

# NASBITE INTERNATIONAL

## 2022 Student Case Competition



### *Team Information & Registration Packet*

NASBITE International  
Email: [info@nasbite.com](mailto:info@nasbite.com)  
Web [www.nasbite.org](http://www.nasbite.org)



## NASBITE International 2022 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 2022 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—Virtual Learning and Team Projects with Option for Face-to-Face Finals***

NASBITE International is excited to announce a modified format for our 2022 competition. All teams will prepare a recording of their proposals and submit those recordings along with an executive summary document to the judges by Tuesday, March 1, 2022, at 11:59 p.m. From these submissions, we will name finalists who will present their proposal to the company and judges in person or virtually on Thursday, March 31, 2022, as part of NASBITE International's Annual Conference. The winning teams will be announced that evening as part of the Conference Closing Reception.

The competition will have two tracks, one for teams consisting only of undergraduates and a separate one for teams made up of graduate students or combined graduates and undergraduates. A winner will be announced for each track. Teams must be made up solely of three to four undergraduates for the undergraduate competition and two to three graduate students for the graduate competition. At the discretion of the advisor, an undergraduate student can be included on a graduate team, but the team size is still limited to 3 students. 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 present their proposal live to the company and judges, either in person or virtually. Finalists teams will receive input about their presentation from the judges in the preliminary round and can make changes before the final presentation. Teams that do not move onto the final round will be provided with feedback regarding the strengths and weaknesses of their proposal as compared to the other team participating.

The team registration fee for the 2022 student case competition is \$300. 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 presentation is submitted in case the team membership changes or if multiple teams compete internally for the slot to be the school presentation. Advisors need to indicate whether the team is graduate or undergraduate. No substitution of team members will be allowed once the team submits their preliminary proposal.



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

September 15, 2021	Registrations open for graduate and undergraduate teams
December 17, 2021	Team registration submission deadline
January 12, 2022	Case is released to advisors of registered teams
January-February 2022	A bi-weekly series of webinars will be available both live and on demand for case competition participants. The first webinar 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.
March 1, 2022 (by 11:59 pm)	Team presentation recordings (30-minute limit) and Executive Summary submissions due
March 8, 2022	Finalists teams announced.
March 29-31, 2022	Teams invited to join us for the 2022 NASBITE International Annual Conference proceedings Student Registration rates will be available
March 31, 2022	Live in person or virtual presentations to the company and judges from each finalist team. Undergraduate and graduate case competition winners will be announced at the NASBITE Annual Conference Closing Reception.



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

- The 2022 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. At the discretion of the team advisor, an undergraduate student may be part of a graduate team.
- 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 \$300 Team Registration fee to NASBITE International no later than **December 17, 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.



**NASBITE International 2022  
Student Case Competition  
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**DEADLINE FOR TEAM REGISTRATION & PAYMENT OF TEAM FEE: Wednesday, Dec. 17, 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 have not finalized our team members \_\_\_\_\_

If you know your team members, please identify them below and we will include them in all case competition announcements. If the members change, send an updated list to [info@nasbite.org](mailto:info@nasbite.org). Team members cannot change between the preliminary and final rounds.

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 \$300 must be submitted with signed and dated form no later than December 17, 2021 in order for the team to be eligible for the 2022 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 [info@nasbite.org](mailto:info@nasbite.org)**

Instructor Signature

Date