



MBS CASE COMPETITION 2023



PARTICIPANT RULES & GUIDELINES





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WELCOME TO THE 2023 MBS CASE COMPETITION

LOCATION

The Melbourne Business School (MBS) Case Competition will be delivered in person so members are expected to attend in-person activities in Melbourne, including the launch event and skills development sessions. Some activities will be run in a hybrid model.

TIME ZONES

All time and date information in this document is given in Australian Eastern Standard Time (GMT + 10).

ONLINE PLATFORMS

The following channels may be used during the competition:

- Zoom
- Emails
- Canvas LMS
- Microsoft Teams (for online teams)

PRIZES

Students who participate do so on a voluntary basis for educational benefit, and will not be entitled to any remuneration or payment in respect of the program, with the exception of the prizes outlined in this document. Prizes will be awarded to all MBS Case Competition Finalists (1st - 4th place), split evenly between team members:

- \$2,000 will be awarded to the team placing first, \$1,000 to the team placing second, \$500 to the team placing third and \$250 to the team placing fourth. A letter will be emailed to these teams following the Finals, with instructions for how to receive the funds.

Join the [LinkedIn event](#) for further updates and information during the competition.

Questions or issues should be emailed to mbs-casecomp@unimelb.edu.au.

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RULES AND REGULATIONS

The following rules and regulations apply to all participants of the 2023 MBS Case Competition. Team members are expected to familiarise themselves and abide by these rules throughout the competition.

1. To uphold the integrity of the Competition and the results, all competitors must abide by the highest standards of professional ethical conduct becoming of an MBS student. Any violation of the competition rules will result in automatic and immediate disqualification.
2. The Case used in the Competition will, to the best of the organisers' knowledge, be unpublished and untested. The case will be published on Canvas immediately after the Launch event. Under no circumstances is the Case to be reproduced, either electronically or in hard copy, nor shall it be shared with non-participants.
3. Teams must contain a minimum of 3 people and a maximum of 4 people.
4. The composition of a team must remain unchanged throughout the Competition. In extenuating circumstances, requests to change the composition of a team will be considered by the Competition organisers.
5. Team names must be consistent with the principle of professionalism detailed in point 1. Teams who register with an inappropriate name will be asked to change their name to finalise their registration.
6. Should an individual team member withdraw, any ideas generated by that team member remain with the team. In this instance, participation in the Competition will be considered on a case by case basis if the number of members in the team falls below the minimum of three.
7. Teams are expected to conduct all necessary research through all publicly available resources.
8. Teams must prepare their response to the Case independently. Teams are not permitted to discuss the Case with, or obtain help from, anyone outside their registered team.
9. Plagiarism and collusion between teams is strictly prohibited and will result in immediate disqualification.
10. Participants agree that the Case Competition Partner will own all presentations, including any information and/or recommendations which are provided by teams as part of the competition.
11. This Competition is for current Graduate students of Melbourne Business School (MBS Master of Management Suite, Master of International Business and Specialist Masters programs) and students enrolled in the Master of Engineering Management and Master of Marketing Communications. Participants must be enrolled in at least one subject in Semester 2, 2023 to be eligible to compete. If your team includes an undergraduate student, or student from another faculty, your team will be ineligible to participate.
12. Participants who have worked or are currently working for a MBS Case Competition sponsor (SPP/CFA Society Melbourne) must declare this via the online registration form and each request will be considered on a case-by-case basis. Teams who do not provide timely notification will be disqualified with immediate effect.
13. Participants who are members of the MBS Student Association Committee and/or 180 Degrees Consulting must declare this via the online registration form and each request will be considered on a case-by-case basis. Teams who do not provide timely notification will be disqualified with immediate effect.
14. Members of the MBS Student Association Committee and/or 180 Degrees Consulting Committee who are directly involved in the planning or execution of the MBS Case Competition are ineligible to compete.

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15. All participants must attend an in-person launch event on Wednesday 9 August, at 6pm. A registration link and further information will be made available on Canvas.
16. All participants are required to attend the Crack the Case workshop on Friday 11 August, at 6pm.
17. Participants allocated to a team must attend a team mixer to meet their other team members.
18. The winning team is required to write an article of approximately 500 words about their experience in the competition for the [Faculty's Newsroom](#).
19. Important announcements and information will be made available on Canvas when the Launch concludes. All participants are responsible for checking their email accounts and Canvas in a timely manner.
20. If this Competition is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the University, including but not limited to technical difficulties, unauthorised intervention or fraud, the University reserves the right, in its sole discretion, to the fullest extent permitted by law:
 - to disqualify any participant; or
 - to modify, suspend, terminate or cancel the Competition, as the University deems appropriate.
21. Except for any liability that cannot by law be excluded, including any statutory consumer guarantees provided under the consumer protection laws of Australia, the University (including its respective officers, employees and agents) excludes all liability (including negligence) for any personal injury, or any loss or damage (including loss of opportunity), whether direct, indirect, special or consequential, arising in any way out of the Competition.

