Eligibility

The competition is open to teams consisting of undergraduate students. The first seven (7) teams to register will be allowed to compete and participate in the case competition.

Composition of Teams

Each team will be represented by a maximum of five (5) students with the addition of one student alternate that can assist with technology of the presentation. The alternate may be substituted into the presenting team at any time prior to the start of the competition.

Any additional delegates attending the competition will be regarded as observers.

The Case

The case is selected by competition organizers. Each team will receive six copies of the case.

Competition Format

The format of the Competition is as follows: Each team will be randomly placed into a given presentation time slot for the day of the competition. All teams will present the chosen case within a specific time period as defined below.

The judges will not be aware of any college affiliation until the awards are handed out.

Case Preparation

All teams prepare and present the selected case. In the event a team is not present at the assigned time and location for the presentation of their case that team will not be permitted to present their case and must forfeit from the competition.

Teams are required to prepare their analysis, presentation, and exhibits of the case prior to competition. The analysis should integrate specified questions and topics given to each team following registration. Teams are not required to prepare a written analysis.

The competition organizers will provide a projector and a universal laptop. Any additional presentation material will be at the discretion of each team and must be provided by each team. Handouts and creative approaches to the case are encouraged and will be permitted for presentations.

Presentation of Cases

Each team makes a twenty (20) minute oral presentation before a panel of judges comprising no fewer than four (4) representatives from the business community.

Each team presents and participates in the question and answer period separately. Upon completion of the presentation, the judges will then proceed to question that team for a maximum of ten (10) minutes.
At the end of the twenty (20) minute presentation period, the moderator stops the presentation whether the team has finished or not. At that point, the team's question period will begin for the stated ten (10) minutes. The moderator advises the judges and the teams when one (1) minute remains in the presentation and when the time has expired for the presentation and the question period. Each team will have five (5) minutes to setup and break down.

Observers and spectators are allowed during team presentations including participating teams that already presented for that day. No adjustments can be made to a team's presentation after any member(s) have viewed another team's presentation. Teams are permitted to videotape their own presentations. This must be done by either the faculty advisor or the student alternate of the team and must be cleared with the competition organizers ahead of time. Teams must supply their own video equipment and cannot interfere or disrupt the presentation or question period in any way.

The competition format is as follows:

- Presentations orders are randomly selected and given to each team during check-in the day of the competition.
- Once a presentation begins no one may enter the room until the end of the question and answer period.
- Members of the audience may not communicate with the teams in any way during the presentation.
- The team with the highest aggregate score is the first place winner. The team with the second highest aggregate score will place second and the team with the third highest aggregate score will place third as determined by the judges.

**Judges**

The judging system will be as follows:

- Competition organizers will select judges from the local business community and alumni.
- Each judging panel consists of no less than four (4) judges. The formation of judge panels is the sole responsibility of the competition organizers.
- Each panel of judges will review each of the teams' comprehensive assessment of the case topics provided. Creativity and organization will be evaluated. Overall presentation skills, including appropriate business attire, will be incorporated in the judging scores. The judges will submit their comments to the competition organizers using the Evaluation Sheet.
- Each team will be provided a written evaluation from the judges at the end of the competition event.

*Rules are subject to adjustment and modification to ensure success of the overall case competition. If any changes to the competition occur, the team’s faculty advisor will be directly notified.*

The case competition is organized and hosted by the Department of Economics & Business Administration at McDaniel College.

*Funding is generously supplied by the Gill Fund, established through donations from Mr. Ken Gill.*
# Evaluation Criteria

<table>
<thead>
<tr>
<th>Grading Criteria</th>
<th>Does Not Meet Expectations (1-2 points)</th>
<th>Meets Expectations (3 – 4 points)</th>
<th>Exceeds Expectations (5 points)</th>
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<tbody>
<tr>
<td><strong>Content:</strong></td>
<td>Does the team provide a convincing presentation? Is there a reasonable conclusion drawn? Is the team’s point of view supported with statements and facts? Did the Q&amp;A period support the presentation?</td>
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<td><strong>Communication:</strong></td>
<td>Does the team have an understandable speaking and presenting style? Are audiovisuals effectively used to help support the presentation? How effectively did the team manage the Q&amp;A period?</td>
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<td><strong>Creativity:</strong></td>
<td>How well does the presentation hold the audience’s interest? How effectively was the presentation organized and presented?</td>
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<td><strong>Clarity:</strong></td>
<td>Does the presentation have a logical and coherent flow? Does the presentation tell a story that is compelling and understandable with supported statements and facts?</td>
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<td><strong>Completeness:</strong></td>
<td>Was the presentation completed within the time limit? Did the presentation address all aspects of the team’s point of view?</td>
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<td><strong>Total Score</strong></td>
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