



Faculty of Business  
and Economics

# 2022 BCOM CASE COMPETITION

## PARTICIPANT RULES & GUIDELINES



**BCOM**  
Case Competition

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# 2022 BCOM CASE COMPETITION

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## WELCOME TO THE BCOM CASE COMPETITION

The 2022 BCom Case Competition (BComp) will be delivered in-person. Teams are required to meet in person during the competition, at the Case Launch and skill development sessions. The Preliminary and Final Rounds of the competition will be delivered face-to-face and invited students must attend and participate in-person.

Students who participate do so on a voluntary basis for educational benefit, and will not be entitled to any remuneration or payment in respect of the program, with the exception of the prizes outlined in this document. Prizes will be awarded to all BCom Case Competition finalists (1st - 4th place) as follows, split evenly between team members:

- \$3,500 will be awarded to the team placing first, \$2,500 to the team placing second, \$1,500 to the team placing third and \$1,000 to the team placing fourth. A letter will be emailed to these teams following the Finals, with instructions for how to receive the funds.
- Members of the winning team are guaranteed an interview with the Faculty of Business and Economics for the International Case Competition program, if eligible.

### TIME ZONES

All time and date information in this document is given in Australian Eastern Standard Time (GMT + 10).

### ONLINE PLATFORMS

The following channels and platforms may be used during the competition:

- Email
- Canvas LMS
- Zoom

Teams can choose to communicate using their preferred channels.

Questions or issues should be emailed to [bcom-case-comp@unimelb.edu.au](mailto:bcom-case-comp@unimelb.edu.au).

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### RULES AND REGULATIONS

The following rules and regulations apply to all participants of the 2022 BCom Case Competition. Team members are expected to familiarise themselves and abide by these rules outlined in this document throughout the competition. Violation of any of these rules may result in disqualification of a team or team member.

1. To uphold the integrity of the Competition and the results, all competitors must abide by the highest standards of professional ethical conduct becoming of a BCom student. Any violation of the competition rules will result in automatic and immediate disqualification.
2. The Case used in the Competition will, to the best of the organisers' knowledge, be unpublished and untested. The Case will be published on Canvas immediately after the Launch event. Under no circumstances is the Case to be reproduced, either electronically or in hard copy, nor shall it be shared with non-participants.
3. All teams must comprise of **four** BCom students, second year or above who are enrolled in at least one subject in Semester 2, 2022. To qualify as a second year, a student will need to have completed 100 credit points of coursework at the time of registration OR have been enrolled at the University for a minimum of 12 months (two full semesters).
4. Teams are allowed a maximum of one student who has participated in an International Case Competition.
5. The composition of a team must remain unchanged throughout the competition. In extenuating circumstances, requests to change the composition of a team will be considered by the Appeals Committee.
  - Teams requesting changes to their composition must put their request in writing, explaining fully the reason for the required change. This notice must be sent to the Appeals Committee as soon as practical, and no later than 24 hours after the event that necessitates the change. The address for correspondence is: [bcom-case-comp@unimelb.edu.au](mailto:bcom-case-comp@unimelb.edu.au).
  - Permission for changes to team composition and the team's ongoing participation in the competition will be at the complete discretion of the Appeals Committee.
6. Team names must be consistent with the principle of professionalism detailed in point 1. Teams who register with an inappropriate name will be asked to change their name to finalise their registration. The team name should not identify any of the individual team members.
7. The team's ongoing participation in the competition may require the team to recruit new team members to replace any members who have withdrawn.
8. Should an individual team member withdraw, any ideas generated by that team member remain with the team. In this instance, participation in the Competition will be considered on a case by case basis if the number of members in the team falls below the minimum of three.
9. Should a team wish or need to withdraw from the competition, the team must inform the Competition Organising Committee before 5pm on Friday 19 August.
10. Teams are expected to conduct all necessary research through all publicly available resources.
11. Teams must prepare their response to the Case independently. Teams are not permitted to discuss the Case with, or obtain help from, anyone outside their registered team.
12. Plagiarism and collusion between teams is strictly prohibited and will result in immediate disqualification.

