



**Heavener International  
Case Competition  
2017 Rule Book**



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## Heavener International Case Competition

### I. Competition Overview

#### A. About The Competition

The Heavener International Case Competition (HICC) is hosted by the Heavener School of Business at the University of Florida. The organization and execution of the competition is a joint effort between students and faculty. The Heavener school recognizes that the ability to see how business is conducted through different cultures is an invaluable resource in a globalizing economy. Case competitions are a great opportunity to take what is learned in the class room and apply it to real world business scenarios. The HICC has been designed to provide competitors a week of business experience in Florida, one of the tourist capitals of the world!

#### B. Competition Format

The competition will host teams divided into **four** (4) divisions, consisting of **five** (5) teams, or less, within each division<sup>1</sup>. The competition will consist of two independent rounds. The results from round one **do not** affect the results of round two.

**Round 1:** Round one consists of one, six-hour case. No points are allocated. The outcomes of round one have no effect on which teams advance to finals. Teams will be ranked first through fifth. Teams will choose their presentation time for round 2 in the order that they placed for round 1. For example, a team who places first in round 1 will be the first team in their division to choose which presentation time they want for round 2.

**Round 2:** Round two consists of one, thirty-hour case. Teams will be ranked first through fifth. The first-place winners from each division will move on to compete in finals.

#### C. Case Evaluation

Each case presentation will be evaluated by a panel of at least 2 judges, and there is no cap for maximum number of judges. The judges will be provided a sheet containing standard evaluation criteria. The judges will also be given detailed information about each case. The judges will ultimately rank the teams in the division from first place through fifth place.

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<sup>1</sup> The process of choosing divisions can be found in section III of this rule book



## II. Eligibility and Team Compositions

### A. Individual Participant Eligibility

The Heavener International Case Competition is offered to universities that provide programs related to undergraduate business disciplines. Each individual participant in the HICC must meet all of the following criteria:

- Participants must be Full-time undergraduate students of a participating school.
- **For students on the European University System:** A student currently studying in or before the 3rd year of specialized business education.
- **For students on the North American system:** A student currently studying in or before the 4th year of undergraduate study.
- The student may **not** have participated in HICC in a prior year.

### B. Team Compositions

Participating universities are permitted to enter one (1) team consisting of four (4) members who each meet the individual participant eligibility requirements. In the unfortunate case that some team member(s) become unable to participate, due to unexpected illness or other reasons, during the course of the competition, the team may continue with the remaining team members. Substitutions or alternates are not be permitted.

Each team is also permitted to be accompanied by one or more faculty advisor(s).

## III. Team Division Selection Procedure

### A. Competition Composition

The Heavener International Case Competition will host several universities from differing geographic locations. Each division will contain one (1) team from each region represented. Each University will be randomly placed into one of four (4) divisions.

### B. Division Selection Procedure

Teams will be assigned a division by a random draw.



## IV. Case Preparation

### A. General Expectations

All materials that are turned in must be prepared in English. Presentations must be in English. Teams will have varying preparation times to craft their recommendations and will create a PowerPoint document to support their solution. Preparation of cases will occur within the hotel rooms of participating teams. Once the preparation time has elapsed, teams will present their recommendations to a panel of judges for evaluation purposes.

Teams will also be provided specific facts about all of the cases one month prior to the official competition start date. Teams are expected to leverage this information and conduct substantial research before arriving at the competition.

### B. Allowed Preparation Material

**Provided Materials** - The teams will be provided with the following items during their case preparation:

- Four (4) Copies of the case in English.
- Wi-Fi – Wireless Network Access will be provided by the hotel.
- A USB for the PowerPoint Presentation.
- One (1) Flip chart and markers.

**Allowed, but NOT provided Materials** – The following items are permitted for the teams to have, but are not provided:

- Calculators of any sort.
- Four (4) Laptops with ability to connect to wireless networks.
- Prepared documentation, research, notes and other information.
  - The HICC will provide teams with general information about the cases prior to the competition start date. Having information about the company and industry is expected and encouraged.
- Prepared presentation PowerPoint Decks (Templates) are allowed and encouraged.

