



FORMAT AND RULES

BELGRADE BUSINESS INTERNATIONAL CASE COMPETITION 2018

The following text outlines the official rules of the competition. BBICC organizers expect that all competitors recognize and respect the rules of fair play. Failure to comply with the rules may ultimately result in disqualification from the competition. If a situation not specifically contemplated in the following rules occurs, the evaluation and final decision will be made by BBICC Organizing Committee.

1. PARTICIPATING SCHOOLS

- **American University of Lebanon, American University of Beirut** | Lebanon
- **Concordia University** | Canada
- **Copenhagen Business School** | Denmark
- **Corvinus Business School, Corvinus University of Budapest** | Hungary
- **Foster School of Business, University of Washington** | USA
- **Haas School of Business, University of California Berkeley** | USA
- **Heavener School of Business, University of Florida** | USA
- **Hong Kong University of Science and Technology** | Hong Kong
- **Hong Kong University** | Hong Kong
- **National University of Singapore** | Singapore
- **QUT Business School, Queensland University of Technology** | Australia
- **Shantou University Business School** | China
- **Simon Fraser University** | Canada
- **Thammasat University** | Thailand
- **The Stephen J.R. Smith School of Business, Queen's University** | Canada
- **The University of New South Wales** | Australia
- **Tsinghua University School of Economics and Management (SEM)** | China
- **University of Belgrade** | Serbia
- **University of Economics Rijeka** | Croatia
- **University of Münster** | Germany



2. TEAM SELECTION AND STUDENT ELIGIBILITY

2.1. Any student competing at BBICC must fall within the following rules:

- Must be a full-time student at the time of competition;
- Must be an undergraduate student at the university he or she is representing;
- Must be registered at the university.

Students who are enrolled in accelerated or dual programs (i.e., BS/MS, BS/MSc, BA/MACC, etc.) are allowed to participate, but those students must not have started their (post) graduate course work prior to the competition.

2.2. Team consists of four members. Each team member must not have participated in any of the previous editions of BBICC.

2.3. Each team is allowed to bring an advisor. A team advisor can be a university professor, alumni or in any other way related to the university he or she is representing.

3. FORMAT OF THE COMPETITION

3.1. The competition consists of three cases – two short cases and one long case. Each of the short cases has a weight of 25% in the overall score and the long case weights 50% in the overall score. Each case will represent a real business situation including various business fields and they may cover any of the following topics: finance, information technologies, accounting, marketing, human resources, entrepreneurship, macro economy, strategy and international business and policy.

3.2. Teams will be randomly drawn and allocated into four divisions, each division having five teams. These divisions will be used for the first short case. Divisions will be randomly shuffled for the second short case and long case respectively, meaning that teams will probably compete in different divisions, face different teams and present in different order for all three cases. Complete draw will be announced during dinner of the 16th of April 2018.

3.3. Teams will present under the name of their university for all three cases, both in qualifying rounds and finals, and university name will be used in all of the official communication and documentation (team announcements, scoring sheets, etc.).

3.4. a) For all the three cases, each judge will individually rank teams in their division first, second, third, fourth and fifth. Points from each judge will be allocated to teams according to their rank as following:

- **First short case:** 1st place – 5 points; 2nd place – 4 points; 3rd place – 3 points; 4th place – 2 points; 5th place – 1 point.
- **Second short case:** 1st place – 5 points; 2nd place – 4 points; 3rd place – 3 points; 4th place – 2 points; 5th place – 1 point.
- **Long case:** 1st place – 10 points; 2nd place – 8 points; 3rd place – 6 points; 4th place – 4 points; 5th place – 2 points.

Points from all three cases will be calculated and four teams with most points in total will proceed to the final round of presentations, where panel of judges will collectively choose top 3 teams and the best presenter. Judge panel will consist of company representatives and/or industry experts and/or government representatives.

