



The 3rd UNIV Case Competition

You're the manager.

Rome, March 29-30, 2010





What is UNIV?

What is the UNIV Case Competition?

The 2010 Competition

- The Case Method
- The Schedule
- Basic Rules
- Sign up now!

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What is UNIV?



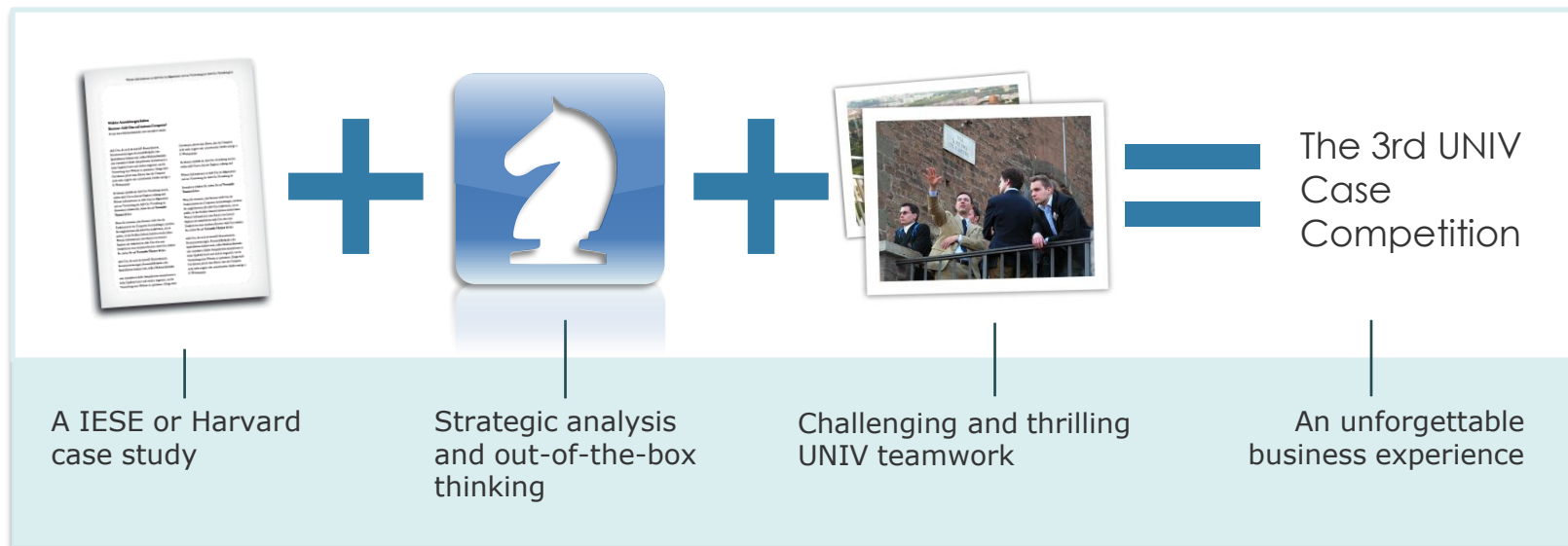
UNIV is an international gathering of university students, which since 1968 the Institute for University Cooperation (ICU) sponsors in Rome. Each year, several thousand students spend Holy Week in Rome, profiting from the cultural and historical riches that the Eternal City has to offer. Throughout the week, ICU provides students with various cultural encounters, conferences, roundtables, showrooms and concerts. All of these activities are occasions to delve more deeply into important matters relevant to the university, highlighting particularly the spirit of service towards those who are most in need.

The first UNIV encounters began thanks to the initiative and impulse of St. Josemaría, founder of Opus Dei. For the past four decades, scores of students and professors have expanded their cultural horizons through their contact with the international environment present in the heart of Christianity and thanks to the special audiences granted by Paul VI, John Paul II, and Benedict XVI to the Univ participants.



For more information visit www.univforum.org

What is the UNIV Case Competition?



