



International Business Case Competition 2021

Rules & Regulations

Theme: Online food delivery: staying relevant in turbulent times

The Business Case Competition will be held virtually on the **2nd of December 2021** from **9am to 4pm**. The competition will be conducted in two stages: (1) preliminary stage (written solution), and (2) grand final (5-minute virtual pitching). As part of the competition's virtual preparation, teams will analyse a business case study and offer a solution, preparing and submitting a written case solution during the preliminary stage and then, preparing and presenting a 5-minute virtual pitching on the grand final day if you are shortlisted. The 5-minute virtual pitching will be held using the WebEx application. Teams will compete by delivering an oral presentation to a panel of judges. Details about the rules and regulations of the submissions can be found as follows.

Registration (1st September 2021 – 10th October 2021)

This competition is open to all local as well as foreign active students (undergraduate or postgraduate students). The team shall consist of THREE (3) members working together to provide solutions for the case. **All team members must be ACTIVE and REGISTERED students at their respective affiliation at the time of the competition.** The fees are RM50 (per team) for local and USD20 (per team) for international participants. The team makes the full payment before proceeding to the next stage. **NO REFUND** will be made once the payment has been done. **Closing date: 10th October 2021.**

Bank Account details:

- Name: Universiti Sains Malaysia
- Account number: 98986101300164
- Bank name: CIMB Bank
- Swift code: CIBBMYKL
- Bank address: Universiti Sains Malaysia, Block 32, Minden Campus, Universiti Sains Malaysia, Minden, 11800 USM Pulau Pinang

Remark: Pls indicate your team's name in the payment information and rename the file to your team's name before uploading in the Google form.

Preliminary Stage Preparation (12th October 2021 – 12th November 2021)

- During registration and full payment, each team selects a team leader as the corresponding member with the *IBCC's business case coordinator on all matters related to the competition.
- The team leader responsible to download the business case and upload the **written case solution** before the closing date (Note: please refer to the event website on the link to download and upload the document).
- Each team needs to prepare and submit a written case solution based on the format stated in Table 1.
- Submission beyond the scope of the designated business case or found plagiarism will be automatically being categorized as rejected submission and the team will lose the competition.
- Submission after the due date will **NOT** be considered for the competition and **NO REFUND** will be made to the team. **Closing date: 12th November 2021.**
- Before your submission, it is important for the team to read and follow the guidelines in Table 1.

Table 1 Written Case Solution Format

Document format	The written case solution should be provided in PDF format.
Page count	The written case solution should be within 10 pages excluding appendices. All supporting information such as Tables, Figures should be put under appendices.
Title	A concisely worded title should be provided.
Team members details	The names of all THREE contributing members should be added to the submission. Team members details should also include affiliation, phone number and email (please indicate an oral presenter (1) during the grand final day)
Team name	A proper team name should be provided. Team name should not involve any sensitive / religious / abusive word.
Font	Times New Roman
Font size	12pt
Table/figure font size	11pt
Line spacing	1
Contents	A short executive summary (300 words) needs to be included. The written case solution should highlight the key points of the team's solution for the designated business case. The content should be written in proper and readable English.

Reminders

Work on the case study must be completed by team members ONLY.

- Teams are expected to conduct necessary research through publicly available resources. The use of all library resources, class textbooks and websites are welcomed.
- Teams are prohibited from securing input or feedback from any individual who is not their group members.
- Team will be disqualified, and NO REFUND will be made if found in violation of the Code of Ethics or the rules stated in this document.

*IBCC Business Case Coordinators: Dr. Christopher Richardson (christopher.richardson@usm.my) and Dr. Rosly Othman (rosly@usm.my)

Announcement of Finalist (28th November 2021)

- A total of 12 Finalists will be notified by the *IBCC business case coordinator.
- An email will be sent to the team leader, and he or she will also be invited to make a number draw for their oral presentation on the grand final day.
- If the team leader cannot make it on the specified day and time for the draw, he or she needs to appoint another team's representative, otherwise, the committee will have the right to fit the team into any empty slot based on the draw results.
- If there is a change in the oral presenter, kindly inform the committee during the draw session.
- The full program activities will then be shared on the event's website on the 30th of November 2021.
- Finalists need to submit a one-page presentation slide based on the format stated in Table 2.
- **Closing date** to submit the one-page presentation slide: **30th November 2021**.

