



**Heavener International
Case Competition
Rule Book 2019**



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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 division¹. The competition will consist of two cases.

Case 1: Case 1 consists of one, five-hour (5) case and will determine *two factors*. **(1)** Teams will be ranked first through fifth. Teams will choose their presentation time for Case 2 in the order that they ranked for Case 1. For example, a team who places first in Case 1 will be the first team in their division to choose which presentation time they want for Case 2. **(2)** The second factor Case 1 determines is in the event of a tie-breaker in Case 2, the higher ranked team from Case 1 will be placed ahead of the lower-ranked team from Case 1.

Case 2: Case 2 consists of one, twenty-six-hour (26) case. Teams will be ranked by the judges. In the event of a tie, the higher ranked team from Case 1 will be placed ahead of the lower-ranked team from Case 1.

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 rank the teams in their appointed divisions.

¹ 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, 27 years of age or younger.
- **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 to 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 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 be given the names of the case companies, one month prior to the competition start date. Teams are expected to use 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 Decks.
- One (1) Flip chart and markers to be used throughout both cases.

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.
- Prepared presentation PowerPoint Decks (Templates) are allowed and encouraged.

C. External Communication

Teams are prohibited from communicating with **any** outside party during the time they are working on the case. For **Case 1**, Teams are prohibited from engaging in discussion about the case with anyone other than their team members until after the Question and Answer period. For **Case 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.



D. Deliverables

1. Case 1

For Case 1, teams will provide BOTH a PowerPoint deck and a single-page placemat to be used for the presentation. The **PowerPoint deck** must NOT exceed 20 slides and the placemat must be one single page (see V.B.1. below for guidelines and further explanation).

- Placemat and PowerPoint Deck will be collected at the end of the case preparation time (at five hours) to be printed for the judges
- **PDF Submissions will not be allowed**

2. Case 2

For Case 2, teams are required to deliver **TWO Microsoft PowerPoint** (.ppt or .pptx) files for their presentation. One PowerPoint file will be for the division round presentation (10-minute presentation) and the other will be for the potential final round presentation (5-minute presentation). The contents of these PowerPoints are at the sole discretion of the competitors. **Each presentation deck** must NOT exceed 15 slides, not including title slides, but the **appendix** can be an unlimited number of slides

- **Any appendix slides will not be printed for the judges.**
- **Teams will be able to bring their laptops with them from the hotel to practice before their presentation time begins**
- **PDF Submissions will not be allowed**
- 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

1. Case 1

- Teams will be given **one copy** of both their single-page placemat and PowerPoint deck (20 slides maximum) by the OC before entering the presentation room.



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- Teams will sit at a table and give their presentations to judges directly across from them (similar to a boardroom-style setting)
- Teams will have **up to five (5) minutes to walk judges through the placemat. When teams are finished walking judges through the placemat OR the five minutes have elapsed (whichever comes first), the remaining time left is spent on Q&A.**
 - For example, if you finish presenting the placemat in 3 minutes, there will be 17 minutes of Q&A.
 - Teams can **only use the placemat** to guide their presentation to the judges (0-5 mins.)
 - In the Q&A period following the presentation, teams can **then use the PowerPoint deck** to provide support to further strengthen their case and support their idea
 - Referencing the PowerPoint deck before Q&A begins, results in an automatic last place finish.
- Judges will take into account how team members work together during the presentation and how much each member contributes to the overall performance.

The presentation room coordinator will display a sign when there are two (2) minutes and one (1) minute remaining in the placemat presentation time. When the five (5) minutes have elapsed, the room coordinator will end the presentation regardless of whether or not the presenting team is finished.

The presentation room coordinator will display a sign when there are five (5) minutes and one (1) minute remaining in the Question and Answer Period. When the twenty (20) minutes total has elapsed, the room coordinator will end the presentation.

- For example, if a team is in the middle of answering a question and time elapses, the team must stop.

2. Case 2

- For the **Division Round**, teams will have ten (10) uninterrupted minutes to present their recommendations. After the team's ten minutes have elapsed, there will be a twenty (20) minute question and answer period.
- For the **Division Round**, every team member **must speak** during **both** the presentation and the question and answer period. Failure for every team member to speak during both the presentation and Q&A results in a last place finish.
- For the **Final Round**, teams will have five (5) uninterrupted minutes to present their recommendations. After the team's five minutes have elapsed, there will be a twenty-five (25) minute question and answer period.
- For the **Final Round**, every team member does **not need** to speak for the five (5) uninterrupted minute presentation. It is acceptable for only one or two people to speak in the presentation. However, all four members **must speak** during the question and answer period. Failure for every team member to speak during Q&A results in a last place finish.

For the **Division 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 ten (10) minutes have elapsed, the room coordinator will end the presentation regardless of whether or not the presenting team is finished.



For the **Final Round**, the presentation room coordinator will display a sign when there are two (2) minutes, and one (1) minute remaining in the presentation time. When the five (5) minutes have elapsed, the room coordinator will end the presentation regardless of whether or not the presenting team is finished.

For both division and final presentations, the presentation room coordinator will display a sign when there are ten (10) minutes, five (5) minutes, and one (1) minute remaining in the Question and Answer Period. When the twenty (20) minute total has elapsed (**Division Round Q&A**) and when the twenty-five (25) minute total has elapsed (**Final Round Q&A**), the room coordinator will end the presentation.

- For example, if a team is in the middle of answering a question and time elapses, the team must stop.

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 with the highest ranking in Case 2 will advance to finals. In the event of a first-place tie, the team with the highest ranking from Case 1 will advance to the 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 rankings for the original presentation of Case 1 or Case 2.

A. Lag Time

After receiving feedback from Case 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.

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.