



Alberta Deans of Business Case Competition

2022 Modifications for an
Online Event

Live Case Format

Official Handbook

Revised January 2022

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ALBERTA DEANS OF BUSINESS MISSION & MANDATE

MISSION

To enhance the role of business training and education in the economic development of Alberta.

MANDATE

1. To promote cooperation among Alberta Deans of Business (ADB) member institutions for training, education, research and consultancy.
 2. To develop and promote cooperation with similar associations, national and international agencies, intergovernmental organizations, foundations and other organizations that advance business education, training and research.
 3. To promote leadership, management and administrative development by encouraging dialogue and cooperation between professional associations and business, industry and government.
 4. To promote cooperation between ADB member institutions and business, industry and professional organizations.
 5. To share and disseminate relevant information.
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MEMBERSHIP

ADB membership shall be open to representative Deans or equivalent senior administrators responsible for undergraduate business programs, at institutions operating under the jurisdiction of the Public Institutions Brand of Alberta Advanced Education.

ASSOCIATE MEMBERSHIP

Associate membership shall be open to Deans or equivalent senior administrators responsible for undergraduate teaching business programs, at institutions operating under the jurisdiction of the Public Institutions Brand of Alberta Advanced Education.

ALBERTA DEANS OF BUSINESS CASE COMPETITION

In their effort to enhance the role of business training and education, the Alberta Deans of Business began a provincial case competition in 2005.

The competition is normally hosted face-to-face by one of the ADB member institutions, often with support from outside agencies. In the past, teams from member institutions around the province traveled to the host venue for the multi-day event which began with a networking dinner and keynote address. The competition concluded with a lunch and presentation of awards by the judges.

Due to the COVID-19 pandemic and associated government and Alberta Health Services (AHS) measures and requirements, the 2022 Alberta Deans of Business Case Competition will be delivered in an online format. Moving to an online format will necessitate changes to the event and competition format.

INTRODUCTION TO THE COMPETITION

This competition is open to students from Alberta post-secondary institutions which offer business programming. Teams from each institution consist of four students. In order to ensure anonymity of the teams and impartiality of the judges, the teams will not be known by their institution names during their presentations. Each team will be assigned a team name. All teams will analyze the same case during the competition. The students are given a case, selected by a sub-committee of the Alberta Deans of Business. The students work virtually as a team to analyze the case and use collaborative software to present strategic solutions and recommendations in the form of a recorded screencast to a panel of judges selected from the business community. In addition to developing a recorded screencast presentation and associated presentation slides, teams will attend a live online Question and Answer (Q&A) session with the judges. Though teams work on their own in the development of their analysis and recorded screencast presentations, they can meet with their advisor(s) – usually an instructor – after their recorded screencast presentation and presentation slides have been submitted. Advisors can watch the screencast presentation and help teams prepare for the subsequent online Q&A session with the judges.

THE CASE

Teams are given a case to analyze, research, and ultimately construct a recommended course of action, which will be presented through a recorded screencast and presentation slides to a panel of judges on the final day of the competition. There will be an online Q&A session with the judges following each presentation. A sub-committee of the ADB will select a business case based on, at minimum, the following criteria: elements from business stream courses, including management, marketing, finance, accounting and human resources; the degree of difficulty will be on par with a second-year business term project. The case will not be released to the teams until Friday morning.

OVERVIEW

An overview of the competition and events is as follows:

- Teams will attend a virtual kick-off online on Thursday evening. The kick-off will include a welcome from the host Dean, profile of sponsors, overview of the online logistics of the event, and a reminder of the case competition rules. A random draw will determine: 1) team name, 2) the team order for the live Q&A session with the case organization on Friday afternoon, and 3) the order in which the judges will view the team's screencast followed by the online Q&A session with the judges.
- All teams will attend an opening session on Friday morning where they will be provided an electronic copy of the case and reminded of the case competition rules, deadlines, and key contact information (for event questions).
- Students will work physically isolated in individual settings using collaborative software in an online breakout room provided by the host institution. Students will not be permitted to work face-to-face to ensure a similar competitive environment for all teams. Students are to have no outside contact with anyone except their teammates until their recorded screencast and presentation slides are submitted. The breakout room may be monitored by the host institution to ensure the competition rules are followed.
- At midday Friday, all student team members will join a one-hour moderated online session with a representative from the case organization for a "live" Q&A session. Each team will have an opportunity to ask a single question within a prescribed time limit. Teams will be able to hear the questions of the other teams and the representative's responses.
- The team deliverables by the Friday deadline are a recorded screencast (MP4 format) of the team presenting their presentation along with a copy of the presentation slides (PDF format one-slide per page). Team members are responsible for knowing how to do a screencast prior to the event; this new business skill in the virtual environment parallels that of knowing how to make a PowerPoint presentation for a face-to-face competition. There will also be a test session scheduled the week before the competition testing the online platform.
- Judges will watch the team screencast presentation and the team will attend an online Q&A session with the judges on Saturday morning at their designated time.
- Judges will announce the top three teams during a closing awards ceremony online on Saturday afternoon.

