



BENCHMARKING

Similar international competitions (IO3-A1)



Structure

- General overview
 - i. Procedure
 - ii. Output
- Introduction to case studies
- Conclusion and next steps

Overview

- **Procedure: Keyword search (Google)**
 - Keywords: Student case study competition, international case study competition, family business case study competition, international family business case study competition
- **Output: 13 student case study competitions (3 family firm specific)**
- **Structuring: Excel**
 - Name, hosting country & organization, short event description, established in, rounds, number of participants, counties & organizations of participants
 - Format, teams, learning goals, structure of event, topic of cases
 - Information about: fee, prizes, judges, sponsoring, marketing
 - Links

Introducing: Family Business specific case competitions

- Schlesinger Global Family Enterprise Case Competition (SG-FECC) – UVM (US)
- Cornell Case Competition for Family Ownership (US)
- ILA Student Case Competition (US)



GROSSMAN SCHOOL OF BUSINESS

The Schlesinger Global Family Enterprise Case Competition

9th Schlesinger Global - Family Enterprise Case Competition (SG-FECC)

TWO SEPARATE COMPETITIONS IN SG-FECC 2021-22

VIRTUAL SG-FECC – October – November 2021

One case. Top undergraduate and graduate teams and presenters receive awards.

- Round 1 (asynchronous):
Friday, October 1st 2021 - Competing teams receive the case.
Friday, October 22nd 2021 – Teams submit a screencast of their presentation.
- Round 2 (real-time on-line round w. Q&A): For finalists only.
Saturday, November 13th - Top-rated teams present to panel of judges.
Time zones will be taken into consideration.

Registration \$300 USD per team.

Last date to register for the Virtual Competition - Friday, September 15, 2021

SG-FECC 2021

FAST FACTS

- Established in 2013 @ UVM
- In the 1st eight years:
 - # of competitors – 638
 - # of teams - 177
 - Countries - Argentina, Australia, Brazil, Canada, Chile, China, Colombia, France, Germany, Guatemala, India, Indonesia, Italy, Malaysia, Mexico, Netherlands, Panama, Philippines, Saudi Arabia, Spain, Sweden, Taiwan, Thailand, UK, USA

SCHLESINGER GLOBAL FAMILY ENTERPRISE CASE COMPETITION

- University of Vermont - Grossman School of Business (US)
 - Since 2013 (annually, 9th round)
 - Each Team: 4 participants & 1-2 coaches
- 2021 → virtually (276 student teams from 12 countries competing)
- 2022 → hybrid format (virtual asynchronous qualifying round and in-person event in Burlington)
 - PDF with Case overview available
 - Registration Fee (300 per team USD)
 - Award ceremony (Youtube), Testimonials etc.

https://www.uvm.edu/business/global_family_enterprise_case_competition

Schlesinger Global Family Enterprise Case Competition (SG-FECC) – UVM

Short description:

The annual Schlesinger Global Family Enterprise Case Competition (SG-FECC) prepares participants to understand the critical issues that are unique to family enterprise by applying the knowledge and expertise they have developed in the classroom towards solving complex family business cases. During four tough rounds of competition, teams present their case to a distinguished panel of judges who will determine which group best understood, analyzed and presented the case.



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Schlesinger Global Family Enterprise Case Competition (SG-FECC) – UVM

- Virtual (Oct – Nov 21) One case. Top undergraduate and graduate teams and presenters receive awards.
 - Round 1 (asynchronous):
Friday, October 1st 2021 - Competing teams receive the case.
Friday, October 22nd 2021 – Teams submit a screencast of their presentation.
 - Round 2 (real-time on-line round w. Q&A): For finalists only.
Saturday, November 13th - Top-rated teams present to panel of judges.
- In Person: 3 cases. Top undergraduate and graduate teams, and presenters receive awards.
 - Case 1: Pre-arrival case
Teams receive case ~January 2nd; In-person team presentations on Wednesday January 12th.
 - Case 2: Controlled case (4 hours with no internet access) on Thursday January 13th
 - Case 3: Controlled case (4 hours with no internet access) on Friday January 14th
 - Final Round Case: For Division finalists on Saturday January 15th



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Smith Family Business Initiative at
Cornell

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Students v

Family Business Club

Courses

NBA 5820 Course

NBA 6720 Course

Sam Seltzer '48 Mentors Forum
>

[Cornell Case Competition –
Family Ownership](#)

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Events

Contact Us

Cornell Case Competition for Family Ownership



WHEN: November 5 & 6

WHERE: The Verizon Executive Education & Conference Center on Roosevelt Island, New York

Non-Cornell Affiliated Teams: [Apply here](#)

Cornell Students: Interested in having your team represent Cornell in competition? **Apply for consideration [here](#)**. Email [Erin Kelly](#), SFBI Assistant Director, with any questions about the process for consideration and selection.

The Cornell Case Competition for Family Ownership offers current graduate students a unique opportunity to examine a family enterprise case up close, alongside the family themselves. Take the collaborative elements of a hack-a-thon, combine the analytical elements of a case competition, and include the top MBA students in the world and you have the Cornell Case Competition for Families Ownership. This is a first of its kind event for students and family business experts to demonstrate their understanding of the issues critical to family enterprise. This first-time event will bring together students from leading business schools, select advisors, faculty, and family enterprise leaders sharing their challenges first hand to receive real-time feedback and ideas concerning the future of their enterprise.

