The 2021 *Virtual* International Business Case Competition
Greetings!

We, here in UConn Global Business Programs, hope you will consider taking part in the 11th Annual International Business Case Challenge at the University of Connecticut School of Business.

Over the last 11 years, the UConn School of Business has hosted students from around the world for a multi-day, experiential-learning opportunity providing the chance for students to challenge themselves, impress a group of industry-expert judges, and make an impact by sharing their ideas for global innovation.

Although we will be conducting the competition virtually again this year, we saw firsthand last year how this format allows students to collaborate and share their skills/ideas on a global scale.

It has been my privilege to oversee this event for 6 years. I can honestly say it is always the most exciting and dynamic part of the year for our team. Facilitating student mobility, intercultural awareness, and professional business growth is indeed rewarding. Students leave with new friends, expanded horizons, and the knowledge that they put forth creative solutions for a global business problem, thereby making their world a better place.

We look forward once again to hosting these bright minds as they challenge each other to be the best global citizens they can be.

Sincerely,

Arminda Kamphausen
Associate Director
Global Business Programs
UConn School of Business
BENEFITS

1) Build new and lasting relationships beyond your current school community and experience larger group networking opportunities.

2) Create a coherent, cohesive team, utilizing our team-building tools and resources.

3) Employ people skills, business acumen, and innovation to solve an international problem.

HOW IT WORKS

Each University elects 4 students to participate in the Case Challenge. Ideally each student will be focused in one of the 4 major areas of business: Accounting/Finance; Operations, Information Management; Management; or Marketing. Once student names are submitted, they will be organized into teams for the competition. Students do not compete with school mates, but have the opportunity to work with fellow business students from different backgrounds, schools, countries and cultures. This approach makes the UConn IBCC a unique and rewarding experience.
AGENDA

CHALLENGE KICKOFF
WebEx Call - Saturday, October 16  Time: TBD

PRELIMINARY ROUND SUBMISSIONS
Due via email by 8:00am EST Friday, October 29

PRELIMINARY ROUND WINNERS ANNOUNCED
WebEx Call - Saturday, October 30 (Time TBD)

FINAL ROUND
WebEx Call - Saturday, November 6 (Time TBD)

CLOSING CEREMONY & WINNERS ANNOUNCED
WebEx Call - Saturday, November 6
Immediately following Final Round

***Dates above are tentative (3 week time period).
***Time will depend on the location of institutions participating and their respective time zone.
1. All submitted work must be a participant's own product. Aid from any outside sources, including but not limited to advisors, teachers, parent and/or company representatives, is prohibited.
2. Faculty/Advisors may NOT contact or aid any participant on any part of their presentation, in any form.
3. Any item, including but not limited to school colors, logos, or mascots, that may reveal a participant's institution must be hidden prior to any contact with the judges.
4. During their time in the competition, students will identify with their "team name" at all times.
5. All presentations will be sent to the stipulated dropbox by the deadline provided for preliminary and final rounds. Failure to do so will result in disqualification from the competition.
6. We are aware of the challenge of working virtually and across time zones. We will provide as much support and assistance as possible to ensure that all teams have an equal playing field. Technical and IT support will be provided for all group meetings.
7. Complete details for all aspects of the competition will be included in the information packet provided to teams before the Challenge Kickoff.
ADDITIONAL EVENTS

Business Case Review/ Q & A
WebEx Call - Saturday, October 23 (Time TBD)

Weekly Networking Events
WebEx Call (Time and Date TBD)

Expert Judge Feedback sessions
WebEx Call - Immediately following Preliminary Round Announcements

PRIZES

- Prizes for the Top 3 Teams
- Awards for Best Performing Individuals
- Networking Event with Industry Professionals
- Certificates for all participants
- Meet students from around the globe and make life-long friendships

Contact us at: global.business@uconn.edu
"[UConn IBCC gave] me the opportunity to work with different talented students coming from all over the world. I improved my team-working and communication skills and learned how to study a business case and find an innovative solution."

- Student from University of Trento

"[At the IBCC] I met incredible people, which stimulated me to go out of my comfort zone, and it was so rewarding to share [this experience] with them."

- Student from University of Queensland

"We had a meeting with the students and they spoke so highly of the experience - we are proud of them - and both they and we are very appreciative to you for the opportunity."

- University Advisors

"Thank you, [UConn] for taking on this brilliant initiative and affording this unique opportunity to work with others from around the world."

- Student from Belmont University

"The most important gift for me it was the experience so.. thank you for giving to students this opportunity."

- Student from Purdue University

"I had a wonderful experience at the UConn International Business Case Competition. Many thanks again.

- Student from Florida University