Case Selection

The case selected for the competition:

- Shall be delegated to a sub-committee of the Alberta Deans of Business
 - Sub-committee to be comprised of three Deans (or their delegates), one from the past host institution, one from the current host institution and one from the next host institution.
- Shall be one not previously distributed or used at another case competition.
 - Shall contain elements from business stream courses and may include management, marketing,

finance, accounting, supply chain, human resource management, digital transformation and other elements that impact a business as relevant to the case.

- Shall have a degree of difficulty on par with a second-year business term project.
- Will not be released to the teams until Friday morning.

Case Preparation

All teams will prepare a presentation and a recorded screencast of their case presentation during Day Two (Friday) of the competition. Teams will then attend a virtual Q&A session with the judges online on Day Three (Saturday morning) at their designated time as determined by the random draw on Thursday evening. Teams have all of Friday, from 8:30 a.m. through 8:00 p.m., to analyze the case, then research and prepare their final recommendations. 8:00 p.m. will be the deadline for teams to submit a copy of their presentation slides and a recorded screencast of their presentation.

Students will work physically isolated in individual settings using collaborative software (e.g. Google Slides, PowerPoint 365). Teams will collaborate and communicate in an online breakout room provided by the host. A test session using the online platform will be scheduled the week before the competition. Students will not be permitted to work face-to-face with their teammates to ensure a similar competitive environment for all teams. Students and their institution will be responsible for ensuring they have access to the internet and collaborative software to prepare their presentations. Teams can decide which presentation software and screencast software they will use. Presentation slides must be submitted in PDF format (one-slide per page). The screencast must be submitted in MP4 format.

Teams can use collaborative presentation software of their choice, but under no circumstances are teams allowed to communicate with outside parties. Each of the teams will use a breakout room provided by the host which may be monitored.

No communication is permitted between teams or anyone else outside the team, except for the host institution contacts, between 8:30 a.m. and 8:00 p.m. on Friday. If a team submits their presentation slides and recorded screencast prior to the 8:00 p.m. deadline, they can communicate with their coach in order to prepare for the online Q&A component. Each member of the team will be asked to acknowledge the adherence to the case competition rules as part of their registration in the case competition.

Instructions will be provided with the case as to how to submit the presentation slides and recorded screencast presentation. As well, a test session using the online platform will be scheduled the week before the competition.

Case Presentations

Presentations will be distributed electronically. Teams will digitally submit copies of their presentation slides (PDF format one-slide per page) and recorded screencast presentation (MP4 format). Each team member must present a part of the overall case on the recorded screencast. Presentation viewing and an

online Q&A will be scheduled between 7:30 a.m. and 12:20 p.m. before a panel of judges, comprised of no fewer than three external business leaders. No spectators will be allowed. Copies of the recorded screencasts and a recording of the online Q&A sessions will be made available to all participants after the competition. The judges will be given a hard copy of the presentation.

Judges will view each team's recorded screencast presentation and then engage the team in an online Q&A session. As such, each team has a maximum of 12 minutes for their recorded screencast presentation. Upon completion of the presentation viewing, the judges will then proceed to question that team online for a maximum of five minutes.

A moderator will then advise the judges and the teams when the time has expired in the question period.

Judging the Competition

In this case competition, judging has two functions. The most obvious is to pick the top three presentations. The second function, commensurate with the event, is educative. The business students are acquiring the knowledge and skills that will help them contribute to the business community and economic vitality of the province. To this end, it is especially useful if the judges articulate the strengths of the presentations they have picked. An evaluation and commentary sheet will be provided to each team at the conclusion of the competition. The commentary provided will help the students as they continue along their educational path.

Selection

- The formation of the judging panel is the responsibility of the Alberta Deans of Business sub-committee that is selecting the case. (See case selection for sub-committee make-up).
- The judging panel shall consist of not less than three external business leaders and one alternate judge.

Criteria

- Each team will be judged based on the content of its presentation, as well as its ability to convincingly present arguments and recommendations to the judges.
- The panel of judges will assess each of the team's electronic submissions and "live" responses during the online Q&A session, then submit their comments and evaluation sheet to the competition organizers.

Procedures

To ensure anonymity of the teams and impartiality of the competition:

- Teams will not be known by their institution's name during their presentations
 - Each team will be assigned a fictitious name
 - Judges will not be informed, nor can any team inform judges during the presentation, which institution the team represents
 - Teams will present using the fictitious team name assigned in Thursday night's random draw. However, individuals are free to use their real personal names in the presentation
- All teams will analyze the same case.
 - Each team will have the same time to prepare their case and to present their solutions and recommendations to a panel of judges from the business community.