3.4. b) If more than four teams are eligible for the finals according to the “total points” criteria, following criteria will be used in the exact order of significance as stated until four finalists are determined:

1. Points allocated for the long case
2. Total points allocated for both short cases
3. Presence of teams better ranked in total in division for long case
(1st team – 3 points, 2nd team – 2 points, 3rd team – 1 point).
4. Presence of teams better ranked in total in divisions for both short cases
(1st team – 3 points, 2nd team – 2 points, 3rd team – 1 point).
5. Random draw

3.5. SHORT CASES SPECIFICS

* The following rules apply to both short cases

- Short cases will be delivered to all teams on the third and the fourth day of the competition, April 17th and April 18th, according to the official schedule.
- Prior to the short case, the teams will have a case and/or industry overview. Representative from the case company/organization and/or organizing committee will give an introduction of the case study regarding the task of the case. All participants and advisors must attend this session.
- Divisions and presentation order will be determined by random draw announced during dinner on the 16th of April 2018.
- Teams will have 5 hours to provide a solution, 15 minutes to present and 10 minutes of Q&A session.
- Teams are required to submit their solution to their ambassador on USBs provided by the Organizing Committee and via e-mail to the address that will be provided during dinner on the 16th of April 2018. Solutions that are submitted after the deadline will not be accepted.
- Teams will have cca one hour for preparation after the submission of their solution and before their presentation starts.
- Presentations of each division will be at the same time in four separate rooms.
- Teams will present in front of at least four jury members. There will be one jury member that is from case company/organization and/or industry expert and/or government representative in each room.
- A member of Organizing Committee will indicate when there is 5 minutes and 1 minute left for the presentation.

- Time that is not used for the presentation will be allocated for the Q&A session.
- A member of Organizing Committee will indicate when there is 5 minutes and 1 minute left for the Q&A session.
- Teams will not be allowed to watch the presentations of other teams. Advisors are free to watch any presentation in any division.
- After all presentations are finished, jury members will provide feedback to all participants and advisors in each room during a 10 minutes session.
- Teams are not allowed to communicate with their advisors from the beginning of the case and/or industry overview and until all the presentations for that case are finished.
- Presentations will be recorded and distributed to the case company/organization.
- Results of both short cases will be announced short after all teams have finished with the feedback for that day.

3.6. LONG CASE SPECIFICS

- Long Case will be delivered to all teams on the fourth day, April 19th.
- Prior to the long case, the teams will have a case and/or industry overview. Representative from the case company/organization and/or organizing committee will give an introduction of the case study regarding the task of the case. All participants and advisors must attend this session.
- Divisions and presentation order will be determined by random draw announced during dinner on the 16th of April 2018.
- Teams will have 24 hours to provide a solution, 20 minutes to present and 15 minutes of Q&A session.
- Teams are required to submit their solution to their ambassador on USBs provided by the Organizing Committee and via e-mail to the address that will be provided during dinner on the 16th of April 2018. Solutions that are submitted after the deadline will not be accepted.
- Teams will present in front of at least four jury members. There will be one jury member from case company/organization and/or industry expert and/or government representative in each room.
- A member of Organizing Committee will indicate when there are 10, 5 and 1 minute left for the presentation.
- Time that is not used for the presentation will be allocated for the Q&A session.

- A member of Organizing Committee will indicate when there is 5 minutes and 1 minute left for the Q&A session.
- Teams will not be allowed to watch the presentations of other teams. Advisors are free to watch any presentation in any division.
- After all presentations are finished, jury members will provide feedback to all participants and advisors in each room during a 10 minutes session.
- Advisors will not be able to communicate to their team during feedback or after, until the finals. For the teams which proceed to the final round, communication with the advisors is not permitted until the end of their final presentations – all the teams will be accompanied by their ambassador.
- Presentations will be recorded and distributed to the case company/organization.

3.7. FINAL ROUND

- After presenting within the divisions, the panel of judges will award teams with points and rank them. Points from the both short cases and long case will be calculated, and four teams with most points in total will progress to the final. If more than four teams are eligible for the finals according to the “total points” criteria, rule 3.4. b) will be applied.
- Teams will have 20 minutes to present and 15 minutes for Q&A session.
- A member of Organizing Committee will indicate when there are 10, 5 and 1 minute left for the presentation.
- Time that is not used for the presentation will be allocated for the Q&A session.
- A member of Organizing Committee will indicate when there is 5 minutes and 1 minute left for the Q&A session.
- (Tentative) The final round presentations will be judged by a panel of 7-9 judges consisting of members from case company/organization and/or industry experts and/or government representatives.
- In the final round the best four teams will present their solution, after which the best three teams and best presenter will be selected.

4. CASE PREPARATION

4.1. Fairness and impartiality are embedded in all aspects of the competition.

The nature, content and topics included in the cases are absolutely unknown to the Organizing Committee and the ambassadors. The cases will be delivered in four copies per team. Cases will be distributed to the advisors before the presentations.

