2019 BCom Case Competition
General Rules and Regulations

General Rules

1.1. All deadlines are strict and failure to adhere to these will result in team penalties.
1.2. All teams will 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participation in the competition may require the team to recruit new team members to replace any members who have withdrawn.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 Wednesday 21 August.
1.7. All cases in the competition 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. In all cases in the competition, 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, with the exception of Mentors assigned to them by the Competition Organising Committee.
   1.8.2. Mentors will be case competition alumni from the University of Melbourne and are assigned to provide general guidance to teams in their approach to the case.
1.9. Attendance at the Crack the Case Workshop (Friday 23 August) is compulsory for all team members that have been selected to participate in the final round. Failure for any member to attend will result in a team penalty, unless exceptional circumstances apply, in which case, requests must be sent to the Appeals Committee at bcom-case-comp@unimelb.edu.au
1.10. Prizes will be awarded on Case Day 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 and third. A letter will be given to these teams on Case Day with instructions on how to receive the funds.
1.11. Photographers will be present at the SPP Crack the Case Workshop as well as on Case Day. Team members should inform the Competition Organising Committee if they do not wish to be featured in any resulting promotional material.

Competition Structure

2.1. Following the Launch Workshop (Monday 12 August) the selection round case will be emailed to each team.
   2.2.1. Team members must be available in person to contribute to their team’s case solution.
   2.3. By 9:00am on Monday 19 August, teams must electronically submit a copy of their slide deck (solution to the case).
2.3.1 Specific and binding instructions pertaining to the process and content of case submission will be distributed alongside the selection round case.

2.4 A judging panel will select 15 teams to proceed to the second case. Teams will be informed of the selection by a phone call followed by an email on or before Wednesday 21 August.

2.4.1 The panel reserves discretion to select fewer than 15 teams to proceed to the second case.

2.5 The panel will provide feedback to all teams in the selection round.

2.6 Members of the 15 selected teams will be required to attend a Crack the Case Workshop on Friday 23 August, where the final round case will be distributed.

2.6.1 Specific and binding instructions pertaining to the process and content of case submission will be distributed alongside the final case.

2.7 Team members will be required to commit the weekend of 24-25 August to prepare their teams’ final case presentation.

2.8 At or before 5:00pm on Sunday 25 August, teams must electronically submit a copy of their slide pack to be used for presentation on Case Day in PowerPoint format. These slides will be pre-loaded on to the computer in the teams’ allocated Case Day presentation room.

Case Day (Monday 26 August)

3.1 Dress code for Case Day is business formal.

3.2 Teams will be allocated to one of three divisions. Each division will contain five teams and each of these five teams will present to the same panel of judges in the same presentation room.

3.3 Teams’ presentation slides are the only required deliverables for the judging panel.

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

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

3.5 Each team will be allowed 30 minutes, as follows:

● 5 minutes – Set up
● 15 minutes – Presentation.

Any of this allocated time that is not utilised by the team for presentation may be treated as additional question and answer time.

● 10 minutes – Question and answer session (only questions from judges are permitted during this time. No questions from the general audience will be permitted).

3.6 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 ‘5 minutes remaining’ and ‘1 minute remaining’ during both the presentation and the question and answer session. At 15 minutes, the Timekeeper will stop the presentation, with no exceptions. At the conclusion of the full 30 minutes, the Timekeeper will stop the question and answer session, with no exceptions.

3.7 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, or presentations in any other divisions. Any team attending earlier presentations than their own, or presentations in other divisions, will be penalised (at the discretion of the Appeals Committee).

3.8 Upon completion of the preliminary round presentations, teams will be provided with feedback from the judges in their division. Each team will have 4-5 minutes of individualised feedback.

3.9 There will be one team selected from each division as the division winners. Winning teams will be announced during the Networking Session. These teams will progress to the final round.

3.9.1 Judges of the final round will comprise academics and business practitioners. No judges from the preliminary rounds will sit on the final judging panel.

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

Appeals Committee

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

4.2 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.

4.3 Appeals must be submitted in writing to the Appeals Committee. Before Case Day, an email should be sent to bcom-case-comp@unimelb.edu.au as soon as possible. On Case Day, a written
document must be submitted no later than 15 minutes after the judging panel’s decision has been announced.

4.4 The Appeals Committee has the power to:
4.4.1 Take action as deemed appropriate.
4.4.2 Issue a reprimand.
4.4.3 Disqualify a team member from the competition.
4.4.4 Disqualify a team from the competition.

4.5 The Appeals Committee’s decision is final.

4.6 The Appeals Committee comprises the Co-Chairs of the BCom Case Competition and the Faculty Advisors to the competition in any particular year.

*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.

By submitting your slides (solution to the first case) for the selection round, due by 9:00am on Monday 19 August, you confirm that you abide by the rules detailed above.

In addition, all team members of the 15 teams selected to compete on Case Finals Day will be required to sign a copy of this document to validate their entrance into the BCom Case Competition:

TEAM NAME: __________________________________________________________________________

We agree to abide by the above rules, and act with honesty, integrity, and in the spirit of the competition.

Member Name: ________________________ Signature: ______________________________

Member Name: ________________________ Signature: ______________________________

Member Name: ________________________ Signature: ______________________________

Member Name: ________________________ Signature: ______________________________