- The order of presentations will be determined by a random draw.
 - The judges' decision of the top three place finishers will be announced Saturday afternoon.

The scoring form is available for download as a PDF document on the hosting institution's case competition website.

APPENDIX A – COMPETITION OVERVIEW AND RULES

Teams

- An institution may register up to five students, one of whom will be designated as an associate team member for the competition presentation, and up to two faculty advisors.
- The competition team is defined as the four students who will record the screencast presentation and virtually attend an online Q&A session with the judges.
- The associate team member may participate fully in the case preparation, but only four students per team can participate in the screencast recording presentation and online Q&A session of the competition. The associate team member may be designated by the team at any point prior to the recording of the screencast presentation phase.
- At least two student members must be students who have completed less than 60 credits in their respective business programs. Teams may select members from one-, two-, and four-year programs (certificates, diplomas, baccalaureates). Prior post-secondary experience is not restricted.
- Each team member must be registered as a full-time student in an undergraduate program at the institution he or she represents. Full-time status shall be defined by the student's home institution, or by enrolment in nine or more credits.
- A team may compete with a minimum of three students if their team composition has been impacted by COVID-19 or other circumstances of the virtual competition. The requirement of two students having less than 60 credits completed must still be met.
- In certain circumstances, subject to the approval of the members of the Alberta Deans of Business, prior to the entry deadline, teams may be composed of members from more than one institution.

Prizes

Prize monies will be distributed to the institution, which will be responsible for distribution to their team. Prize categories are:

- FIRST PLACE: \$4,000
- SECOND PLACE: \$2,500
- THIRD PLACE: \$1,500

Role of Faculty Advisors

In the months preceding the competition, advisors are responsible for providing adequate training and preparation so that:

- Students are familiar with the case study analysis approach to complex problem solving.

- Students are comfortable presenting their solutions and answering questions about their analysis and recommendation.
- Students are familiar with collaborative presentation software and screencast recording software.

Friday of the competition

- From 8:30 a.m. – 8:00 p.m., faculty advisors are not allowed any contact with their team.
 - Upon submission of presentation files and screencast recording, faculty advisors can help their teams prepare for the online Q&A session.

Host Institution Team Support

Teams will be provided with contact information in the event they need to contact the host institution's case organizers for support. Teams will use a host institution provided online breakout room for the entire duration of their case preparation. This breakout room may be monitored.

Detailed Agenda and Rules

Friday – Analysis Day and Live Case Q&A session:

- At 8:30 a.m. an opening online group session to reveal the case and provide a reminder of submission deadlines and case competition rules.
- Students will then be placed in breakout groups for the duration of their case preparation.
- Team members are not allowed to email or engage in any other outside communication until their presentation has been submitted at 8:00 p.m. that evening. Team members will be asked to sign an acknowledgment of the same when they register. An IT person will be on standby to provide support to teams during this time. The contact information will be provided at the Saturday morning kick-off session.
- Team members and their institution will be responsible for their own hardware, software and internet connections.
- A PDF copy of the presentation (one-slide per page) and an MP4 file of their recorded screencast presentation must be submitted before 8:00 p.m. as directed by the host institution. No late submissions will be accepted.
- Team members should confirm that the submitted file was received and opens from the host institution before signing out of the breakout room.
- Once teams have submitted their case solution, the content is fixed and no further changes can be made to the presentation submissions. At this point, faculty advisors can help teams prepare for the online Q&A session.

Live Q&A session with the organization(s) - 1:00 p.m.-2:00 p.m.

- Student team members will join a one-hour moderated online session with a representative from the case organization for a “live” Q&A session. Each team will have an opportunity to ask a single question within a prescribed time limit. Teams will be able to hear the questions and responses of the other teams.
 - Student team members will join a one-hour moderated online session with a representative from the case organization for a “live” Q&A session.
 - Only participating student team members may attend the Q&A session
 - Student team members from all teams will be in the session at the same time to hear one another’s questions as well as answers provided.
 - Each team will prepare 2-3 questions for representatives from the organization(s) in advance of attending the session. Questions should be geared toward attaining clarification beneficial in the preparation of a team’s solution.

- One designate from each team will be invited to ask a single question in an order predetermined through random draw on Thursday evening.
- To ensure all teams have an opportunity to ask their question, a time limit of 3 minutes will be strictly enforced for each question to be asked and answer provided. Remaining time may be used for an additional question by the team(s) randomly drawn by representatives of the organization(s).

Note #1: Participants may not gain assistance in any form from any other person including, but not limited to, faculty advisors, instructors, family, friends, or personal contacts of any kind whose ideas are not publicly available (ie. published online). Participants may not contact any representatives or staff of the organization(s) in the case.

