

# Rules of CBS Case Competition GLOBAL 2024

§1. An overall spirit of sportsmanship is expected from all participants throughout the duration of the competition.

§2. Any violation of the rules may result in disqualification of the team. Any decision of disqualification is final.

§3. All materials produced during the CBS Case Competition, including the teams' presentations, photos and video are the rightful property of CBS Case Competition.

## General

§4. The teams prepare one case solution during the competition, according to the case given.

§5. The case will be made available on the platform (<https://signup.casecompetition.com>) on Monday, February 12th, 2024 at 09.00 am CET.

§6. The teams must hand in their final presentation on the platform before Tuesday February 13th, 2024 at 09.00 am CET. Late submissions are not accepted and will be disqualified.

§7. The presentations are final, no modifications to presentations are allowed after the hand-in deadline.

§8. Presentations must be made in English and uploaded as a .pdf file.

§9. The solution must consist of a slide deck of maximum 15 slides **including** appendices, but exclusive front page and breaker slides (the slide size must be 16:9).

All submitted material must be anonymous. Participants are not allowed to disclose the name of their university or their country in the solution. Notice that the solution must be submitted as a single PDF document with the team name as filename.

§10. No outside help is allowed during the case solving, this includes, but is not limited to; help from faculty staff, other students and any non-team member.

§11. No databases that require a login are allowed to be used during the case solving.

§12. Teams are allowed to use all resources available to them in order to research and develop their case solution, subject to §10 and §11.

§13. Teams advancing in the competition are required to facilitate their own technical setup for the semifinals, including, but not limited to; high bandwidth and stable internet connection and high-quality sound and video equipment. Lack of proper equipment may result in disqualification.

§14. Teams advancing in the competition must be available for equipment and connection testing sessions prior to the semifinals. Lack of availability may result in disqualification. In addition, all participants selected to the semi-finals and finals must be eligible to enter Denmark. Meaning that participants are responsible to acquire visa's themselves if it's required. This also entails that expenses associated with acquiring the visa are paid by the participants themselves.

§15. The selected finalists must be available in week 7 to participate online in the semifinal round on Thursday February 15th.

§16. The selected finalists must be available in week 8, to participate in the final round on February 22nd, and able to be fly in on the 20th February. CBS Case Competition will provide flights and hotel accommodations for team members.

## **Evaluation**

§17. The case solutions will be evaluated based on the following criteria:

- Analysis (is the recommendation based on thorough understanding of the company)
- Solution (to what degree does it answer the case question)
- Feasibility (how realistic is the solution to implement)
- Creativity and innovation
- Visual presentation

§18. All solutions submitted will be reviewed by a jury, who will select the top 9 teams to qualify for the semifinal round.

## **Semifinal**

§19. The selected teams will be assigned to one of three groups for the semifinal round.

§20. In the semifinal round, each team will present their solution over an online video conference call (facilitated by our Organizing Committee) to a panel of judges which will include representatives from the case company and Bain & Company.

§21. Semifinalist teams must facilitate their own technical setup for the semifinal and be available to participate in the equipment and connection testing sessions, subject to §13 and §14.

§22. Teams may present their solution in a .pdf.

§23. Teams may use notes and/or cue cards during their presentations.

§24. In the semifinal round, each presentation will consist of a 10-minute presentation followed by 10 minutes of Q&A. The presenting team will be notified when five minutes and one minute remains, both during their presentation and during the Q&A.

§25. The presentation should be held under the same circumstances present at a physical presentation. Thus, during the presentation and Q&A no outside help is allowed, including, but not limited to; guidance from others or any other interaction with non-team entities.

§26. Before presenting, a check-up will be conducted of each team and member to ensure that the facilities are in accordance with §25. This is solely done to ensure the integrity and fairness of the competition, providing equal competing grounds for all teams.

§27. The judges will select one team from each of the three divisions to qualify for the final round.

## **Final round**

§28. In the final round, each team will present their solution in person to a panel of judges,

including the executives from the case company. The presentation will be streamed on all relevant social media platforms.

§29. Each presentation will consist of a 10-minute presentation followed by 10 minutes of Q&A. After the 10-minute Q&A from judges, the team must answer two of the top questions from the audience. The presenting team will be notified when five minutes and one-minute remains, both during their presentation and during the Q&A.

## Confirmation of enrollment

§30. If your team proceeds to the semi-finals, CBS Case Competition will need confirmation of enrolment from all team members. Because of the short time between the preliminary screening round and the semi-finals, please have the appropriate documentation ready in advance.

## Eligibility and team formation

GLOBAL 2024 is open to undergraduate and graduate students from across the globe.

§31. You are eligible to participate if you are either: a) an undergraduate student or b) a graduate student with no more than a two-year gap between graduating from your bachelor's programme and being enrolled in your master's programme.

§32. You are eligible to advance to the semifinal and final if you are able to facilitate your own technical setup and be available to participate in the equipment and connection testing sessions, subject to §13 and §14.

§33. Teams must consist of 3 to 4 eligible students. There are no requirements for gender balance on teams.

§34. Teams can be formed across universities and countries. In the light of increasing access and possibility to participate, To ensure fairness of competition, each team member is **required to sit individually**, but in a group video call with the rest of the team.

§35. Teams that are not between 3 and 4 students by the time of case launch will not be able to upload a solution.

*\*Please keep in mind that the rules are preliminary and may be subject to change. We therefore advise you to look at the rules once again on February 12th at case launch.*