



THE CASE METHOD GROUP



The 4<sup>th</sup>

# UNIV Case Competition

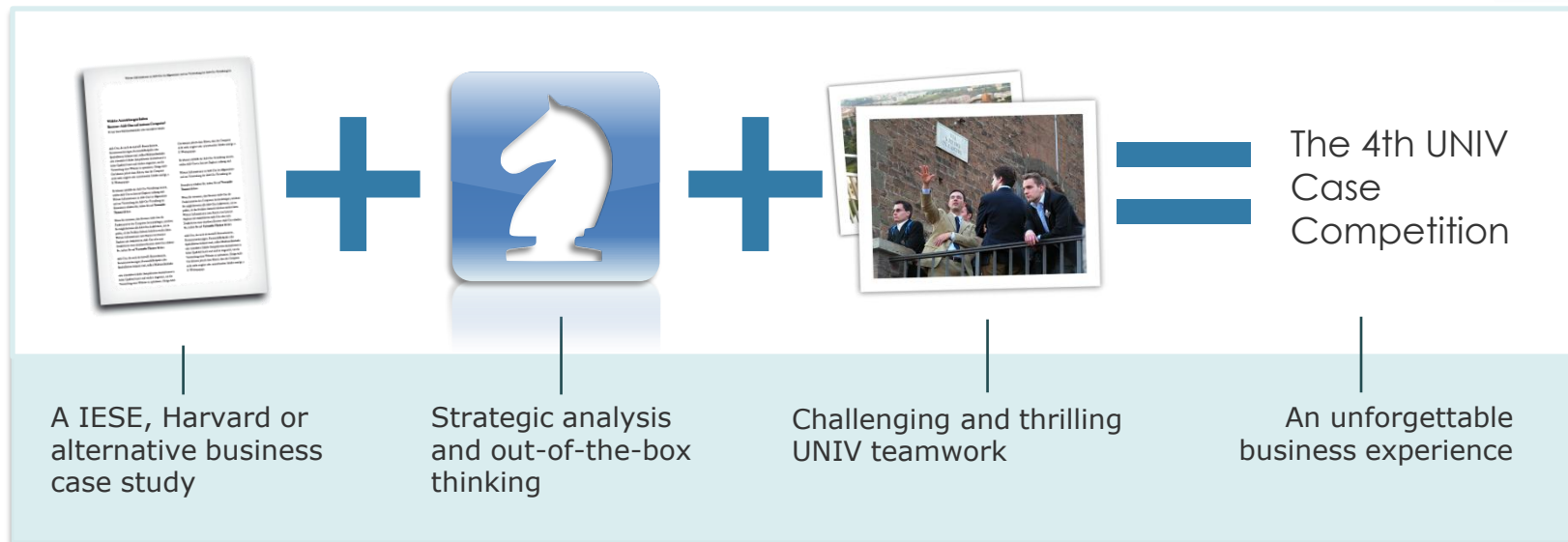
You're the manager.

A business ethics case challenge in Rome  
April 19, 2011

Application deadline:  
April 10th 2011



# What is the UNIV Case Competition?



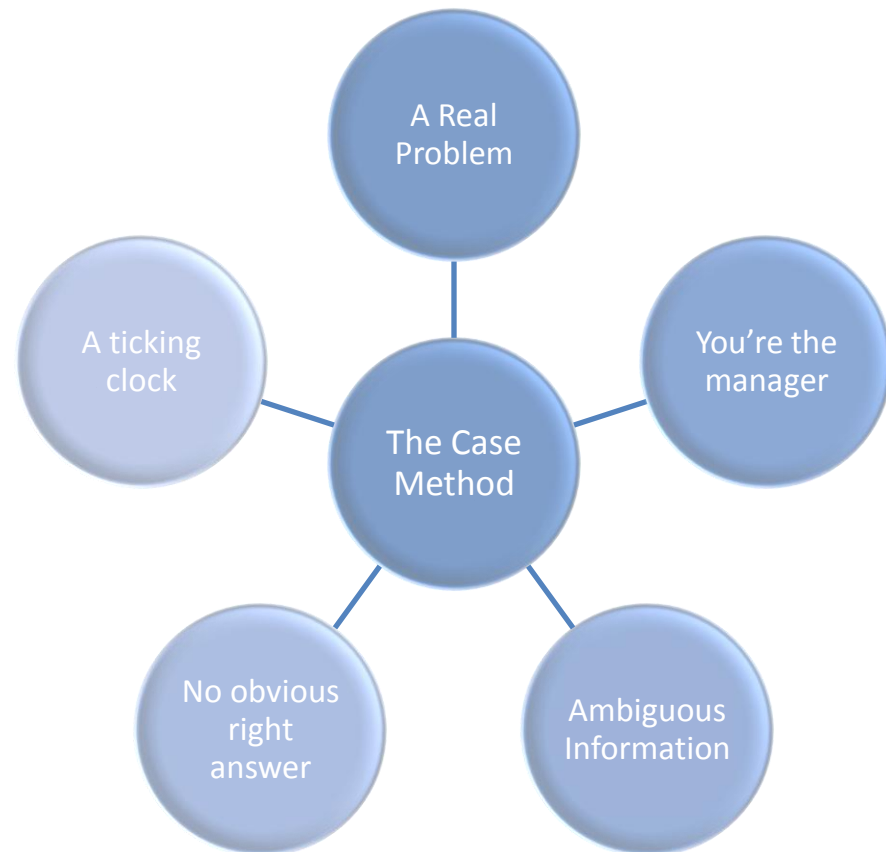
- The UNIV Case Competition is an activity intended to provide a practical business-oriented approach to the UNIV Forum. At the beginning of the competition all teams receive the same IESE, Harvard or alternative Business case. Working in teams, participants read, analyze and discuss the case, in order to come up with the best possible solution.
- Every team presents their recommendation in front of a jury. Their solution will have to combine profitability, competitiveness, marketing, strategy and ethics.
- With the Univ Case Competition participants will learn how to think globally, act strategically and add a good amount of common sense to all their business decisions.



