

**RUSSELL INVESTMENTS
INTERNATIONAL CASE COMPETITION**

Northwest Regional Track

Wednesday, November 1st to
Saturday, November 4th



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INTERNATIONAL CASE COMPETITION

What is an international business case competition?

- 3-day event in which teams of students apply their skills to a real-life global business problem.
- The business case is a short story with data and exhibits that demonstrate challenges and opportunities for a business.
- The team receives a “charge” or an assignment to analyze the content of the case, do research and present their analysis and recommendation to judges.
- The presentation format is:
 - 10 minutes presentation (with PowerPoint)
 - 10 minutes of Q&A with judges
 - 5 minutes of one way feedback
- The panel of judges then critique their analysis and effectiveness of the presentation and provide feedback.

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INTERNATIONAL CASE COMPETITION

Pre-Competition Overview

Email

- Participant Schedule
- Guidelines
- Judging Score sheet & Guidelines

Wednesday, 11/1

- Kick-Off (Virtual on the afternoon of 11/1)
- Case distribution – 6:00 pm
- 48 hours of analysis begins

Friday, 11/3

- Coaching Sessions (optional)
- PowerPoint presentation must be emailed by 6:00 pm
- No changes to PPT are allowed after 6:00 pm

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INTERNATIONAL CASE COMPETITION

Competition Day, Saturday 11/4

NW Regional Competition

- 9:30 am – 12:10 pm are presentations
- Paccar Hall Classrooms
- Arrive 15-30 minutes early for your presentation
- 10 minute Presentation; 10 minute Question & Answer Session; 5 minute Feedback Session

Scoring

- NW Regional Track: top scoring team from AM round announced at Lunch
- Four categories: Analysis, Solution, Style, Q&A

UW Final Round Competition

- 1:30 pm – 4:00 pm
- **ALL TEAMS ENCOURAGED TO ATTEND**

Awards Reception

- 4:00 – 5:30 pm

**times are subject to slight changes*

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Benefits

- **Experience**
- **Networking**
- **Confidence and Resume Booster**
- **Communication and Leadership Skills**
- **Travel stipend per team (teams traveling from outside the Puget Sound)**

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INTERNATIONAL CASE COMPETITION

What else is in it for me?

Students who participated in the Global Case Competition in the last two years shared the following about their experience:

- *This was my first case competition and **I learned a lot about business presentations, professionalism, marketing strategy,** and plan implementations. I thought it was great that this was internationally focused, which allowed me to **learn about different cultures and traditions** as well as trade agreements.*
- *I went into this competition not knowing a lot about case competitions or international business. Through the case I was able to **immerse myself in a situation and work with my team to develop a strategy.** I definitely learned a lot and the experience makes me excited to move forward in business.*
- *My participation with this competition and **working with others** helped me to be aware of others' opinions and ideas. **I really enjoyed working with my group and creating an awesome presentation** with our agreed idea. It was also really awesome to see what the other teams have come up with in their presentations as well.*
- *This experience really pushed me to **create a product that I'm proud of in 48 short hours.***

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INTERNATIONAL CASE COMPETITION

Key Dates

- **October 16, 2023**
 - Team Registration Deadline at 11:59 pm
- **November 1, 2023**
 - Kick-Off Event on Zoom 4 - 6 pm
- **November 1-3 2023 / 6 PM- 6 PM**
 - 48-Hour Case Analysis
- **November 3, 2023**
 - Coaching Session (optional)
 - Option for Zoom
- **November 4, 2023 / 9 AM- 1 PM**
 - NW Regional Competition & Lunch
- **November 4, 2023/ 1 PM- 4:30 PM**
 - UW Final Round & Awards Reception

**times are subject to slight changes*

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Competition Day, Saturday 11/4

Morning Rounds

- 9:30 am – 12:10 pm
- Paccar Hall, 2nd & 3rd Floor Classrooms
- Arrive 15 minutes early for your presentation
- 10 minute Presentation
- 10 minute Question & Answer Session
- 5 minute Feedback Session

Scoring

- **NW Regional Track: top scoring team from AM round will win**
- Four categories: Analysis, Solution, Style, Q&A

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Competition Day, Saturday 11/4

Lunch

- 11:45 am – 1:30 pm
- Paccar Hall, 2nd Floor, Jiambalvo Hearth & Orin's Café
- Finalist Announcement & Time Slot Drawing

Final Rounds

- 1:30 pm – 3:00 pm
- Shansby Auditorium, Paccar 192
- 10 minute Presentation
- 10 minute Question & Answer Session
- **ALL TEAMS ATTEND**

Awards Reception

- 3:00 – 4:30 pm
- Anthony's Forum, 3rd Floor, Dempsey Hall
- Winners announced

**locations and times are subject to slight changes*

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INTERNATIONAL CASE COMPETITION

How can I prepare before the competition?

