

IACBE

2012

ANNUAL CONFERENCE

STUDENT CASE-STUDY COMPETITION

International Assembly for Collegiate Business Education



*Accountability in Business
and Business Education*

April 18-20

Kansas City
Downtown Marriott

Kansas City,
Missouri, USA



IACBE STUDENT CASE-STUDY COMPETITION

Wednesday | April 18 | 2012
Kansas City, Missouri, USA

BUSINESS ETHICS

This competition is open to students from all IACBE-member schools and is scheduled in conjunction with the 2012 IACBE Annual Conference.

The IACBE is committed to “assisting colleges and universities in preparing today’s business students for tomorrow’s workplace.” In this spirit, the case-study competition is intended to provide students with an opportunity to showcase their ability to analyze a case, and to identify and discuss recommendations for action in an ethical and thoughtful manner. The case-study competition will require their ability to (1) work as teams, (2) collect, analyze, and use data, and (3) present information and answer questions in a clear, concise, and professional manner.

Teams: Teams are to include no fewer than three (3) and no more than (4) members. Each team must be accompanied by a faculty advisor.

Entry Fee: The entry fee is \$450/team, which covers the cost of participant certificates, awards, snacks on Wednesday evening, and the accreditation/awards banquet on Thursday evening.

Case Studies: The case studies are to be chosen by the teams. The following website has been provided as a resource by **Bloomberg BusinessWeek**:

<http://resourcecenter.businessweek.com>

Date: The competition will be held on the evening of Wednesday, April 18th beginning at 6:00 p.m. Depending on the number of teams, there may be a final round later that evening.

Winners: A first- and second-place team will be selected, and each placing team will be awarded a plaque that can be displayed at their respective schools.

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Rules:

The following guidelines will govern this event:

- ❖ Each team is to select an appropriate case on which to focus. The team must be able to explain the legal, financial, economic, marketing, and management issues relevant to the situation and present the ethical issue that they have chosen to address.
- ❖ After presenting the case information, the team must make a recommendation (or recommendations) for action that is (are) solidly grounded in ethical theory.
- ❖ The case presentation (with PowerPoint slides) must be no more than 20 minutes in length, followed by up to 10 minutes of questions from the judges.
- ❖ Judges will be drawn from the Assembly membership and/or from the local business community.

Other:

All other expenses (hotel, food, transportation, activities while in Kansas City) are the responsibility of the respective teams.

Registration:

Registration is limited to 12 teams (first come, first served). The registration portal is located on the IACBE Annual Conference website at:

<http://www.iacbe.org/annual-conference-kansas-city.asp>

Each team is to enter AS A GROUP with the faculty sponsor as the primary registrant.

This event is sponsored in part by BLOOMBERG BUSINESSWEEK.

