

# Nasbite International 2025 Student Case Competition

# Competition format

- Registration fee for a team is \$300. January 15<sup>th</sup> is registration deadline for guaranteed acceptance (but live competition does have a capacity limit). Live teams will also have expenses for conference registration and travel.
- Teams of 3-4 undergraduates or 2-4 graduate students
- A campus can have one graduate and/or one undergraduate team. A campus can also/or instead sponsor a team composed of representatives from two campuses
- A campus can designate its team members from the beginning or select its team members after internal competition and prior to submission of the team's recommendations

# The 2025 competition has THREE tracks

## Undergraduate Live

Prepare from late January until you present live to the company and judges on April 8<sup>th</sup> in Cleveland, Ohio and be part of the 2025 NASBITE Annual Conference.

There will be additional costs for conference registration and travel.

There will be a capacity limit on the number of teams that can participate in this track, and priority will be given by order of registration.

## Undergraduate Virtual

Prepare from late January until your presentation recording is due March 25<sup>th</sup>. From those, virtual finalists will be selected to present remotely to the company and judges April 9<sup>th</sup>.

## Graduate

Graduate teams can choose to be live or virtual depending on their needs. Live requires conference registration and additional travel expenses.



# Two Tracks for Undergraduate Teams

## Live Competition

- Prepare to present your solution live to the company and judges April 8<sup>th</sup>.
- Participate in NASBITE International Annual Conference
- Live finals April 10<sup>th</sup>

## Virtual Competition

- Submit 30 minute recorded presentation March 25<sup>th</sup>.
- Finalists present to company and judges April 9<sup>th</sup> remotely.

# One Graduate Competition, two options

If presenting virtually, presentations are pre-recorded and submitted by March 25<sup>th</sup>. If presenting live, presentations are April 8<sup>th</sup>, with participation in the annual conference to follow. Any virtual teams selected as finalists will have a remote meeting with the company and judges April 9<sup>th</sup> to re-cap recommendations and to take questions.

## Each track winner receives a \$1,000 team prize

All participants will receive a recognition certificate as well as a template that can be used for local press releases related to their participation.

Finalists will be recognized as that on their certificates and with press releases that can be used to celebrate that.

The winning team members will be recognized as that on their certificates and will be quoted in press releases that can be used to celebrate their success.

# Case competition webinars

- After the case is released, a live webinar with the case company will be held for teams to ask questions.
- Other webinars will be scheduled to inform teams about research tools or current issues in the trade environment that impact the competition.
- All webinars are recorded for participants that cannot join us live.

# Tips from past competitions

- The winning team is not necessarily the solution the company will immediately adopt, and certainly not the only one.
- All teams offer at least some actionable recommendations and the company will use this opportunity to identify as many as possible to help their business grow.
- The winning team is the one that best addresses the challenge the case presents. The company, with the advice of the judges, selects the winner. These teams demonstrate the breadth of knowledge and skills required of a Certified Global Business Professional (CGBP).
- The quality of the presentations is top-notch and selecting the winner is challenging.



# Some thoughts...

- My goal in leading this competition is to raise the standard for international business education, and that is happening
- We want IMPACT—the case company gets actionable recommendations that grow sales and create jobs and students get real-life experience
- We want you to join us live so you can participate in all the networking, content and high take-away value of the NASBITE International Annual Conference
- But, we know everyone cannot, and we want the virtual track to provide enriched content and impactful experiential education for the participants

# For live, here's what I know so far...

- The conference hotel rate is \$169 and with tax will wind up about \$198
- The team members will be able to register for a discounted \$500 per person rate. Regular student registration has been 575-650 and will be determined soon.
- Advisors will be able to register at the early bird member rate which will be determined soon. For those that need to try to also be presenters, the call for proposals has just been released.
- Two continental breakfasts, two plated lunches and two receptions are included in the conference registration as well as one extra reception for the student case competition teams. The opening reception is at the Rock and Roll Hall of Fame where we will have private access and lots of time to explore the exhibits.