Note #2: Team members and faculty advisors may be required by the case organization(s) to sign non-disclosure agreements.

Saturday – Presentation Day:

- The screencast recording of the presentation will be viewed by the judges followed by an online Q&A session for each team.
- Presentations are in order as determined by random draw on Thursday evening.
- Each team member must present a part of the overall case in the screencast.
- Presentations will be viewed between 7:30 a.m. and 12:30 p.m. before a panel of judges, comprising of no fewer than three external business leaders.
- No spectators are allowed, but copies of the screencast presentations and a screen recording of the online Q&A session will be made available after the competition.
- Each team has a maximum of 12 minutes for their screencast recording. Judges will not view any material beyond 12 minutes.
- Upon completion of each case presentation viewing, judges will have a period of five minutes online with the team to ask questions and clarify their understanding of the team's solution.
- The moderator will then advise the judges and the teams when the question period time has expired.

APPENDIX B – FREQUENTLY ASKED QUESTIONS

- Who is eligible to compete?
- Do I have to be a full-time student?
- How many students are on a team?
- What is an associate?
- Why would a team want an associate?
- Are there any restrictions regarding diploma versus degree programs?
- How much does it cost?
- What about meals?
- How does a team prepare for the competition?
- What if our school doesn't have a case study course?
- How long does a team have to prepare their case?
- What happens after the case is prepared?
- How long is the recorded screencast presentation?
- What is the focus of the recorded screencast presentation?
- Why might I want to get involved in this?
- How many faculty advisors can my team have?
- During the competition, can faculty advisors help team members analyze the case?
- Can we change our PowerPoint presentation after it is submitted Friday at 8:00 pm?
- What software and hardware do we need?

Who is eligible to compete?

Anyone who is registered as a full-time business student in an institution represented by the Alberta Deans of Business.

Do I have to be a full-time student?

Yes, you must be registered as a full-time student.

How many students are on a team?

Four students are on a team, plus an associate, if desired.

What is an associate?

An associate is a team member that participates in the preparation phase of the competition but not in the formal screencast presentation of the team's case to the judges.

Why would a team want an associate?

First, it strengthens the team because it is one more person to help analyze and prepare the case presentation.

Second, you may want to take a first-year student as your associate so that she or he can anchor your team in their second year, as they will be familiar with the process and how the competition works.

Are there any restrictions regarding diploma versus degree programs?

No. At least two full-time student members must have not completed more than 60 credits in their program at the time of the competition.

How much does it cost?

Participating institutions agree to forward a team registration fee (TBD) to the host institution. Upon receipt of the team registration form an invoice will be sent for payment.

What about meals?

As all events are virtual, students will be responsible for providing their own meals throughout the competition.

How does a team prepare for the competition?

Either as part of your formal course work, or informally with a faculty advisor, a group of students learn the case study approach. Then, by analyzing business cases, they put the theory into practice.

What if our school doesn't have a case study course?

You need to ask one or more instructors to help you prepare for the competition outside of normal class time. The rewards are immeasurable. Learning and applying problem-solving methodology is a highly valued business skill and one that goes with you when you graduate.

How long does a team have to prepare their case?

Teams have from 8:30 a.m. to 8:00 p.m. on Friday of the competition to analyze the case and prepare their presentation slides and screencast recording of the presentation.

What happens after the case is prepared?

After the presentation files are submitted (on or before 8:00 p.m. on Friday of the competition) teams may work with their faculty advisors on preparing for the online Q&A

session.

How long is the recorded screencast presentation?

12 minutes in MP4 format. There is also a “live” online Q&A session (five minutes) with the judges.

What is the focus of the recorded screencast presentation?

The focus is on communicating how and why your proposal will solve the most important or urgent problems you have discovered in the case material. You must convince a panel of judges of your solution’s ethicalness, suitability and chances of success.

Why might I want to get involved in this?

It may be one of the most challenging and rewarding experiences of your college career. You will grow in self-confidence by trying new things. Self-confidence is based on knowledge of your own capabilities. The more you do, the more you know you can do, and the greater your ease in doing things.

How many faculty advisors can my team have?

Each team can involve one or two faculty advisors to the competition.

During the competition, can faculty advisors help team members analyze the case?

No.

Can we change our presentation after it is submitted Friday at 800 p.m.?

No.

What software and hardware do we need?

Teams are responsible for providing their own software, hardware and internet connection. The host will provide a platform for collaborative work through a monitored breakout room. Teams must use the breakout room for the duration of their case preparation.

Teams are free to choose the collaborative presentation software (Google Slides, PowerPoint 365) and screencast recording software. The presentation slide must be submitted as a PDF file (one slide per page). The screencast must be submitted as an MP4 file.