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13. Participants agree that the Case Competition Partner will own all presentations, including any information and/or recommendations which are provided by teams as part of the competition.
14. Participants who have worked or are currently working for a Case Competition sponsor company (SPP/UBS/CFA Society Melbourne) must declare this via the online registration form and each request will be considered on a case-by-case basis. Teams who do not provide timely notification will be disqualified with immediate effect.
15. This Competition is for current BCom students. Participants must be enrolled in at least one subject in Semester 2, 2022 to be eligible to compete. If your team includes a graduate student, or student from another faculty, your team will be ineligible to participate.
16. Members of the BCom Case Competition Committee who are directly involved in the planning or execution of the BCom Case Competition are ineligible to compete.
17. All participants must attend a launch event on Wednesday 3 August, 6pm. More details about the launch will be sent to Competition participants.
18. The Finals (Wednesday 24 August) will be recorded and photographed. Team members may be featured in resulting promotional material.
19. The winning team is required to write an article of approximately 500 words about their experience in the competition for the [Faculty's Newsroom](#).
20. Important announcements and information will be made available on Canvas when the launch concludes. All participants are responsible for checking their email accounts and Canvas in a timely manner.
21. If this Competition is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the University, including but not limited to technical difficulties, unauthorised intervention or fraud, the University reserves the right, in its sole discretion, to the fullest extent permitted by law:
  - to disqualify any participant; or
  - to modify, suspend, terminate or cancel the Competition, as the University deems appropriate.
22. Except for any liability that cannot by law be excluded, including any statutory consumer guarantees provided under the consumer protection laws of Australia, the University (including its respective officers, employees and agents) excludes all liability (including negligence) for any personal injury, or any loss or damage (including loss of opportunity), whether direct, indirect, special or consequential, arising in any way out of the Competition.

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### COMPETITION STRUCTURE AND TIMELINE

Activity	Date and time (AEST)
Registrations open	Monday 11 July, 9am
Registrations close	Sunday 31 July, 11.59pm
Social activity	Wednesday 3 August, time TBC
Case launch	Wednesday 3 August, 6pm - 7pm
Skills Development Session 1: Crack the Case	Thursday 4 August, time TBC
Q&A team question submissions due	Friday 5 August, 12pm
Q&A session	Tuesday 9 August, time TBC
Pre-screening submissions due	Wednesday 10 August, 11.59pm
Pre-screening outcomes	Tuesday 16 August
Skills Development Session 2: Presenting to Win	Wednesday 17 August, time TBC
Preliminary Round	Monday 22 August, 1pm - 5pm
Final Round	Wednesday 24 August, 5pm - 8pm

#### CASE LAUNCH

The Case Competition launch will include important information regarding the case and competition structure. Teams will receive a case materials file which will provide key data and information regarding the case. The case will be multi-disciplinary and may cover topics including but not limited to: finance, accounting, marketing, general management, human resources, entrepreneurship, strategy, international business, and policy.

#### Q&A SESSION

A Q&A session will be held to answer questions about the case and materials. The session will be delivered by a representative from the Case Partner company and the Academic Lead for the BCom Case Competition.

Teams will be required to submit their questions through a Qualtrics form which will be emailed and provided on the Canvas community. Questions must be submitted by 12pm, Friday 5 August (one form submission per team).

Questions will be collated and answered at the Q&A. For anyone unable to attend the session, it will be recorded and made available on Canvas.

#### SKILLS DEVELOPMENT SESSIONS

Attendance at the Crack the Case session is optional, but highly recommended for all student participants.

The Presenting to Win session is only available to team members who have been selected to participate in the Preliminary Round.

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### PRE-SCREENING STAGE

Using the information presented at the launch, Q&A session and in the case materials, teams will be required to produce a four-slide (maximum) PowerPoint file that includes:

- a cover page with the team name and the name and student ID number of each team member (1 slide);
- a situation analysis of the business case (1 slide); and
- an overview of the team's approach/strategy to answering the case as well as any initial thoughts regarding recommendations (2 slides).

All submissions must use Microsoft PowerPoint or PowerPoint converted to PDF as their visual aid. All other file formats will be rejected.

All pre-screening documents must be submitted by 11.59pm, Wednesday 10 August. A submission link will be emailed to the Team Leader of each team immediately after the case launch.