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COMPETITION STRUCTURE AND TIMELINE

Activity	Date and time (AEST)
Registrations Open	Monday 3 July
Information Session and Networking	Wednesday 26 July, 5.30pm - 6.30pm
Registrations Close	Sunday 30 July, 11.59pm
Team Mixer (for allocated teams)	Friday 4 August, 5.30pm - 6.30pm
Case Launch	Wednesday 9 August, 6pm - 7.30pm
Skills Development Session 1: Crack the Case	Friday 11 August, 6pm - 7.30pm
Q&A Submission Due	Monday 14 August, 11.59pm
Q&A Session	Tuesday 15 August, 6pm - 7pm
Pre-screening Submissions Due	Thursday 17 August, 11.59pm
Pre-screening Outcomes	Tuesday 22 August, 5pm
Skills Development Session 2: Presenting to Win	TBC during Week 5 of Semester 2
Preliminary Round	Tuesday 29 August, 1pm - 5.45pm*
Final Round	Friday 1 September, 5pm - 8.30pm

*Each team will attend one hour of the allocated time

CASE LAUNCH

The Case Competition launch will include important information regarding the case and competition structure. Teams will receive a digital case materials file which will provide key case data and information.

Q&A SESSION

A live Q&A session will be held to answer questions about the case and materials. The session will be delivered by a representative from the Case Partner company and the Industry Lead for the [MBS Case Competition](#).

Teams will be required to submit their questions through a Qualtrics form which will be emailed and provided on the Canvas community. Questions must be submitted by 11.59pm, Monday 14 August (one submission per team).

Questions will be collated and answered at the live session. For anyone unable to attend the live session, the recording will be made available on Canvas the following day.

PRE-SCREENING STAGE

Using the information presented at the launch, Q&A session and in the case materials, teams will be required to produce a four-slide (maximum) PowerPoint that includes:

- a cover page with the team name and the name of each team member (1 slide);
- a situation analysis of the business case (1 slide); and

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- an overview of the team's approach/strategy to answering the case as well as any initial thoughts regarding recommendations (2 slides).

All submissions must use Microsoft PowerPoint or PowerPoint converted to PDF as their visual aid. All other file formats will be rejected.

All pre-screening documents must be submitted by 11.59pm, Thursday 17 August. Submissions received after this deadline will not be considered. Submissions are to be made via Canvas.

Pre-screening outcomes will be circulated by email by 5pm, Tuesday 22 August. The top 16 teams will move forward to the Preliminary Round and will be allocated into one of four streams (see sample Preliminary Round structure below). Room allocations and more information will be advised in the outcome email.

Teams who receive a successful outcome for the Preliminary Round who no longer wish to participate in the competition must advise organisers immediately so that the place can be offered to another team.

SKILLS DEVELOPMENT SESSIONS

All participants are required to attend Crack the Case on Friday 11 August. The Presenting to Win session is only available to team members who have been selected to participate in the Preliminary Round.

PRELIMINARY AND FINAL ROUNDS

1. Structure:



- Presentation slides for the Preliminary Round should be submitted by 9am on Tuesday 29 August. Presentation slides for the Final Round should be submitted by 9am on Friday 1 September. Alterations may not be made to the presentation after submission. Teams who do not submit their slides by this deadline will be required to present without their slides.
- The submission link and time for the presentations will be communicated to teams by email.
- Teams should be ready to join their allocated room at least 15 minutes before their allocated time slot for presentation.
- Teams must return to the assigned room at the end of the Preliminary Round for the announcement of results.
- Times will be strictly adhered to. Room Coordinators will time the presentations and teams will be notified when there are 3 minutes and 1 minute remaining, then cut off at the 10-minute mark.
- Four teams will be shortlisted to the Final Round.

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2. Presentations:

- All presentations must use Microsoft PowerPoint or PowerPoint converted to PDF as their visual aid. All other file formats will be rejected.
- The dress code for all rounds is business attire.
- The use of smartphones and/or mobiles during the presentation is strictly prohibited.
- Team members are not permitted to watch presentations preceding their own presentation. Any team attending earlier presentations than their own, or presentations in other divisions, will be penalised (at the discretion of the Appeals Committee).
- The team can nominate one or more speakers for the presentation. There is no requirement for all team members to present; however, it is highly recommended and is usually seen favourably by judges.
- Participants should identify themselves by their team names on all submitted materials. Team members' individual names should also be included.

