



11th Annual Strategic MBA Case Competition
Florida Southern College
November 15, 2024

Case Competition Rules and Guidelines

- Each competing team will consist of two - four team members
- To be eligible, each individual must be enrolled in at least one graduate-level business course in the fall 2024 semester.
- Any university or college may enter up to two (2) teams total in the competition. No individual may compete on more than one team and teams should NOT work together in their preparation.
- The Problem Statement and Case will be released on October 8th. There will be two opportunities for teams to ask questions of the client described in the case. The first “Issuing” call will be held on Tuesday, October 15. We will review the data as presented and allow teams to ask any initial questions. An additional “Follow-up” call with the client will be held on Wednesday, October 30, to respond to any verbal questions as well as to answer any written questions submitted prior to the call. Questions for the client can be submitted ahead of time to mprokuski@flsouthern.edu. All questions and answers will then be posted in a private Dropbox folder available only to registered team members, team faculty advisors, the client, and Case Competition staff.

Keep in mind that no individual or participating school is permitted to contact the client and/or their customers, vendors, etc. outside of the scheduled conference calls.

- Depending on the needs of the client and case, participants may be required to sign a nondisclosure agreement.
- Be sure that the name, logo, and any other indicator of the college, university, or MBA program is not verbally or visually presented at any time prior to or during the team’s official presentation. Teams will be assigned a team identifier prior to the first issuing call.
- The team will use only their team identifier and individual names to introduce themselves during the issuing call, follow-up call, team presentation, and Q&A session.
- Each team will be granted 20 minutes to present their analysis and recommendations. A brief introduction of team members will not count against your time limit. Each team member is expected to participate during the 20-minute oral presentation.
- Video submissions of oral presentations and electronic versions of accompanying presentations will be due no later than 5:00 p.m. Eastern Standard Time on Friday, November 8, 2024. Any submissions received after this time will not be considered for judging.



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- Live Question & Answer (Q&A) sessions will be held via Zoom on Friday morning , November 15, 2024. Depending on the number of teams and client availability, additional sessions may be held Thursday afternoon, November 14, 2024. Teams will be assigned a call-in time during the week of November 11, 2024. Each Q&A session will last approximately 10 minutes.
- Teams will be scored based on their video presentation and accompanying files (i.e. PowerPoint or similar presentation platforms). Teams are also welcome to use additional materials to support the presentation of their recommendations.
- Teams must be sure to document ALL sources of information to guard against plagiarism. The list of sources does not need to be part of the verbal presentation, but it should be included with the submitted files.
- Teams may use note cards or cue cards to aid them during the presentation.
- Links to all presentations will be made available via a private Dropbox folder following the competition. Presentations should not be shared outside of the presenting institution.
- If for any reason a team is unable to participate after paying their registration fee, they will be considered ineligible and a refund will not be available. However, in the event that the whole event would be canceled due to unforeseeable circumstances, teams will be allowed to request a full refund.

Judging Criteria

The judges will base their decision on both the quality of content and the quality of presentation skills. Keep in mind that a Case Competition is designed to refine key business skills such as research, analysis, presentation, creativity, and teamwork. Above all, teams should remember that this is a live case competition and the solutions presented should be viable for real-world implementation. Judges may be industry professionals, professors, or other business leaders with knowledge of the factors influencing the case problem.

During the question and answer portion of the competition, teams will be asked questions related to the information they presented. There may not be right or wrong answers, but these questions give the team an opportunity to demonstrate the depth of their analysis and reasoning behind their recommendations. Part of a team's score will be based on the ability to concisely articulate well-reasoned responses to judges' questions. Other scoring factors will include understanding of case background, real-world viability of the proposed strategy, professionalism of the team members, and logical flow of the presentation.

**FAILURE TO ABIDE BY ALL OF THESE RULES MAY RESULT IN
IMMEDIATE DISQUALIFICATION.**

**ALL DECISIONS BY JUDGES AND FSC CASE COMPETITION OFFICIALS
ARE FINAL.**