A judging panel will select 16 teams to proceed. Teams will be informed of the selection by an email on or before Tuesday 16 August.

- The panel reserves discretion to select fewer than 16 teams to proceed.

Teams who receive an outcome for the Preliminary Round who no longer wish to participate in the competition must advise organisers immediately so that the place can be offered to another team.

Members of the 16 selected teams will be invited to attend a Presenting to Win Workshop on Wednesday 17 August. Attendance is strongly recommended.

At or before 9am on Monday 22 August, teams must electronically submit a copy of their slide pack to be used for presentation at the Preliminary Round in PowerPoint format.

### PRELIMINARY AND FINAL ROUNDS

#### 1. Structure:



- Presentation slides for the Preliminary Round should be submitted by 9am on Monday 22 August. Presentation slides for the Final Round should be submitted by 9am on Wednesday 24 August. Alterations may not be made to the presentation after submission. Teams who do not submit their slides by this deadline will be required to present without their slides.
- The submission link and time for the presentations will be communicated to teams by email.
- Teams should be checked in and ready to join their allocated room at least 15 minutes before their allocated time slot for presentation.
- At the Preliminary Round, teams must return to the assigned room at 4.25pm for the announcement of results.
- Times will be strictly adhered to. Room Coordinators will time the presentations and teams will be notified when there are 3 minutes and 1 minute remaining, then cut off at the 10-minute mark.

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### 2. Presentations:

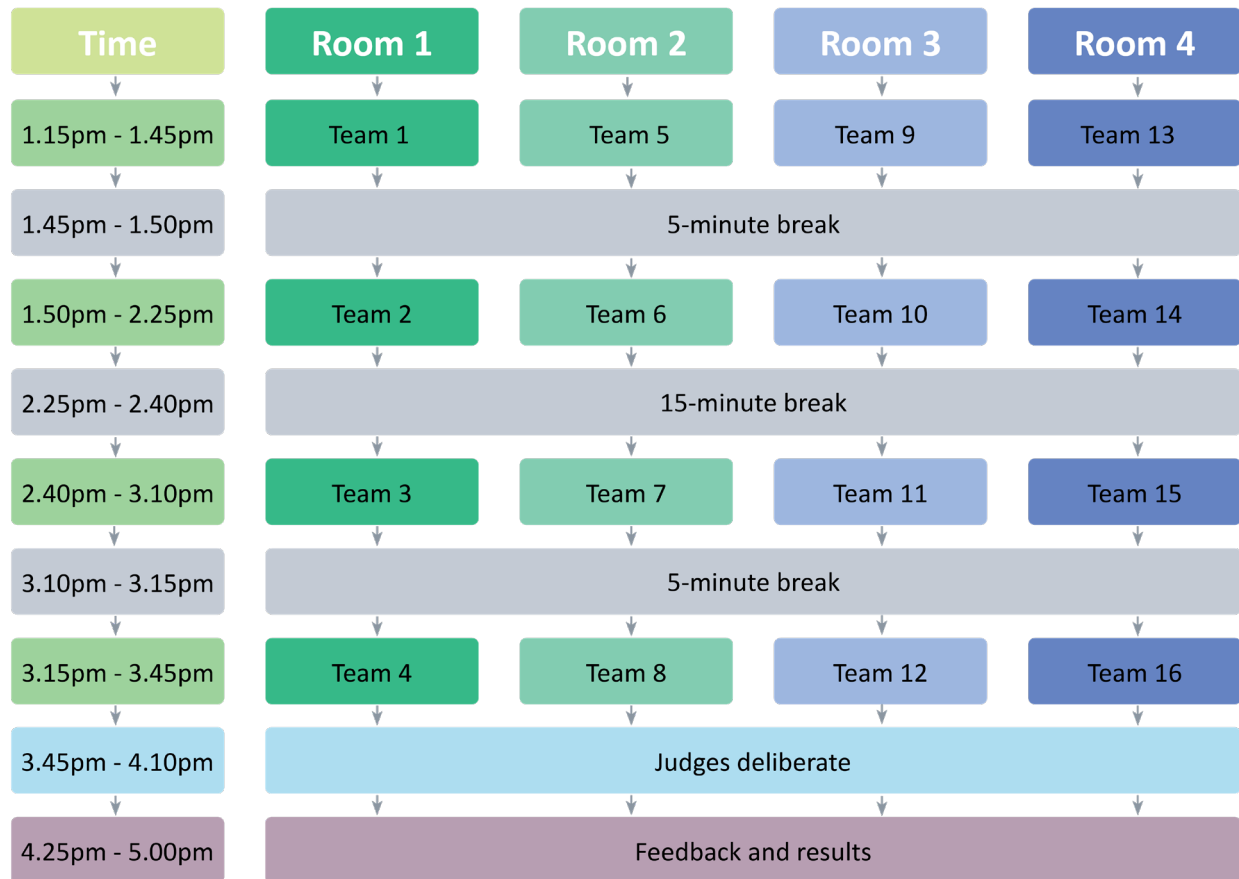
- The dress code for all rounds is business attire.
- Each presentation room shall be assigned a Room Chair and a Timekeeper. Timelines will be strictly adhered to. There will be a signal to teams indicating 3-minutes remaining and 1-minute remaining during both the presentation and the question-and-answer session. At 10 minutes, the Timekeeper will stop the presentation, with no exceptions. At the conclusion of the full 25 minutes, the Timekeeper will stop the question-and-answer session, with no exceptions.
- Team members are not permitted to watch presentations preceding their own presentation. Any team attending earlier presentations than their own, or presentations in other divisions, will be penalised (at the discretion of the Appeals Committee).
- Teams' presentation slides are the only required deliverables for the judging panel.
- Teams also have the option, but are not required, to include content such as page covers, appendices, graphs, and backup slides.
- Upon completion of the Preliminary Round presentations, the judging panel will provide summary presentation feedback to all teams collectively. Individual team feedback and scores will not be provided.
- There will be one team selected from each division as the division winners. Four teams will progress to the final round.
- Finalist teams may continue to work on the case until the submission date for the Finals. At or before 9am on Wednesday 24 August, teams must electronically submit a copy of their slide pack to be used for presentation at the finals in PowerPoint format.
- At the Finals Round, when a team has completed their presentation, the team members may remain in the presentation room to watch the remaining teams in that division. Team members are not permitted to watch presentations preceding their own presentation. Any team attending earlier presentations than their own, or presentations in other divisions, will be penalised (at the discretion of the Appeals Committee).