SAMPLE PRELIMINARY ROUND STRUCTURE



An updated schedule will be circulated prior to the Preliminary Round

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JUDGING AND EVALUATION

PANEL OF JUDGES

- The judging panel for the Preliminary Round will consist of industry representatives and academics from the Faculty of Business and Economics.
- The judging panel for the Final Round will consist of an industry representative from the Case Partner and Case Sponsor organisations, and an academic(s) from the Faculty of Business and Economics.

EVALUATION

Judges will evaluate each team based on:

- whether the proposed strategy addresses the key issues of the case;
- the depth of research and analysis;
- the clarity and logical structure of the presentation;
- the practicality and feasibility of recommendations;
- whether there is innovation and evidence of a creative and rigorous approach to problem solving;
- the effectiveness of delivery of the presentation and use of visual aids;
- whether the Q&A directly addresses the question and displays a sound understanding of the case; and
- any other metrics to be decided and agreed upon by the judging panel.

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PRIVACY AND CONFIDENTIALITY

Participants will not disclose, without the Case Competition Partner's prior consent, any of the Case Competition Partner's confidential information that they receive in relation to the competition. For the avoidance of doubt, the case and any supplementary information or materials provided by the Case Partner in relation to the case is the Case Competition Partner's confidential information.

USE OF PERSONAL INFORMATION

The Personal Information provided by participants will be used by the University for the purposes of administering participants' participation in the Case Competition and will also be provided to the Competition judging panel and third-party sponsors for this purpose. In addition, by entering this Competition each participant agrees that:

- the University may film, photograph and screen capture the Case Competition proceedings and upload the film and photographs, which may contain the participant's image, name and/or voice, to the University's website and use the film and photographs for other University promotional, educational and reporting purposes, whether related to the Competition or otherwise;
- the University may use their name and contact details for the purposes of the Competition;
- they agree to receive ongoing University communications and marketing material, whether related to the Competition or otherwise;
- the University may provide their name and contact details to the Competition judging panel and sponsors (individuals and entities external to the University) for the purposes of facilitating networking opportunities for the Competition participants; and
- at the University's reasonable request, the winner will take part in the University promotional activities which may include their name and image published in the University's promotional materials (such as the University's website, marketing materials, advertising, printed materials and social media channels) and for ongoing promotional activities not related to this Competition.

Privacy and Data Protection Act 2014 (Vic) www.unimelb.edu.au/governance/compliance/privacy

Under Privacy Laws, 'personal information' means any recorded information or opinions (whether true or not) that identify an individual or allow an individual to be identified. The University is committed to protecting personal information provided by you in accordance with Privacy Laws. The University has a comprehensive privacy policy addressing issues relating to the use, collection, security and access to personal information available at the Privacy Policy. All information collected by the University is governed by the Privacy Policy. For further information about how the University deals with personal information, please refer to the Privacy Policy or contact the University's Privacy Officer at privacy-officer@unimelb.edu.au.

Privacy Contact Details: You may access any personal information you have provided by contacting the Experiential Learning team via mbs-casecomp@unimelb.edu.au.

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CONTENT PROVIDED IN CASE RESPONSE

Participants agree that they are fully responsible for any content they provide in response to the Case. The University is not liable in any way for such content to the full extent permitted by law and may remove or decline to publish any content without notice for any reason whatsoever. Participants warrant and agree that:

- they will not submit any content that is unlawful or fraudulent, defamatory, obscene, derogatory, pornographic, violent, abusive, harassing, threatening, objectionable with respect to race, religion, origin or gender, or that the University may deem to be in breach of any intellectual property, privacy, publicity or other rights, or otherwise unsuitable for publication;
- their content shall not contain viruses or cause injury or harm to any person or entity;
- they will obtain prior consent from any person or from the owner(s) of any property that appears in their Content;
- the content is the original work of the participant and that it does not infringe the rights of any third party or otherwise that they will obtain full prior consent from any person, who has jointly created or has any rights in the content, to the uses contemplated in these Rules and Regulations;
- they consent to any use of the content which may otherwise infringe the content creator's/creators' moral rights pursuant to the Copyright Act 1968 (Cth) and warrant that they have the full authority to grant these rights; and
- they will comply with all applicable laws and regulations, including without limitation, those governing copyright, content, defamation, privacy, publicity and the access or use of others' computer or communication systems.
- Without limiting any other terms herein, the participant agrees to indemnify the University for any breach of the above terms.

USE OF COMPETITION ENTRY BY THE CASE COMPETITION PARTNER

Any materials submitted by an entrant via the Competition including but not limited to prototypes, presentations, comments, recordings and images will become the property of the Case Competition Partner and participants are granted a non-exclusive, royalty-free licence to use the materials they submit for the Competition for their own non-commercial educational purposes (not including publication). By registering for this Competition, participants agree to assign the rights to their Competition materials to the Case Competition Partner.



READY?

REGISTER BY SUNDAY 30 JULY

FINALS | FRIDAY 1 SEPTEMBER