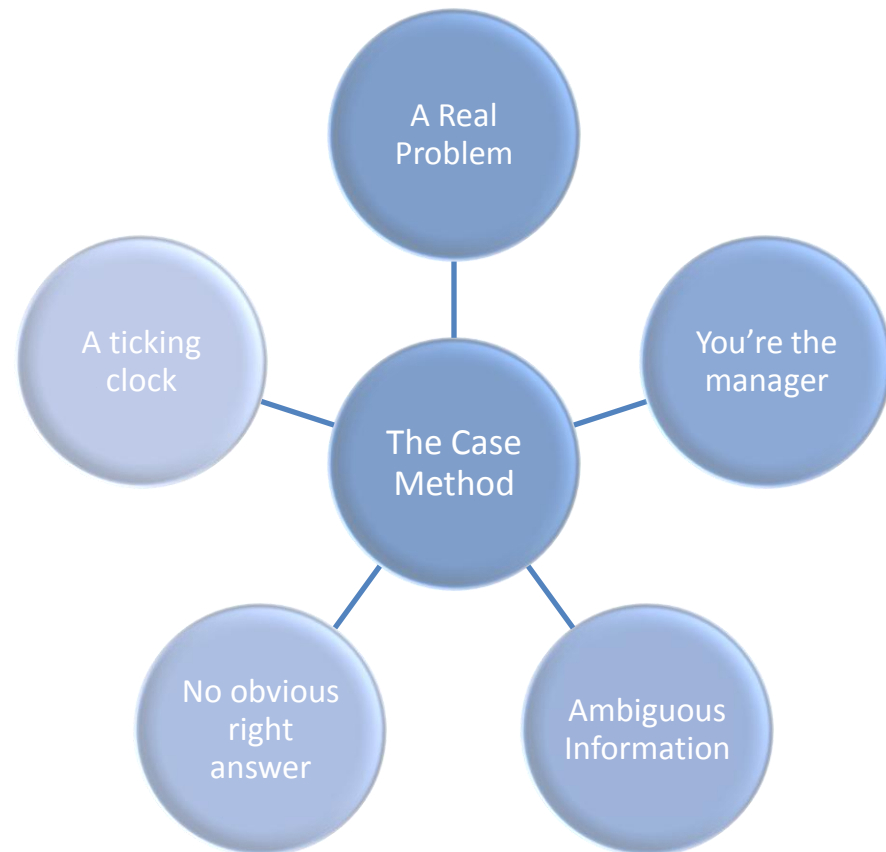
- The UNIV Case Competition is an activity intended to provide a practical business-oriented approach to the UNIV Forum. At the beginning of the competition all teams receive the same IESE or Harvard Business case. Working in teams, participants read, analyze and discuss the case, in order to come up with the best possible solution.
- Every team presents their recommendation in front of a jury. Their solution will have to combine profitability, competitiveness, marketing, strategy and ethics.
- With the Univ Case Competition participants will learn how to think globally, act strategically and add a good amount of common sense to all their business decisions.



THE CASE METHOD

A case is a “detailed account of a real-life business situation, describing the dilemma of the “protagonist”—a real person with a real job who is confronted with a real problem” and “presents the story exactly as the protagonist saw it, including ambiguous evidence, shifting variables, imperfect knowledge, no obvious right answers, and a ticking clock that impatiently demands action.”

HBS Website





BASIC RULES

The competition

- Language: English
- Maximum number of teams: 12

Your Team

- Size: 4 to 6
- Necessary equipment: at least 1 laptop per team
- Team members: undergraduate students or high school students in their senior/final year
MBA students are not allowed to participate
- Business knowledge is not a “must” in order to participate: students are required to apply creative and analytic skills

Your Presentation

- Language: English (other languages will not be admitted)
- Length: 10 minutes for your presentation + 5 minutes for questions & answers from the jury
- Format: PowerPoint presentation on a Windows PC



THE SCHEDULE (1/1)

Welcome

- Initial meeting of all participants
- Case is distributed and the Case Competition begins!

Work at the Palazzo dell'Apollinare

- After the initial UNIV Forum conference, teams meet and finish off their presentations
- Power networking lunch with other teams

Round 1

- Each team is assigned to a group (A, B, C or D) to present their recommendation in front of the jury
- The winners from each group go on to round 2

Round 2

- The winners from round 1 compete against each other and present in front of a larger jury
- All other participants can watch the presentations in round 2

Case-Class

- While the judges make their decision, participants are invited to discuss the case solution in a case-class.

Awarding Ceremony

- The winner of the case competition is announced and the winners claim their prize



THE SCHEDULE (2/1)

Monday March 29, 2010

Location: Piazza di Sant'Apollinare 49

Topic	From	To
Introductory Session, hand-out of cases, Q&A	15:30	16:30

Tuesday March 30, 2010

Location: Piazza di Sant'Apollinare 49

Topic	From	To
Teams work to finish off and practice presentation	12:00	13:30
Lunch	13:30	14:10
Deadline for presentations / Break	14:10	14:15
Round 1	14:25	15:25
Round 2	15:40	16:35
* Case class with an explanation about the case	16:40	17:30
* Decision of the jury	16:40	17:30
Awarding ceremony	17:30	18:30

Schedule is subject to change



SIGN UP NOW!

How to sign up?

- **1. You:** Send an email to casecompetition@case-method.at including:
 - Name of coordinator
 - Name of participants
 - Name of Cultural Institution / Residence and country
- **2. We:** process your application and send you a confirmation with payment info
- **3. You:** Contribute with your participation fees and you're done!

Deadlines

- Application deadline: March 7th 2010

Participation fees

- 60€ per team to cover costs of case & competition material
- You will receive payment information by email as soon as we have processed your application

For current information visit...

- www.case-method.at
- www.facebook.com/univcasecompetition
- Or send us an email at casecompetition@case-method.at



In today's professional horizon top students from the best Universities worldwide are demanded more than ever. Looking beyond academic excellence, outstanding graduate profiles are increasingly defined by creativity, out-of-the-box thinking and structured decision making in accordance with ethical values. The internationally renowned Harvard Case Method gives top students a unique chance to acquire essential decision making abilities helping them become the global leaders of tomorrow.

Building upon this vision, the Birkbrunn Academy in cooperation with the Young Private Banker Academy has started The Case Method Group, a unique Case Study program which brings high-potential students and top business professionals together to analyze and solve real life business situations in the form of case sessions, guest-speaker events and case competitions.

The Case Method Group is located in Vienna, Austria.

For more information, please visit www.case-method.at