4.2. Teams will not be allowed to communicate with anyone outside the team except their ambassador after the preparation period begins and until the end of the presentation.

Communication with the advisor is not permitted from the time industry overview for the short case starts, until they are done with their presentation for the short case. For the long case, advisors are not permitted to communicate with the teams from the time industry overview for the long case starts, until the finalists are pronounced. For the teams which proceed to the final round, communication with the advisor is not permitted until the end of their final round presentation.

4.3. Each team will have one room which will be used for case solving.

Participants will not be allowed to use other rooms during the case solving period.

4.4. Cell phones and other communication devices are not permitted during the preparation period.

Each team member will be required to hand out all of the communication devices to the team ambassador. Members of the Organizing Committee reserve the right to enter the case solving hotel room for inspection purposes at any time. Phone calls via fixed line from the hotel room are allowed only to the reception, but room-to-room and external phone calls are strictly forbidden. Phone records from the hotel will be available to the Organizing Committee.

4.5. Teams are allowed to use Internet. However, the following uses of the Internet are not allowed: E-mail (except for the purpose of the solution submitting) or instant messaging (WhatsApp, Viber, etc.); Chats, forums, conferencing, Internet calling (Facebook, Skype, etc.); Collaboration tools (Dropbox, Office 365, Basecamp) and any other service that requires log in authorization or subscription. Syncing of these installed applications must be paused through the preparation period. Usage of university databases is an exception to the rule and it is allowed.

4.6. Members of the Organizing Committee will be available on each hotel floor non-stop in case team needs an assistance. The IT support team will provide technical assistance with laptops and wireless internet problems, but will not help a team with any request regarding content. However, no time extension to the specified preparation periods will be granted.

4.7. Participants can leave their hotel room during preparation period, but cannot leave hotel premises. Participants must be always escorted by an ambassador or member of the Organizing Committee. Unaccompanied participants will be reported.

4.8. Teams are required to bring their own laptops. Each team should provide power adapters for the technical equipment. Teams are allowed to bring additional USB sticks for data transfer within the team. Teams are allowed to bring their own textbooks, materials, calculators, books.

4.9. Food and drinks during the case preparation will be provided by the organizers. Each team will be given a supplies kit (flipcharts, highlighters, paper, pens, adhesive tape, etc.) and a USB stick the team will use to transfer the presentation to the Organizing Committee. Any additional supplies beyond the standard kit provided will be at teams' own expense and are to be facilitated by the ambassadors. This is subject to approval by the Organizing Committee.

4.10. Organizers will print copies of presentation slides (main deck and backup slides) for distribution to judges (three slides per page).

4.11. Preparation time for both short cases is 5 hours, and for the long case is 24 hours. Internet is available for all the three cases.

5. PRESENTATION DAY

5.1. Presentations will be held at the Radisson Blu Old Mill Hotel in Belgrade.

5.2. Judges will use the following criteria when assessing the presentations: Content 70%, Q&A 20% and Presentation skills 10%. Detailed evaluation sheets will be provided to teams during dinner on the 16th of April 2018.

5.3. Presentations must be in English. Teams must submit one .pptx file for presentation purposes and one .pdf copy of the presentation for organizers to print copies of presentation slides (main deck and backup slides) for distribution to judges. There is no limit in the number of slides used in the main presentation, as well as backup slides. Presentations cannot be modified after the submission. Submission nomenclature: “University Name_Case Company.pptx”, “University Name_Case Company.pdf”.

5.4. Team members are welcome to introduce themselves to the judges and shake their hands during the 5-minute setup period. Formal clothing is mandatory during presentations.

5.5. None of the participants may watch another team’s presentation, even when they are done with their presentation. Advisors are free to watch all presentations, including those from other divisions. Teams that do not qualify for the finals are allowed to watch the presentations. Teams that compete in the finals are not allowed to watch the presentations of the teams that present before them. All observers in the presentation rooms are not allowed to leave the room during the presentation and Q&A period.

5.6. Each team may use a wireless clicker and a keyboard/mouse that will be provided by the Organizing Committee. Teams are not allowed to bring their own technical equipment on the presentation day (e.g. their own clickers, laptops etc.). Teams are not allowed to bring any other materials and props to the presentation as well.

5.7. All presentations will be recorded and distributed to the case company/organization.

5.8. Video of the presentation and the presentation file become the property of BBICC and can be shown or used in media appearance as well as allow the company to use the solutions as the part of the future strategy.



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