## THE CASE METHOD

A case is a “detailed account of a real-life business situation, describing the dilemma of the “protagonist”—a real person with a real job who is confronted with a real problem” and “presents the story exactly as the protagonist saw it, including ambiguous evidence, shifting variables, imperfect knowledge, no obvious right answers, and a ticking clock that impatiently demands action.”

HBS Website





## BASIC RULES

### The competition

- Language: English
- Maximum number of teams: 12

### Your Team

- Size: 4 to 6
- Necessary equipment: at least 1 laptop per team
- Team members: undergraduate students or high school students in their senior/final year  
MBA students are not allowed to participate
- Business knowledge is not a "must" in order to participate: students are required to apply creative and analytic skills
- Individuals without a team can also participate as a mixed team; a mixed team can be formed as soon as there are at least 4 individuals without a team

### Your Presentation

- Language: English (other languages will not be admitted)
- Length: 10 minutes for your presentation + 5 minutes for questions & answers from the jury
- Format: PowerPoint presentation on a Windows PC



## THE SCHEDULE (1/2)

### Meeting on Monday: Case Handout

- Teams meet at Piazza di Sant'Apollinare 49 where they pick up their participant folder containing the case, the competition rules and other organizational info – the competition starts now!

### Work at the Palazzo dell'Apollinare

- Each team is assigned to a room where it meets and finishes off the presentations
- Team Power networking lunch at the Palazzo dell'Apollinare

### Round 1

- Each team is assigned to a group (A, B, C or D) to present their recommendation in front of the jury
- The winners from each group go on to round 2

### Round 2

- The winners from round 1 compete against each other and present in front of a larger jury
- All other participants can watch the presentations in round 2

### Case-Class

- While the judges make their decision, participants are invited to join in the case-class with an industry expert

### Awarding Ceremony

- The winner of the case competition is announced and the winners claim their prize



## THE SCHEDULE (2/2)

Monday April 18, 2011

Location: Piazza di Sant'Apollinare 49

Topic	From	To
Introductory briefing, hand-out of cases, Q&A	15:30	16:30

Tuesday April 19, 2011

Location: Piazza di Sant'Apollinare 49

Topic	From	To
Check in and team work	12:00	13:30
Power networking lunch	13:30	14:10
Deadline for presentations / Break	14:10	14:15
Round 1	14:25	15:25
Round 2	15:40	16:35
Case class with an industry expert / Decision of the jury	16:40	17:30
Awarding ceremony	17:30	18:30

Schedule is subject to change



## SIGN UP NOW!

### How to sign up?

- **1. You:** Send an email to [casecompetition@case-method.at](mailto:casecompetition@case-method.at) including:
  - Name, age and current university degree of participants
  - Name of Cultural Institution / Residence and country
  - Individuals without a team can also sign up and will be assigned to a mixed team; a mixed team can be formed as soon as there are at least 4 individuals without a team
- **2. We:** process your application and send you a confirmation
- **3. You:** Get ready for the competition... And you're done!

### Deadlines

- Application deadline: April 10<sup>th</sup> 2011

### Participation fees

- € 10,00 per TEAM to cover costs of case & competition material
- Payment method: cash (at the introductory meeting on Monday April 18)

### For current information visit...

- [www.case-method.at](http://www.case-method.at)
- [www.facebook.com/univcasecompetition](http://www.facebook.com/univcasecompetition)
- Or send us an email to [casecompetition@case-method.at](mailto:casecompetition@case-method.at)

# About the Case Method Group



In today's professional horizon top students from the best Universities worldwide are demanded more than ever. Looking beyond academic excellence, outstanding graduate profiles are increasingly defined by creativity, out-of-the-box thinking and structured decision making in accordance with ethical values. The internationally renowned Harvard Case Method gives top students a unique chance to acquire essential decision making abilities helping them become the global leaders of tomorrow.

Building upon this vision, the Birkbrunn Academy in cooperation with the Young Private Banker Academy has started The Case Method Group, a unique Case Study program which brings high-potential students and top business professionals together to analyze and solve real life business situations in the form of case sessions, guest-speaker events and case competitions.

The Case Method Group is located in Vienna, Austria.

For more information, please visit [www.case-method.at](http://www.case-method.at)