



## **2020 DIVERSITY AND BUSINESS ETHICS CASE COMPETITION**

**UNIVERSITY OF COLORADO, BOULDER – LEEDS SCHOOL OF BUSINESS**

**OFFICE OF DIVERSITY AFFAIRS AND CENTER FOR EDUCATION ON SOCIAL RESPONSIBILITY**

### **Team Guidelines**

1. Invited Colleges and Universities in Colorado may enter two separate teams comprised of undergraduate business students.
  - a. If more than two teams enter the competition from your college or university, your institution will be responsible for holding a preliminary competition to determine which two teams will participate in the case competition.
    - i. The designated campus coordinator for your institution will be your point of contact for the case competition preliminaries.
2. Teams must have at least 4 participants, but no more than 6 participants.
3. In order to form well-rounded teams, teammates should show a diversity in academic and professional interests.
4. In the spirit of competition, teams are encouraged to strive for:
  - a. Gender balance between male and female team members.
  - b. Balance of students identifying as racially and ethnically diverse. This includes students who identify as Black/African American, Hispanic/Latino American, Native American/American Indian, Asian American, Native Hawaiian or Pacific Islander.
  - c. Each team must have one student at the freshman level.
  - d. No team can have more than one participant at the senior level.

### **Competition Rules**

1. The Competition
  - a. The competition will be held February 21-22, 2020 at Leeds School of Business and Kittredge Central Hall at the University of Colorado Boulder, CO.
  - b. The case will be announced on **February 7, 2020**. Teams will have two weeks to prepare their deliverables.

## 2. Team Deliverables

### a. Presentations

- i. Student presentations may not exceed 12 minutes on the first day of the competition.
- ii. Presentations **must** be created in Microsoft PowerPoint.
- iii. All teams should expect a new challenge that will be announced on Friday at the welcome dinner and will need to be addressed on Saturday. Teams will be allotted an additional two minutes for new content.

### b. Consulting Packet

- i. All teams must produce materials prior to arrival and turn them in at check-in at the Millennium Harvest House Boulder on February 21, 2020.
- ii. Each team must provide three copies of the consulting packet for judges. Please just provide print out, we will put materials in presentation folders.
- iii. Consulting Packet must include:
  1. Executive Summary
  2. Slide Deck (printed copy)
  3. Team Roster including each team member's name, year, and major
- iv. If applicable to the case, consulting packets may also contain:
  1. Financials
  2. Marketing Materials
  3. Prototypes
- v. Teams may make edits to consulting packets; packets must be finalized and turned in prior to the final round on February 22, 2020.

## 3. Faculty/Staff Advising

- a. Students may only consult with faculty and staff **prior to the announcement of the case**.
- b. Students may utilize faculty and staff expertise in the following capacities up to the point the case is announced (February 7, 2020):
  - i. Case competition skill development
  - ii. Models of case competition
  - iii. Research and critical thinking guidance

## 4. Team Registration and Resume Packets for Corporate Partners:

- a. Each team must elect a team captain to submit one team registration form.
  - i. The team registration must list all competing members of the team and include the contact information for each team member.

- ii. Each team member will receive an invitation to RSVP upon submission of team registration. This RSVP confirms your attendance. You will be required to upload your resume.
  - iii. Each team member must certify that they have read and agree to the team guidelines and competition rules.
  - iv. Each team must list the designated “DBECC Campus Coordinator” for their institution on the registration form.
  
- b. Your team registration must be received by 11:59 PM on **Friday, January 3, 2020**. No late or incomplete registration forms will be accepted.
  
- c. Individual RSVP’s and resumes will be due **January 15, 2020**.
  - i. Food Selection, dietary restriction, parking pass etc.
  - ii. Resumes will be used to share with our corporate partners.