

# NASBITE INTERNATIONAL

## 2021 Student Case Competition



### *Team Information & Registration Packet*

NASBITE International  
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# NASBITE International 2021 Student Case Competition Team Information & Registration

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## ***The NASBITE International Student Case Competition***

The NASBITE International Student Case Competition has been an exciting learning and networking opportunity for undergraduate students attending two-year and four-year colleges and universities that offer an academic business program. In 2021 the Competition will provide opportunity for both undergraduate international business students as well as graduate business students to solve a real-world challenge posed by a U.S.-based exporter.

The goals of the NASBITE International Student Case Competition are:

- To provide college and university students the opportunity to work collaboratively on a creative solution to a real-world international business challenge, and to put their research, presentation and networking skills to work.
- To provide the sponsoring company access to the very best international business students presenting potential solutions to their international business challenges.
- To provide a solid foundation for student involvement and participation within NASBITE International.

## ***Competition Format—New Format to Facilitate Virtual Learning and Team Projects***

NASBITE International is excited to announce a new format for our 2021 competition. All teams will prepare a recording of their proposals and submit those recordings along with an executive summary document to the judges by April 5, 2021, at 11:59 p.m. This deadline will allow participating schools (if desired) to use the case as a class assignment and to submit the winning team project as their school's candidate. Or, a faculty advisor can recruit and work with a single team to submit their proposal by the deadline. From these submissions, we will name finalists who will participate in live virtual sessions to be scheduled with the judges the week of April 19<sup>th</sup>, from which final winners will be determined.

This competition historically has been intended only for undergraduates, but given the expansion of CGBP preparation to graduate programs and the need for more virtual learning assignments, in 2021 we will pilot a graduate track for the competition. A winner from among the graduate student team submissions will be announced, but no prize money will be awarded. Teams must be made up solely of three to four undergraduates for the undergraduate competition and solely of two to three graduate students for the graduate competition. A school may submit both an undergraduate team and a graduate team proposal, but each team must be separately registered to compete.

The recording of the team's proposed solution should be no more than 30 minutes. A written executive summary (5 pages maximum) should be submitted along with the recording. Team virtual presentations will be scored based on a rubric by a panel of judges representing the sponsoring company and NASBITE membership. The rubric will be furnished to registered teams with the written case. The top scoring teams will be invited to be finalists and will be interviewed by the judges about their proposed solution in a live virtual session. Teams that do not move onto the final round will have the opportunity to learn strengths and weaknesses of their proposal compared to others if they would like constructive feedback.

The team registration fee for the 2021 student case competition is \$250. The advisor and school must register to receive the case and the other resources provided, but the names of the students do not have to be submitted until the final presentation is submitted in case the case is being used as a class project. Advisors need to indicate whether the team is graduate or undergraduate. No substitution of team members will be allowed once the team submits. Undergraduate teams have a minimum of three and a maximum of four members, and graduate teams have a minimum of two and a maximum of three members.



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## ***2021 Case Competition Timeline & Competition Schedule***

November 1, 2020	Registrations open for graduate and undergraduate teams
February 1, 2021	Team registration submission deadline
February 2, 2021	Case is released to advisors of registered teams
February-March 2021	A bi-weekly series of webinars will be available both live and on demand for case competition participants. The first will be with the case company and the others will be with sponsors about how to use various trade resources in international business, especially for researching markets and potential partners.
April 5, 2021 (by 11:59 pm)	Team presentation recordings (30-minute limit) and Executive Summaries due
April 14, 2021	Finalists teams announced.
April 19-23, 2021	Live virtual sessions with each finalist team and the judges will be held.
April 28, 2021	Undergraduate and graduate case competition winners will be announced at a live virtual session.



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### ***Team Eligibility & Case Competition Rules***

- The 2021 NASBITE International Student Case Competition is open to teams from colleges and universities that offer an academic business degree program at the undergraduate and/or graduate level.
- For the undergraduate competition, teams must consist of a minimum of three, and a maximum of four, undergraduate-level students, plus one instructor. These student team members must be currently-enrolled undergraduate students pursuing a business, international or related degree. For the graduate team competition, teams must consist of at least two or a maximum of three graduate level business students.
- By participating in the Case Competition, all team members agree to keep confidential all information received from the company as part of the case.
- Presentations, presentation files and videos, and written summaries of presentations become the exclusive property of sponsoring case company and NASBITE International.
- To be eligible to receive the case, advisors must complete and submit a Team Registration Form and submit payment of the full \$250 Team Registration fee to NASBITE International no later than **February 1, 2021**.
- Case presentations will be judged in accordance with a scoring rubric. The scoring rubric will be distributed with the written case and will be used by a panel of judges. Each case presentation will be viewed by at least two judges, whose scores are averaged together to decide which teams will advance to the finals. The case company representative(s), with input from the other judges, selects the winning team from among the finalists. Teams are recognized as participants or as finalists, but are otherwise not publicly ranked.
- Students must not receive any paid professional advice, critiques, or assistance in the development of their written case entry. However, students are permitted guidance from their faculty instructors, advisors and professors to develop the team case/presentation, and may seek and use information from publicly-available, non-paid sources to develop their case/presentation. Further, *resources that require subscriptions may be used by teams if those resources are provided by their school libraries or by their school-associated business assistance centers, and only if those resources would be available at no cost to students or to businesses in the community receiving assistance from the centers.*
- Neither students nor instructors may directly contact the corporate sponsor, its marketing or advertising agencies, or any company specifically highlighted by the sponsor. All teams will have the opportunity to participate in a live webinar with the case company in early February 2021 and to submit written follow up questions to the case competition coordinator to be shared with the case company. It is entirely at the discretion of the case company whether these questions are answered and whether the answers are shared with other teams or just with the team asking the question



