competition, teams may use any reference materials available through the Internet and the UW library system. Teams may not consult on any aspect of the presentation with any person who is not a team member.

- Q4: Can we have access to classroom space over the weekend to prepare for the case competition?
A4: We will reserve three classrooms for Saturday, April 17 and Sunday, April 18 from 10:00 a.m. to 5:00 p.m. Please contact Joe Lawless at 253-692-5685 or jlawless@uw.edu by 12:00 p.m. on Friday, April 16 to reserve a date and time.
- Q5: How will the order of when teams present be selected?
A5: As stated in the Official Rules: The order of presentation and judging panel selection will be determined by lottery during case pick-up on Friday, April 16 at 8:00 a.m. For the final round, a coin toss will determine the order for the two teams in the final presentation.
- Q6: Do all members of the team have to present?
A6: Yes. Although public speaking and giving presentations may not be a strength for everyone, this is a team effort. With practice and coaching from other team members, each of you can provide solid contributions during the presentation.
- Q7: Will the presentations be open for others to watch?
A7: Not quite. Preliminary round presentations will be closed to other teams. Final round presentations will be open to anyone (final round teams will not be allowed to observe the presentation of the other team). Please note that observers may not enter the room *during* a presentation as this would be a disruption to the team presenting.
- Q8: Will our absence from a class during the competition be excused?
A8: The majority of faculty on the UWT campus recognizes that participating in this case competition is a valuable learning opportunity for you. However, it is still your responsibility to inform them if you will be absent for any portion of the class and to obtain any information that you may miss during your absence. We are trying to reduce or eliminate your absence as much as possible by scheduling the presentations early in the day and by holding the awards luncheon during the scheduled campus lunch hour at 12:30. If your class is in session during the case competition presentation timeframe, you could return to class once your team has completed their presentation.
- Q9: Can we receive extra credit in a class for participating in the case competition?
A9: Possibly. Discuss this with your professor to determine how the case competition may be relevant to the class and what the criteria may be for extra credit. Ultimately, that decision is up to your professor and the guidelines of their class.