

2020 BCom Case Competition

General Rules and Regulations

1. General Rules

- 1.1. All deadlines are strict and failure to adhere to these will result in team penalties.
- 1.2. All teams must comprise four BCom students, 2nd year or above. To qualify as a 2nd year, a student will need to have completed 100 credit points of coursework OR have been enrolled at the University for a minimum of 12 months (two full semesters).
- 1.3. Teams are allowed a maximum of one student who has participated in an International Case Competition.
- 1.4. All teams must select a team name by which they will be known throughout the competition. The team name should not identify any of the individual team members.
- 1.5. 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.
 - 1.5.1. 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
 - 1.5.2. 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.
 - 1.5.3. The team's ongoing participation in the competition may require the team to recruit new team members to replace any members who have withdrawn.
- 1.6. Should a team wish or need to withdraw from the competition, the team must inform the Competition Organising Committee before 5:00pm on Tuesday 25 August.
- 1.7. 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.
- 1.8. Teams are permitted to use computers (including laptops and smart phones) and access the internet during preparation time.
 - 1.8.1. Teams must prepare the case independently. Teams are not permitted to discuss the case with, or obtain help from, anyone outside their registered team until the conclusion of the case competition.
- 1.9. Attendance at the Crack the Case Workshop (Thursday 27 August) and Presenting to Win Workshop (Friday 28 August) is optional but strongly recommended for all team members that have been selected to participate in the preliminary round.
- 1.10. Prizes will be awarded at the Finals as follows:
 - 1.10.1. All members of the winning team are guaranteed an interview with the Faculty of Business and Economics for the International Case Competition program, as well as a guaranteed interview for SPP's graduate/internship program.**
 - 1.10.2. Monetary prizes will be awarded to teams placing first, second, third and fourth. A letter will be emailed to these teams following the Finals, with instructions on how to receive the funds.
- 1.11. The Finals (Friday 4 September) will be recorded. Team members may be featured in resulting promotional material.

2. Competition Structure

- 2.1. Due to the impact of the COVID-19 pandemic, the BCom Case Competition 2020 will be delivered completely online with zero face-to-face contact between students, industry and staff.
- 2.2. Teams are asked not to meet in person during the competition, and all events, workshops and presentations will be conducted online.
- 2.3. Time Zones: All time and date information in this document is given in Australian Eastern Standard Time (GMT + 10)
- 2.4. Online Platforms: We may use a combination of the following channels and platforms during the competition:
 - Zoom
 - Emails
 - Canvas
 - MS Teams
- 2.5. Teams can choose to use any zero-contact communications method/platforms during the competition.

*Interviews for the International Case Competition program and SPP's graduate/internship programs are subject to change as a result of COVID-19.

3. Pre-screening Stage

3.1 Following the Case launch (Friday 14 August), case materials will be emailed to each team and posted on the Canvas community site.

3.2 Using the information presented at the launch, Q&A session and in the case materials, teams will be required to produce a 4 PowerPoint slide (maximum) document that includes:

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

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

3.4 All pre-screening documents must be submitted by 11.59pm, Thursday 20 August. A submission link will be emailed to the Team Leader immediately after the launch.

3.5 A judging panel will select 20 teams to proceed. Teams will be informed of the selection by an email on or before Wednesday 26 August.

3.5.1 The panel reserves discretion to select fewer than 20 teams to proceed.

3.6 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.

3.7 Members of the 20 selected teams will be invited to attend a Crack the Case Workshop on Thursday 27 August. Attendance is strongly recommended.

3.8 Members of the 20 selected teams will be invited to attend a Presenting to Win Workshop on Friday 28 August. Attendance is strongly recommended.

3.9 At or before 9:00am on Monday 31 August, teams must electronically submit a copy of their slide pack to be used for presentation at the Preliminary Finals in PowerPoint format.

4. Preliminary Finals (Monday 31 August)

4.1 Dress code for Preliminary Finals is business formal.

4.2 Teams will be allocated to one of four divisions. Each division will contain five teams and each of these five teams will present to the same panel of judges.

4.3 There will be no observers allowed for the Preliminary Finals. 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).

4.4 Teams' presentation slides are the only required deliverables for the judging panel.

4.4.1 Teams also have the option, but are not required, to include content such as page covers, appendices, graphs and backup slides.

4.5 Teams will be judged, according to set criteria, by a panel comprising business practitioners and academic staff.

4.6 Each team will be allowed 25 minutes, as follows:

- 5 minutes – Set up
- 10 minutes – Presentation.
- 10 minutes – Question and answer session (only questions from judges are permitted during this time).

4.7 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.

4.8 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.

4.9 There will be one team selected from each division as the division winners. Four teams will progress to the final round.

4.10 Finalist teams may continue to work on the case until the submission date for the finals. At or before 9:00am on Friday 4 September, teams must electronically submit a copy of their slide pack to be used for presentation at the Finals in PowerPoint format.

5. Finals (Friday 4 September)

5.1 Judges of the final round will comprise academics and business practitioners. No judges from the preliminary rounds will sit on the final judging panel. All teams will present to the same panel of judges.

5.2 Teams that are not presenting in the final round are invited to attend the final presentations.

5.3 Teams' presentation slides are the only required deliverables for the judging panel.

5.3.1 Teams also have the option, but are not required, to include content such as page covers, appendices, graphs and backup slides.

5.4 Teams will be judged, according to set criteria, by a panel comprising business practitioners and academic staff.

5.5 Each team will be allowed 25 minutes, as follows:

- 5 minutes – Set up
- 10 minutes – Presentation.
- 10 minutes – Question and answer session (only questions from judges are permitted during this time).

5.6 Each presentation 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.

5.7 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).

6. Appeals Committee

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

6.2 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.

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

6.4 The Appeals Committee has the power to:

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

6.5 The Appeals Committee's decision is final.

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

*Violation of any of the above rules may result in disqualification of a team or team member.

*The competition organisers, on behalf of the Faculty of Business and Economics, reserve the right to make slight amendments or additions to the above rules if deemed necessary. Due notice will be given in such a case.