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### SAMPLE PRELIMINARY ROUND STRUCTURE



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## JUDGING AND EVALUATION

### JUDGING PANEL

- The judging panel for the Preliminary Round will consist of industry representatives.
- The judging panel for the Final Round will consist of an industry representative from the Case Partner and Case Sponsor organisations, and an academic(s) from the Faculty of Business and Economics. No judges from the Preliminary Round will sit on the Final Round judging panel.

### EVALUATION

Judges will evaluate each team based on:

- whether the proposed strategy addresses the key issues of the case;
- the depth of research and analysis;
- the clarity and logical structure of the presentation;
- the practicality and feasibility of recommendations;
- whether there is innovation and evidence of a creative and rigorous approach to problem solving;
- the effectiveness of delivery of the presentation and use of visual aids;
- whether the Q&A directly addresses the question and displays a sound understanding of the case; and
- any other metrics to be decided and agreed upon by the judging panel.

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### PRIVACY AND CONFIDENTIALITY

Participants will not disclose, without the Case Competition Partner's prior consent, any of the Case Competition Partner's confidential information that they receive in relation to the competition. For the avoidance of doubt, the case and any supplementary information or materials provided by the Case Partner in relation to the case is the Case Competition Partner's confidential information.

### USE OF PERSONAL INFORMATION

The Personal Information provided by participants will be used by the University for the purposes of administering the participants' participation in the Case Competition and will also be provided to the Competition judging panel and third-party sponsors for this purpose. In addition, by entering this Competition each participant agrees that:

- the University may film, photograph and screen capture the Case Competition proceedings and upload the film and photographs, which may contain the participant's image, name and/or voice, to the University's website and use the film and photographs for other University promotional, educational and reporting purposes, whether related to the Competition or otherwise;
- the University may use their name and contact details for the purposes of the Competition;
- they agree to receive ongoing University communications and marketing material, whether related to the Competition or otherwise;
- the University may provide their name and contact details to the Competition judging panel and sponsors (individuals and entities external to the University) for the purposes of facilitating networking opportunities for the Competition participants; and
- at the University's reasonable request, the winner will take part in the University promotional activities which may include their name and image published in the University's promotional materials (such as the University's website, marketing materials, advertising, printed materials and social media channels) and for ongoing promotional activities not related to this Competition.