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### RELEASE AND OWNERSHIP TRANSFER AND CONFIDENTIALITY AGREEMENT

In connection with, and as consideration for, your participation in the NASBITE International Student Case Competition (the "Competition"), by participating in the competition, you agree that any and all materials relating to presentations, documents and any other aspect of the case entry ("Materials") you will submit shall become the sole and exclusive property of *NASBITE International* to use in any manner that it deems fit. Accordingly, you hereby assign outright to *NASBITE International and its assignees*, the entire right, title and interest both in the United States and abroad, to such Materials without payment or compensation. In addition, you hereby authorize *NASBITE International and its assignees*, to use your name with any and all of these Materials for informational, historical or commercial (including advertising) purposes in any and all forms of media including, without limitation, television, print, internet, etc.

As a participant in the Competition, you may receive "Confidential Information" including, by way of example and without limitation, new products, commercial plans, data, know-how, formulae, processes, designs, sketches, photographs, plans, drawings, specifications, samples, reports, customer, pricing information, studies, findings, inventions and ideas. To the extent practical, Confidential Information shall be disclosed, if at all, in documentary or tangible form marked "Proprietary" or "Confidential". In the case of disclosures in non-documentary form made orally or by visual inspection, *NASBITE International* shall have the right, or if requested in writing by you in advance of the disclosure, the obligation to confirm in writing the fact and general nature of each disclosure.

In the event that *NASBITE International* discloses Confidential Information to you, you agree that you: (1) will hold the Confidential Information in confidence by using the same degree of care, but not less than a reasonable degree of care, as you use or would use to protect your own confidential information; (2) will take such steps as may be reasonably necessary to prevent disclosure of the Confidential Information to others; (3) will not commercially utilize the Confidential Information without having obtained the written consent of *NASBITE International*; (4) upon request, will return Confidential Information to *NASBITE International*; and (5) shall promptly notify *NASBITE International* in the event that you are legally required to disclose any portion of the Confidential Information, so that *NASBITE International* may take steps to protect its Confidential Information.

The confidentiality and non-use commitments set forth above shall not extend to any portion of Confidential Information which is known to you at the time of your receipt of such information from *NASBITE International*; which is or becomes generally available to the public through no fault of yours; which corresponds in substance to that furnished you by any third party having a bona fide right to do so and no confidential obligation to *NASBITE International* with respect to the information; or which corresponds to that furnished by *the case company* to any third party on a non-confidential basis.

You further agree that: (1) neither you nor *NASBITE International* has any obligation to purchase any service or item from each other; (2) neither you nor *NASBITE International* has an obligation to offer for sale products using or incorporating Confidential Information; and (3) you and *NASBITE International* do not intend that any agency or partnership relationship is created.



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**DEADLINE FOR TEAM REGISTRATION & PAYMENT OF TEAM FEE: Monday, February 1, 2021**

College/University: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Instructor Name: \_\_\_\_\_

Instructor Phone: \_\_\_\_\_ Instructor Email \_\_\_\_\_

Please mark one: Undergraduate Team \_\_\_\_\_ Graduate Team \_\_\_\_\_

Please mark one: We know our team members \_\_\_\_\_ We are using case as a class project \_\_\_\_\_

If you know your team members, please identify them below and we will include them in all case competition announcements.

1<sup>st</sup> Student Name: \_\_\_\_\_ 1<sup>st</sup> Student Email: \_\_\_\_\_

2<sup>nd</sup> Student Name: \_\_\_\_\_ 2<sup>nd</sup> Student Email: \_\_\_\_\_

3<sup>rd</sup> Student Name: \_\_\_\_\_ 3<sup>rd</sup> Student Email: \_\_\_\_\_

4<sup>th</sup> Student Name: \_\_\_\_\_ 4<sup>th</sup> Student Email: \_\_\_\_\_

**Compliance with Competition Rules; Release and Ownership Transfer and Confidentiality Agreement: By signing and dating this Registration Form, the Instructor, representing the College/University and all Student competitors, acknowledges that he/she has reviewed, and agrees on behalf of the College/University and all Team participants to comply with Competition Rules, Release and Ownership Transfer and Confidentiality Agreement for the NASBITE International 2021 Student Case Competition.**

**TEAM REGISTRATION FEE & POLICIES:** The Team Registration Fee of \$250 must be submitted with signed and dated form no later than February 1, 2021 in order for the team to be eligible for the 2021 Case Competition.

## PAYMENT INFORMATION:

Check (payable to NASBITE International)  VISA/MasterCard  American Express  Purchase Order # \_\_\_\_\_

Card #:	Expiration Date:
Billing Address:	
Name on Card:	Cardholder Signature:

If paying by Purchase Order, please submit a copy of your PO with billing instructions along with this registration form.

Return payment & completed form to NASBITE International. Contact [casecompetition@nasbite.org](mailto:casecompetition@nasbite.org).

\_\_\_\_\_  
Instructor Signature

\_\_\_\_\_  
Date