



ENCOURAGING
TOP TALENT IDEAS

BBICC 2017
RULES

BELGRADE BUSINESS
INTERNATIONAL
CASE COMPETITION



www.bbicc.org

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 the final decision will be made by BBICC Organizing Committee.

1. PARTICIPATING SCHOOLS

- University of California, Berkeley
- The Wharton School of the University of Pennsylvania
- Concordia University
- Nanyang Technological University
- Thammasat University
- Hong Kong University of Science and Technology
- Copenhagen Business School
- University of New South Wales
- University of Florida
- Simon Fraser University
- Carleton University
- National University of Singapore
- Chulalongkorn University
- BI Norwegian Business School
- University of Porto
- University of Belgrade

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 (exchange students are not allowed to compete for the school).

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. The team consists of four members. Each team member must not have participated in a previous edition 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 two cases – short and long case. Short case has a weight of 30% and the long case 70%. Each case will represent a real business problem, including various business fields and they may cross-cover any of the following topics: finance, accounting, marketing, human resources, entrepreneurship, strategy and international business and policy.

3.2. Teams will be randomly drawn and allocated into four divisions, each division having four teams. Divisions and presentation order will stay the same for both - short case and long case. The draw will be announced during dinner on the 4th of April 2017.

3.3. Teams will not present under the name of their university, and at no time during the presentation and/or questions and answers session (Q&A) are they allowed to reveal which university they represent. Each team will be able to choose a name that will be used throughout the competition. The fictive name must not reflect the actual university name, country of origin or any other information of that type, whatsoever.

3.4. For both cases, judges will rank teams within each division first, second, third and fourth. Points are rewarded as following: 1st place – 10 points; 2nd place – 8 points; 3rd place – 6 points; 4th place – 4 points. Short case will be pondered with 0.3, and long case 0.7. Team with the highest total number of points in each division after 2 cases proceeds to the final round of presentations, where judges will choose top 3 teams. Judge panel will consist of industry experts.

3.5. Short Case Specifics

- Short case will be delivered to all teams on the third day of the competition, April 5th;
- Prior to the short case, the teams will have a case overview. A representative from the case company will give an introduction of the case study regarding the task of the case. All participants and advisors should attend this session;
Divisions and presentation order will be determined by random draw the previous day;
- Teams will have 5 hours to provide a solution, 15 minutes to present and 15 minutes of Q&A session;
Presentations of each division will be at the same time in four separate rooms;
- Teams will present in front of five jury members. Team identity will remain confidential, as the teams will present using a fictive name (rule 3.3). There will be one jury member from case company in each room;
- A member of the Organizing Committee will indicate when there are 10, 5 and 1 minute left for the presentation;
- Teams will not be allowed to watch the presentations of the other teams. Advisors are free to watch any presentation in any division;
After presentations, jury members will provide feedback to all participants and advisors in each room during a 10 minute session;
- Teams will be allowed to communicate with advisors after the feedback;
- Presentations will be recorded. All teams will receive video of the presentations from their division in the evening of the same day.
- Teams will receive short case study in time intervals of 40 minutes according to the draw. They will have 5 hours to solve the case study, and then 30 minutes of free time before the presentation.

For example, teams from each division that are presenting first by the draw will receive the case study at 10:30, for which they have to submit their solution until 15:30, and to start with presentation at 16:00. The second teams in the division will receive the case study at 11.10 and start the presentation at 16.40, etc.

3.6. Long Case Specifics

- Long Case will be delivered to all teams on the fourth day, April 6th;
- Prior to the long case, the teams will have a case overview. A representative from the case company will give an introduction of the case study regarding the task of the case. All participants and advisors should attend this session;
Divisions and presentation order will be determined by random draw and stay the same as for the short case; The draw will be announced during dinner on the 4th of April 2017;
- Teams will have 24 hours to provide a solution, 20 minutes to present and 15 minutes for Q&A session;
- Teams will present in front of five jury members. Team identity will remain confidential, as the teams will present using a fictive name (rule 3.3). There will be one jury member from case company in each room;
- A member of the Organizing Committee will indicate when there are 10, 5 and 1 minute left for the presentation;
- Teams will not be allowed to watch the presentations of the other teams. Advisors are free to watch any presentation in any division;

- After presentations, jury members will provide feedback to all students and advisors in each room (advisors will not be able to communicate to the 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).

3.7. Final round

- After presenting within the divisions, the panel of judges will award teams with points and rank them. Points from the short and long case will be calculated, and the team with the most points in each division will progress to the final. The advisors will get the detailed calculation for their division after the finalists had been announced;
- Teams will have 20 minutes to present and 15 minutes for Q&A session;
- (Tentative) The final round presentations will be judged by a panel of 7-9 corporate judges;
- (Tentative) There will be four jury members from case company in the final round;
- In the final round the best four teams will present their solution, after which the best three teams and best presenter will be selected;
- Link for live stream of the final round will be published on our website (<http://bbicc.org>) and on our official Facebook page (<https://www.facebook.com/bbicc.event>).

4. CASE PREPARATION

4.1. Fairness and impartiality are embedded in all aspects of the competition. The nature, content and topics included in the case are absolutely unknown to the Organizing Committee and the ambassadors. The case will be delivered in four copies per team. After the preparation period begins, the case will be distributed to the advisors as well.

4.2. After the preparation period begins, teams will not be allowed to discuss with anyone outside the team until the end of the presentation. Communication with the advisor is not permitted from the time case overview of the short case starts, until their feedback ends. For the long case, advisors are not permitted to communicate with the teams from the time case 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 communication devices to the team ambassador. Members of the Organizing Committee reserve the right to come into the hotel room to inspect whether the team members handed out all their communication devices. Phone calls 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 the Internet. However, the following uses of the Internet are not allowed: E-mail or instant messaging (WhatsApp, Viber, etc.); Chats, forums, conferencing, Internet calling (Facebook, Skype, etc.); Collaboration tools (Dropbox, Office 365, Basecamp). Usage of university databases is allowed.

4.6. Members of the Organizing Committee will be available on each hotel floor non-stop in case a team needs 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.

4.7. Participants can leave their hotel room during the preparation period, but must always be 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 (fresh fruits & vegetables, cereal bars, yogurt, energy drinks, juice boxes, etc.) will be provided by the organizers. Each team will be given a supplies kit (flip charts, highlighters, paper, pens, adhesive tape, etc.) and a USB stick the team will use to transfer the presentation to the Organizing Committee.

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

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

5.3. Presentations must be in English. Teams must submit one .pptx file to be presented and one .pdf copy of the presentation. There is no limit in the number of slides used in the main presentation, as well as appendix slides. Presentations cannot be modified after the submission.

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 in division, even when they are done with their presentation. Advisors are free to watch all presentations, including those from other divisions. Teams that don't 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.

5.6. Each team may choose between a wireless clicker or a keyboard/mouse. Teams are not allowed to bring their own technical equipment on the presentation day (eg. their own clickers, laptops etc.).

5.7. All presentations will be professionally recorded.

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.