### C. Not Permitted

The following is **not** permitted:

- Cellphones, PDA's, or other communication devices.
- Accessing Password Protected Websites and Databases during the competition preparation times (e-mail, dropbox, JSTOR, LexisNexis etc.).

### D. External Communication

Teams are prohibited from communicating with **any** outside party during the time they are working on the case. For **Round 1**, Teams are prohibited from engaging in discussion about the case with anyone



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other than their team members until after the Question and Answer period. For **Round 2**, teams are prohibited from engaging in communication with their advisors until the finalists are announced. **Finalists** are prohibited from engaging in communication with their faculty advisors until after they have completed the Question and Answer period for the final round of presentations.

### E. Deliverables

#### 1. Case 1 and Case 2

For Round 1 and Round 2, teams are allowed to deliver one Microsoft PowerPoint (.ppt or .pptx) file for their presentation. The contents of this PowerPoint are at the sole discretion of the competitors.

- PowerPoints will be collected **fifteen (15) minutes** before the end of the case preparation time to be printed for the judges! You **will** be allowed to alter the PowerPoint after they have been collected, we will collect the final presentation version of your PowerPoint at the end of the total preparation time.
- **Any appendix slides will not be printed for the judges.**
- PowerPoint slide size is widescreen (16:9).

## V. Case Presentations

All presentations must be made in English. Participants may not watch other teams in division rounds present at any time. Team advisors may watch any team present, at any time, and in any division.

### A. Spectator Attendance

Spectators will be allowed to enter the presentation rooms prior to each team's presentation. Out of courtesy for the presenters, no one will be allowed to enter or leave the presentation room during presentations. All mobile phones and devices must be silenced or turned off. Spectators may not, in any way, interfere with the presentation.

### B. Presentation Time

Upon entry, the teams will be given a maximum of five (5) minutes to set up their presentation. The presentation room coordinator will read the rules and give permission to start once the team is set up.

- Teams will have fifteen (15) uninterrupted minutes total to present their recommendations.
- After the team's fifteen (15) minutes have elapsed there will be a ten (10) minute question and answer period for case one and a fifteen (15) minute question and answer period for case two.
- Every team member must speak during the presentation, but not every team member has to speak during the question and answer period. Failure for every team member to speak results in a last place finish for that round.

The presentation room coordinator will display a sign when there are five (5) minutes, two (2) minutes, and one (1) minute remaining in the presentation time. When the fifteen (15) minutes have elapsed, the



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room coordinator will end the presentation regardless of whether or not the presenting team is finished. There will be no time signals for the Question and Answer portion.

### VI. Feedback After Case Presentations

After the completion of each round of presentations, teams will be provided the opportunity to receive feedback from the panel of judges. Only the team and their faculty advisor are allowed to participate in the feedback session. Teams will **not** be told their ranking before or during feedback, but will be allowed to ask questions of judges or just listen on ways to improve for the future.

### VII. The Final Round

The team from each division ranked in first place for Round 2 will advance to finals.

Each division winner will present their solution for case 2 to the final panel of judges. The final round will determine the overall winner of the competition without regard to previous performances for the original presentation of case 1 or case 2. The top three (3) teams will be announced at the closing ceremonies.

A. Lag Time

After receiving feedback from round 2, each finalist will have some lag time before presenting their case 2 solutions in finals. During this time, finalists are permitted to rehearse their presentation or modify their delivery based on feedback, but will **not** be allowed to modify their slides in anyway.

B. Case Presentation and Communication

The same rules apply as in previous rounds. See **Section IV – D** and **Section V**.

### VIII. Consequences for Rule Violations

The Organizing Committee reserves the right to disqualify any team for violating any of the above rules. The right to disqualification extends to areas of competition not explicitly outlined in this rule book such as general conduct throughout the competition. Decisions by the committee are binding and non-negotiable.