- Review Presentation Archives
- Before you read the case:
 - Assign Functional Roles
 - Get your resources together
 - Make a PPT deck template
- Sign up for a coaching session on Zoom (OPTIONAL)

Archives

— 2015: First Solar Inc. in 2013

Each of the GBCC teams spent 48 hours analyzing a business case on First Solar Inc. In 2010, First Solar was the global leader in production of solar panels. However, by 2013, Chinese producers dominated the world market, helped by generous government subsidies. First Solar was also challenged by falling prices for solar panels made with a competing technology. First Solar responded by vertically integrating into the solar systems business, making the company a “one-stop shop” for utility customers. First Solar’s sales have been concentrated in the US market, but they are exploring opportunities outside the US. The GBCC student teams were tasked with identifying the external forces affecting First Solar’s business over the next five years and then prioritizing the non-US target markets.

Read the case study on the [Harvard Business School website](#). Find the [student charge](#). The champion and finalists’ presentations are compiled below.

| | | | |
|---|----------------------------|-----------------------------------|--|
| Champions: Chinese University of Hong Kong, China | PowerPoint | Executive Summary | Final Round Presentation |
| Finalists: Florida State University, USA | PowerPoint | Executive Summary | Final Round Presentation |
| Finalists: Simon Fraser University, Canada | PowerPoint | Executive Summary | Final Round Presentation |
| Finalists: University of Southern California, US | PowerPoint | Executive Summary | Final Round Presentation |

+ 2014: Nike: Sustainability and Labor Practices 2008-2013

+ 2013: Frog’s Leap Winery in 2011: The Sustainability Agenda Case

+ 2012: Li & Fung 2012, Harvard Business School

+ 2011: Urban Water Partners (A), Harvard Business School, October 2010

+ 2010: Boeing 787: The Dreamliner

+ 2009: Holland America and the Global Economy

+ 2008: Starbucks Entertainment: Global Delivery of Music

+ 2007: vCustomer: Establishing a Global Footprint

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Coaching Round

Friday, November 3rd

45 minute sessions | 9:30AM-1:00PM

- Opportunity to practice your presentation before a friendly audience that provides feedback
- You can present to coaching judges with a draft presentation; make edits before turning in final presentation
- The coaching pool is made up of Foster School Faculty and Community Members who are experienced in case competitions, and eager to help your team succeed.
- Virtual coaching is from 12:15-1:00pm

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Score Sheet

| | Scoring Points | | | | | |
|----------|--|--|---------|---|--|-------|
| Category | 1 | 2 | 3 | 4 | 5 | Total |
| Analysis | <ul style="list-style-type: none"> - Makes no use of frameworks or tools learned in class - Data analysis is missing or sloppy | <ul style="list-style-type: none"> - Uses frameworks and tools from class, but not always in the correct or most effective manner - Data analysis is competent, although some assumptions are unrealistic | AVERAGE | <ul style="list-style-type: none"> - Uses frameworks and tools from class in straightforward manner - Data analysis is standard and complete | <ul style="list-style-type: none"> - Uses frameworks and tools from class in creative manner; perhaps even creating their own. - Data analysis is thorough, reasonable, and creative or insightful | |
| Solution | <ul style="list-style-type: none"> - Does not consider alternative recommendations - Does not address the case problem - Recommendation lacks creativity and innovation | <ul style="list-style-type: none"> - Considers a limited number of alternatives, but not in systematic manner - Incompletely addresses case problem - Misses key aspects in regards to cultural acceptability | | <ul style="list-style-type: none"> - Presents logical method for evaluating and comparing alternatives - Case problem is adequately answered - Mostly culturally acceptable - Recommendation has some innovative components | <ul style="list-style-type: none"> - Has clear method to compare alternatives that creates a logical back-up plan - Case problem is thoroughly addressed - Considers cultural acceptability - Recommendation is innovative and integrates multiple disciplines | |
| Style | <ul style="list-style-type: none"> - Explanations and progression of ideas are hard to follow - Speakers are hard to hear and/or understand - Slides are hard to read and distracting | <ul style="list-style-type: none"> - Explanations and progression of ideas are okay, but there are some gaps in logic - Speakers use monotone, non-active voice - Slides are straightforward | | <ul style="list-style-type: none"> - Explanations and progression of ideas are straightforward, easy to follow, and complete - Speakers are clear, easy to follow - Slides are interesting | <ul style="list-style-type: none"> - Explanations and progression of ideas are smooth, interesting, and powerful - Speakers are lively and engaging - Slides strongly contribute to the story | |
| Q&A | <ul style="list-style-type: none"> - Does not answer the question - Answers do not inspire confidence in team's knowledge | <ul style="list-style-type: none"> - Answers the question incompletely or haltingly - Appears team knowledge and contributions are unbalanced. | | <ul style="list-style-type: none"> - Directly and convincingly answers the question - Appears all members are knowledgeable and capable | <ul style="list-style-type: none"> - Has anticipated the questions and has backup analyses to bolster the answer - Smoothly coordinates responses in way that inspires confidence in teams' abilities - Uses Q&A to reinforce major points | |
| | | | | | Grand Total | |

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Questions?

**You can always email
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