

# Official Rule Book

## Section 1: Overview

*This is the official rule book of the University of Münster Case Challenge 2019. We kindly ask all participants, as well as their coaches, to read the competition rules carefully and to abide by them to guarantee a fair Case Challenge.*

## Section 2: General Points

### Section 2.1: Participant and Team Criteria

Each participating university must be represented by a team of four students and is encouraged to send a coach to accompany their team. Upon request, the teams may be accompanied by a second coach. The coaches do not need to be enrolled as a student in one of the participating university's programs.

All participants must be enrolled in the participating university's undergraduate or graduate program as a full-time or part-time student during the Case Challenge. Any change in the composition of a team is prohibited after the start of the first preliminary round. Between the submission of the memoranda and the start of the preliminary round, a team member may be substituted in case of special circumstances. These are to be described by the team coach in writing to the Head of External Affairs.

### Section 2.2: Divisions

Twelve teams will participate in the University of Münster Case Challenge. These will be assigned to three divisions of four teams each by a random draw. Division assignments will take place during the opening ceremony on the first day.

### Section 2.3: Cases

Case Companies have been selected by the Organizing Committee. All cases have been written exclusively for this competition by a case writing team. The cases are multidisciplinary and can cover the fields of marketing, accounting, strategy, finance, and human resources (among others).

“Challenges are what make life interesting; overcoming them is what makes life meaningful.”  
- Joshua J. Marine

## Section 3: Competition Format

### Section 3.1: General Information

The University of Münster Case Challenge 2019 consists of a preliminary and a final round. The preliminary round encompasses a 4h-case and a 10h-case. After the preliminary round, the winner of each division moves on into the finals where the 10h-case is presented again. The divisional winners will be the teams with the highest score.

### Section 3.2: General Information Regarding The Preparation

For all cases, the teams will have to analyze the case and prepare an English PowerPoint presentation with their solution. Teams are allowed to make use of a slide-master. For all cases, teams are allowed to use the university/hotel Wi-Fi access for research purposes, filesharing etc. The teams must save (or copy) their PowerPoint presentation as a PDF-document. A copy of the presentation files will be emailed to the coaches at the end of the presentation day.

Each team will prepare their presentations in their hotel room on Thursday and Friday. During the preparation, the teams will be supervised by their team ambassador. In case of any questions these should be asked. They will contact the Organizing Committee should there be uncertainties. The team ambassador will escort the team to the presentation room after the preparation time has ended.

Each team must supply its own materials for both case preparations. These include, but are not limited to: a maximum of 4 laptops and calculators as well as keyboards, mice, pencils, scrap paper, power strip, HDMI-cable, and one bilingual dictionary (comments, references or marks are not allowed). The preparation rooms will be equipped with beverages and one TV.

The use of the following items is not permitted from the beginning of the preparation time until the end of the presentation: **e.g.** mobile phones, personal electronics (tablets, PDAs, smart watches, MP3 devices, memory storage devices (portable hard drive and additional USB flash drives), bags, backpacks, books and documents (**Important: this list is not exhaustive**).

During the preparation period, the teams may be randomly checked for any of the items of the above list.

**Any form of communication with anybody outside the preparation room is strictly prohibited and will be penalized.**

When preparation time has ended, the teams must have uploaded the final version of their presentation as a PDF-document to their personalized Dropbox Link, which will be deactivated once the deadline has been reached. The presentation must be named as follows: **universityofxxx\_final.pdf**.

**Please note: The teams' presentations should be saved**

**as a PDF document only to avoid potential formatting issues during the presentation.**

After preparation time has ended, the teams will be accompanied to the presentation rooms by their team ambassadors. Communication with external parties excluding their team ambassador is not permitted from the beginning of the case preparation to the end of the question and answer period.

**Please note:** After the presentation of the 10h-case in the Preliminary Round teams are not allowed to communicate with anybody except their team ambassador and other teams, until the finalists have been announced. If a team moves on into the finals, it may only communicate with others after having held its final presentation.

### Section 3.3: General Information Regarding The Presentation

Teams will present their recommendations to a panel of judges who will evaluate the presentations. All presentations must be held in English only. Each team member must speak during the presentation.

All presentation rooms contain a projector. Teams will be provided with one wireless presentation remote.

After entering the presentation room, teams are given one minute to set up before the rules of the University of Münster Case Challenge 2019 are read out to them and the permission to start the presentation is given.

Teams have a maximum of 15 minutes to present their solution. Time warnings are displayed when there are ten minutes, five minutes, two minutes, and 30 seconds left. Teams are asked to **signal nonverbally** that they have seen the time warnings. The presentation is ended immediately after the 15 minutes have elapsed. Teams may not interact during the presentations. Any communication with the audience is not allowed (**Important: the audience does not include the judges of the panel**).

The presentation is immediately followed by a 10-minute question and answer period. During the Q&A, judges may ask all questions they deem relevant to the presentation. Teams may show any backup slides during the Q&A, if they are relevant to the question. **It is not necessary that all team members speak during the Q&A.**

Team members are not allowed to watch the presentation of any other team except for the presentations of the Final Round. However, the teams' coaches may watch the presentations of any other team.

### Section 3.4: Rules for the Finals

The winner of each division moves on into the finals, hence there will be three finalists in total. Presentation order of the finalists will be determined by a random draw after the announcement of the finalists. In the finals, the 10h-Case will be presented again. The rules presented in Section 3.3 apply accordingly. After the draw of the presentation order in the finals, the first team will have 20 minutes for preparation. To ensure fairness, it will be guaranteed that preparation time does not depend on the order of presentation in the finals.