Privacy and Data Protection Act 2014 (Vic) [www.unimelb.edu.au/governance/compliance/privacy](http://www.unimelb.edu.au/governance/compliance/privacy).

Under Privacy Laws, 'personal information' means any recorded information or opinions (whether true or not) that identify an individual or allow an individual to be identified. The University is committed to protecting personal information provided by you in accordance with Privacy Laws. The University has a comprehensive privacy policy addressing issues relating to the use, collection, security and access to personal information available at the Privacy Policy. All information collected by the University is governed by the Privacy Policy. For further information about how the University deals with personal information, please refer to the Privacy Policy or contact the University's Privacy Officer at [privacy-officer@unimelb.edu.au](mailto:privacy-officer@unimelb.edu.au).

Privacy Contact Details: You may access any personal information you have provided by contacting the Experiential Learning Team via [bcom-case-comp@unimelb.edu.au](mailto:bcom-case-comp@unimelb.edu.au).

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### CONTENT PROVIDED IN CASE RESPONSE

Participants agree that they are fully responsible for any content they provide in response to the Case. The University is not liable in any way for such content to the full extent permitted by law and may remove or decline to publish any content without notice for any reason whatsoever. Participants warrant and agree that:

- they will not submit any content that is unlawful or fraudulent, defamatory, obscene, derogatory, pornographic, violent, abusive, harassing, threatening, objectionable with respect to race, religion, origin or gender, or that the University may deem to be in breach of any intellectual property, privacy, publicity or other rights, or otherwise unsuitable for publication;
- their content shall not contain viruses or cause injury or harm to any person or entity;
- they will obtain prior consent from any person or from the owner(s) of any property that appears in their content;
- the content is the original work of the participant and that it does not infringe the rights of any third party or otherwise that they will obtain full prior consent from any person, who has jointly created or has any rights in the content, to the uses contemplated in these Rules and Regulations;
- they consent to any use of the content which may otherwise infringe the content creator's/creators' moral rights pursuant to the Copyright Act 1968 (Cth) and warrant that they have the full authority to grant these rights; and
- they will comply with all applicable laws and regulations, including without limitation, those governing copyright, content, defamation, privacy, publicity and the access or use of others' computer or communication systems.
- Without limiting any other terms herein, the participant agrees to indemnify the University for any breach of the above terms.

### USE OF COMPETITION ENTRY BY THE CASE COMPETITION PARTNER

Any materials submitted by an entrant via the Competition including but not limited to prototypes, presentations, comments, recordings and images will become the property of the Case Competition Partner and participants are granted a non-exclusive, royalty-free licence to use the materials they submit for the Competition for their own non-commercial educational purposes (not including publication). By registering for this Competition, participants agree to assign the rights to their Competition materials to the Case Competition Partner.

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## APPEALS COMMITTEE

The Appeals Committee will deal with any issues relating to rules and equity of the Competition.

The Appeals Committee will be guided by the letter and the spirit of the rules of the Competition, and the norms of fair play and good gamesmanship.

Appeals must be submitted to the Appeals Committee by email to [bcom-case-comp@unimelb.edu.au](mailto:bcom-case-comp@unimelb.edu.au) as soon as possible before the Preliminary Round and Final Round. At either the Preliminary Round and Final Round, a written document must be submitted no later than 15 minutes after the judging panel's decision has been announced.

The Appeals Committee has the power to:

- Take action as deemed appropriate.
- Issue a reprimand.
- Disqualify a team member from the competition.
- Disqualify a team from the competition.

The Appeals Committee's decision is final.

The Appeals Committee comprises of a Faculty academic, two Student Experience and Experiential Learning (SEEL) staff members and a student representative.



# READY?

**REGISTER BY SUNDAY 31 JULY**

**FINALS | WEDNESDAY 24 AUGUST**