

# NASBITE INTERNATIONAL

## 2024 Student Case Competition



### ***Team Information & Registration Packet***

NASBITE International

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Web: <https://nasbite.org/conferences-events/student-case-competition>



# NASBITE International 2024 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 and graduate students attending two-year and four-year colleges and universities that offer an academic business program. In 2024 the Competition will provide opportunity for both undergraduate international business students as well as graduate business students to solve real-world challenges posed by a U.S.-based international businesses.

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 Live Semifinals/Finals***

NASBITE International is excited to announce that the Student Case Competition will return to being part of NASBITE International's Annual Conference this year in Las Vegas, Nevada, April 9-11, 2024. Undergraduates and graduates will have two separate case companies and problems to solve.

**Virtual participation in the competition will still be possible.** In the first round of the competition, **all teams will present a recording of their solution to the case**, as they have during the pandemic and post pandemic competitions. From the solutions submitted, judges will select semifinalists (a minimum of 8 undergraduate teams and 4 graduate teams, but perhaps more), who will present their solutions live to the companies and judges Wednesday, April 10<sup>th</sup>. If teams do not have funding for travel, presentations can be made live virtually via Zoom.

Finalists will be announced at a case competition networking reception that evening, and their presentations will be the morning of Thursday, April 11<sup>th</sup>, and open for all attendees and other teams to watch. The case companies will announce the winners at the conference Awards luncheon on April 11<sup>th</sup>. All student teams are encouraged to attend the conference with a **special case competition registration rate** and join us for educational and networking opportunities regardless of their semifinalist status.

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 of two to four 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 four 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 companies and NASBITE membership. The rubric will be furnished to registered teams with the written case. The top scoring teams will be invited as semi-finalists to present their proposal live to the companies and judges, either in person or virtually, at the annual conference. Semi-finalist



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teams will receive input about their presentation from the judges in the preliminary round and can make changes before their live presentation to the company.

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. All teams are encouraged to attend the conference and to be part of networking events we will host there specifically for the case competition students. Travel expenses are the responsibility of the team. There will be a reduced student conference registration rate for case competition participants.

**The team registration fee for the 2024 student case competition is \$400.** A school can have only one undergraduate team and one graduate team (if applicable). 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 on the registration form whether the team is graduate or undergraduate. Undergraduate teams must have a minimum of three and a maximum of four members. In exceptional circumstances where an undergraduate team member has had to drop out between the preliminary round and the semi-final round, NASBITE International may allow a substitution or a presentation from only two members at its discretion. Graduate teams cannot have less than two members present.

To budget for travel expenses, the student registration fee for the conference is \$625 and includes all the conference sessions, two networking receptions, two lunches, and coffee breaks. A scholarship code will reduce the registration fee to \$500 for any case competition participants. Advisors will be able to register for the conference at the early bird member rate of \$750 regardless of their membership status. The Sahara is the conference hotel, and we have secured an excellent room rate of \$99 plus tax (and that includes the resort fee which is usually \$42.50 per night). This rate is good for all the dates of the competition, but needs to be booked as part of the NASBITE block.

## 2024 Case Competition Timeline & Competition Schedule

October 1, 2023	Registration opens for graduate and undergraduate teams.
January 15, 2024	Team registration submission deadline for guaranteed acceptance.
January 22, 2024	Case is released to advisors of registered teams.
January-February 2024	A 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.
March 8, 2024 (by 11:59 PT)	Team presentation recordings (30-minute limit) and Executive Summaries due.
March 17, 2024	Semi-finalist teams announced. We anticipate at least 8 undergraduate semifinalist teams and 4 graduate teams.
April 10, 2024	Live in person or virtual presentations to the company and judges from each semifinalist team. An evening networking reception will be held for all case competition participants and finalists will be announced.



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April 11, 2024

Finalist presentations. Undergraduate and graduate case competition winners will be announced at the NASBITE Annual Conference Awards luncheon.

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

- The 2024 NASBITE International Student Case Competition is open to teams from colleges and universities that offer an academic business 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. For the graduate team competition, teams must consist of at least two to a maximum of four 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 companies as part of the case.
- Presentations, presentation files and videos, and written summaries of presentations become the exclusive property of sponsoring case companies 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 \$400 Team Registration fee to NASBITE International no later than **January 15, 2024 for a guaranteed slot.**
- 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 aggregated to decide which teams will advance to the finals. The case company representative(s), with input from the other judges, selects the finalists and well as the winning undergraduate and graduate teams from among the finalists. Teams are recognized as participants, semi-finalists, finalists, and winners 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 their case company in early February 2024 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



# NASBITE International 2024 Student Case Competition Team Information & Registration

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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 nonconfidential 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 2024  
Student Case Competition  
Team Information & Registration**

**DEADLINE FOR TEAM REGISTRATION & PAYMENT OF TEAM FEE: Monday, January 15, 2024**

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

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

Advisor Name: \_\_\_\_\_

Advisor Phone: \_\_\_\_\_ Advisor 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 NASBITE announcements. If the members change, send an updated list to [info@nasbite.org](mailto:info@nasbite.org). Team members cannot change once the case presentation has been submitted.

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 2024 Student Case Competition.**

**TEAM REGISTRATION FEE & POLICIES:** The Team Registration Fee of \$400 must be submitted with signed and dated form no later than **January 15, 2024** in order for the team to be confirmed for the 2024 Case Competition. In the event of delayed payment, the case will not be distributed until payment is received.

**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).**

\_\_\_\_\_  
Advisor Signature

\_\_\_\_\_  
Date