Table 2 One-page Presentation Slide Format

Document format	The one-page presentation slide should be provided in Microsoft Powerpoint format. The slide should NOT have any slide transitions, animations, 'movement' of any description, and no additional electronic media (e.g., sound and video files).
Title	A concisely worded title should be provided.
Team members details	The names of all THREE contributing members should be stated (affiliation etc. should be excluded)
Team name	A proper team name should be provided. Team name should not involve any sensitive / religious / abusive word.
Content	The slide should contain ONLY highlights of the case solutions

Grand Final Day (2nd December 2021)

Each finalist is requested to have a 5-minute virtual pitching during the grand final day, which will be held virtually on the 2nd of December 2021 from 9am to 4pm. The rule and regulations during the grand final day for each participant, team member of the finalists and oral presenter of the finalists is as follows:

Responsibilities as a Participant:

- All participants are welcomed to join the full session during the grand final day.
- Please join the session with smart casual attire.
- Kindly keep your microphone muted if you are not presenting.

Responsibilities as a Team Member of the Finalists:

- All team members of the Finalists are welcomed to join the full session during the grand final day.
- Please join the session with smart casual attire.
- Kindly keep your microphone muted if you are not presenting.
- You are allowed to answer the question raised by the judges for your team.

Responsibilities as an Oral Presenter of the Finalists:

- Please join the session with smart casual attire.
- Please test your microphone and video upon joining.
- Please join the roll call session at 8:45am, 10:50am or 1:45pm depending on your schedule, and report to the *event coordinator when you join the session.
- The pitching session will be **5 minutes**, then followed by **10 minutes of Q&A session**.
- Please turn on your video during the pitching session and Q&A session.
- Please **DO NOT** exceed the allocated time of 5 minutes for your pitching session.
- Your team members can help you in answering the questions raised by the judges.
- Kindly keep your microphone muted if you are not presenting.

*Event coordinator = Dr. Chin Phaik Nie (phaikniechin@usm.my)

Tentative Schedule on the Grand Final Day (2nd December 2021)

Table 2 illustrates the tentative schedule on the grand final day. The number of each team will be based on the draw results.

Time	Event	Team number
8:45am	Roll call for oral presenter team 1, 2, 3, 4	
9:00am – 9:15am	Opening Ceremony	
9:15am – 9:35am	Virtual Pitching session	1
9:35am – 9:55am	Virtual Pitching session	2
9:55am – 10:15am	Virtual Pitching session	3
10:15am – 10:35am	Virtual Pitching session	4
10:35am – 11:00am	Session Break	
10:50am	Roll call for oral presenter 5, 6, 7, 8, 9	
11:05am – 11:25am	Virtual Pitching session	5
11:25am – 11:45am	Virtual Pitching session	6
11:45am – 12:05pm	Virtual Pitching session	7
12:05pm – 12:25pm	Virtual Pitching session	8
12:25pm – 12:45pm	Virtual Pitching session	9
12:45pm – 1:55pm	Lunch Break	
1:45pm	Roll call for oral presenter 10, 11, 12	
2:00pm – 2:20pm	Virtual Pitching session	10
2:20pm – 2:40pm	Virtual Pitching session	11
2:40pm – 3:00pm	Virtual Pitching session	12
3:00pm – 3:45pm	Results Calculation	
3:45pm – 4:00pm	Closing Ceremony	

Evaluation Criteria for Written Case Solution and 5-minute Virtual Pitching

The oral presentation and written case solution will be scored separately by panels of judges.

- Total score is 100 percent.
- The written case solution will be 40 percent of a team's total score.
- The written case solution will be scored in advance of the event to determine the finalists.
- The 5-minute virtual pitching will be 60 percent of the total score and will be scored by the panel of judges during the oral presentation on the grand final day.
- The final score of each team will be the total of their written case solution and 5-minute virtual pitching.
- The winning teams will be announced during the closing ceremony.
- Disclaimer: Decisions by the judges are final. Reviews and Appeals will not be entertained.