### Section 3.5: Feedback

Teams will receive written feedback for the first case Thursday afternoon when the results are announced. Feedback for the second case and for the finals will be given after the end of the competition. Feedback will be sent via email.

## Section 4: The Judges

Neutral judges are selected by the Organization Committee in advance. Judges consist of members of the business community, government leaders, university faculty members, and alumni.

For the presentations of the preliminary round, each jury will consist of at least three judges.

The jury for the presentation of the final round will consist of at least four judges.

## Section 5: Evaluation and Scoring

Each team competes against all other teams from its division during both cases. The team with the most points after the preliminary stage moves on into the finals.

### Section 5.1: Evaluation

To guarantee uniform scoring standards, all judges will receive the same Evaluation Questionnaire which they are asked to fill out during each presentation. Each judge of the panel will evaluate the teams' solution on his/her own Evaluation Questionnaire without discussing his/her opinion with any other judge. The Evaluation Questionnaire supports the judges for the final scoring. It will be sent to the teams as feedback for their presentation.

### Section 5.2 Scoring

In the following you will find the scoring for the

4h-case as well as the 10h-case of the preliminary round. Please note that the 10h-case will be weighted stronger due to its length. The points to be allocated for the 10h-case are presented in brackets ( ).

After all four teams of each division have presented their proposals, the judges discuss their evaluations and allocate a total of **75 (100) points** between the four teams on a separate Scoring Sheet. The total of 75 (100) points will be allocated to the different categories as follows:

- Structure and Development: **10 points (14 points)**
- Analysis, Reasoning, Financials: **20 points (26 points)**
- Ideas and Recommendation: **20 points (26 points)**
- Quality of Presentation and Team Dynamics: **10 points (14 points)**
- Question and Answer Session: **15 points (20 points)**

Thus, the number of points allocated to a category reflects the importance of this category. Half points are not allowed.

**Please note: Every judge has an own Evaluation Questionnaire, but the whole panel of judges will receive only one Scoring Sheet.**

We are strongly convinced that through this process the judges will come to a fair result that best reflects the teams' performances.

In case that teams reach the same score, they will be ranked according to the scoring in the 10h-case. Should the score still be the same, the categories Analysis, Reasoning, Financials, Ideas and Recommendation and Quality of Presentation and Team Dynamics will be weighted stronger. Should the score still be the same, the category Structure and Development will be weighted stronger. Should the score still be the same, the Question and Answer Session will be weighted stronger.

### Section 5.3 Scoring - Final Round

The three finalist teams will present their solution for the 10h-case again and compete directly against each other.

After all three teams have presented their proposals, the judges discuss their evaluations and allocate a total of **75 points** between the three teams on a separate Scoring Sheet. The team with the highest score in the finals will win the University of Münster Case Challenge 2019. Thus, the scoring of the Preliminary Round does not affect the scoring in the Final Round. The total of

75 points will be allocated to the different categories as follows:

- Structure and Development: **10 points**
- Analysis, Reasoning, Financials: **20 points**
- Ideas and Recommendation: **20 points**
- Quality of Presentation and Team Dynamics: **10 points**
- Question and Answer Session: **15 points**

Thus, the number of points allocated to a category reflects the importance of this category.

**Please note: Every judge has an own Evaluation Questionnaire but the whole panel of judges will receive only one Scoring Sheet.**

We are strongly convinced that through this process the judges will come to a fair result that best reflects the teams' performances.

## Section 6: Non-compliance, penalties, and inquiries

For the case that any team does not respect the above rules, fails to comply with the requirements set by the Organizing Committee, or does not maintain a proper standard of conduct in the professional and collegial spirit of this Case Challenge, the Organizing Committee reserves the right to assign a penalty. A penalty may either be a deduction of points or the disqualification from the University of Münster Case Challenge. This holds especially for non-compliance with any rule regarding the communication of the team with any person outside the team during the preparation period.

If any participant of the Case Challenge, coach or a member of the organization should notice a non-compliance with the above rules, he/she is asked to inform the Organizing Committee immediately.

After the Organizing Committee has been informed of any breaking of the rules, it will meet to discuss the corresponding penalty. The respective team will be informed immediately once the decision of the Organizing Committee is made.

The decision of the Organizing Committee is final and cannot be challenged.

If any team member or coach has any concerns or questions regarding the rules of the University of Münster Case Challenge, the Organizing Committee or any team ambassador can be addressed. The Organizing Committee will communicate responses

concerning the rules to all teams to guarantee a fair Case Challenge.

For any scenario that is not covered by this Rule Book, the Organizing Committee is the **final authority**. The Organizing Committee's decisions are final and **cannot be** challenged.

## Section 7: Use of content of competition and image rights

By participating in the University of Münster Case Challenge, all participants and coaches authorize the University of Münster Case Club and the University of Münster to publish their names and any photos or videos taken of them during the Case Challenge and the revolving social events for use in University of Münster Case Club's print, online and video materials as well as the University of Münster's other publications regarding the University of Münster Case Challenge. Additionally, by participating in the University of Münster Case Challenge, all participants agree that their resumes may be sent to the sponsors of the Case Challenge prior to the competition.

After the Case Challenge, the slides of the teams' presentations become property of the Organizing Committee and the University of Münster Case Club.

The participants are not allowed to take photos of case materials during the Case Challenge. The cases remain property of the University of Münster Case Club and will be collected by the team ambassadors after the preparation period.

Furthermore, the Organizing Committee and the University of Münster Case Club reserve the right to use the PowerPoint slide decks for teaching purposes. No part of the work from this case competition will be taken from other people without giving them credit. All references will be cited clearly.