CORNELL CASE COMPETITION FOR FAMILY OWNERSHIP

- Johnson Cornell - SC College of Business (NY, US)
- Teams: 3 current graduate students + coach (optional = university faculty member/mentor), one team per school/uni
 - Only 8 Teams in total
 - 2 days, not virtually
- Pre-preparation of case (7 days prior) -> 2 day event (2021):
Presentations of prepared case & additional task
- „The case will feature family members and senior leadership of an active global family-owned enterprise. The case is written by a Cornell faculty member, under the guidance of the Smith Family Business Initiative “

https://www.uvm.edu/business/global_family_enterprise_case_competition

Cornell Case Competition for Family Ownership

Short description:

The Cornell Case Competition for Family Ownership offers current graduate students a unique opportunity to examine a family enterprise case up close, alongside the family themselves. Take the collaborative elements of a hack-a-thon, combine the analytical elements of a case competition, and include the top MBA students in the world and you have the Cornell Case Competition for Families Ownership. This is a first of its kind event for students and family business experts to demonstrate their understanding of the issues critical to family enterprise. This first-time event will bring together students from leading business schools, select advisors, faculty, and family enterprise leaders sharing their challenges first-hand to receive real-time feedback and ideas concerning the future of their enterprise.



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Schedule

Friday, November 5, 2021

11:00 a.m. Registration and networking

11:30 a.m. Kick-off lunch

12:30 p.m. Welcome message

1:30 p.m. First-round case presentations begin

5:30 p.m. First-round case presentations conclude

6:30 p.m. Dinner

7:00 p.m. Discussion with company representatives

8:00 p.m. Second Case - Distributed

Saturday, November 6, 2021

8:00 a.m. Breakfast

9:00 a.m. Second-round case presentations begin

12:30 p.m. Second-round case presentations conclude

1:00 p.m. Lunch

2:00 p.m. Presentations of awards and finalists

Schedule may be subject to change.

CORNELL CASE COMPETITION FOR FAMILY OWNERSHIP



International
Leadership
Association

Home Program Sponsor FAQ & Re

Leading at the EDGE

22nd Annual Global Conference

International Leadership Association

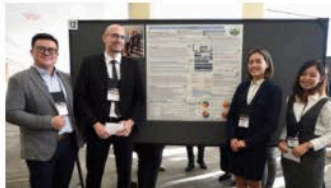
Live Online Virtual
5-9 NOVEMBER

International Student Case Competition

Team Sign Up Closed!

Note: All Team Members Must Also [Register for the Conference](#)

Download and View
ISCC Information Packet



ILA STUDENT CASE COMPETITION

- Johnson Cornell - SC College of Business (NY, US)
- Team: 3-5 Students (do not have to be from one institution), division in undergraduate and graduate competition
- Executive Summary, poster presentation (recorded), final: 12 minute presentation

<http://www.ila-net.org/2020Global/iscc.html>

ILA International Student Case Competition

Short description:

The ILA International Student Case Competition provides undergraduate and graduate students the opportunity to compete and showcase their knowledge about leadership through the analysis of a contemporary socio-political-economic problem on the global or national level. Teams compete in two divisions, undergraduate and graduate. Through a case executive summary, virtual poster, and a final presentation (finalists only), students demonstrate an understanding of their case's underlying leadership issues while developing strategic recommendations for addressing key issues.

The top three teams in each division are recognized on the last day of the ILA conference. The team in each division that takes top honors receives complimentary 1-year memberships in the ILA and a \$1,000 cash prize to divide among team members. The International Student Case Competition is organized by ILA's Leadership Education Member Interest Group.

First conclusions from family business case competitions

- Addressing students worldwide
- Hybrid formatted
- Multiple rounds
- Teamsize of about 4 (possibility of coach, organization-specific or mixed teams)
- Fee, Prizing, Award Ceremony
- Not too many other competitions (especially EU hosted)



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Non-family business specific case competitions (10 competitions found)

- CBS Case Competition (Denmark)
- ACSM Case Competition (Cooperation with Deloitte)
- International Case Competition at Maastricht (Netherlands)
- Global Case Competition for the UN Food System summit (Norway)
- Marshall International Case Competition (US)
- NIBS Case Competition (US)
- Aarhus Case Competition (Denmark)
- Creative Shock (Lithuania)
- CFI Financial Modeling Competition
- John Molson MBA International Case Competition (Canada)



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CBS CASE COMPETITION 2022

CBS CASE COMPETITION

We connect students and companies in solving real-life challenges. By organizing two of the world's most prominent case competitions, we have built a platform for students across the globe to exercise their current skillsets while simultaneously gaining new inspiration and expanding their toolboxes. In everything that we do, we aim to provide life-time experiences.

GLOBAL

INVITATIONAL

- LARGEST OPEN COMPETITION IN THE WORLD -

- EXCLUSIVE COMPETITION FOR TOP CASE TEAMS -

CBS CASE COMPETITION

- Since 2002
- Two events: global and invitational
 - No fees

<https://www.casecompetition.com>

CBS Global Case Competition

- Global “LARGEST OPEN COMPETITION IN THE WORLD” (IKEA)
- Fully digital in 2020 (more than 3,500 students from 83 nationalities participated)
- Teams: 4 students
- Procedure: (1) preliminary case-solving (24 hours for solving a real-life case), (2) semi-finals, (3) grad finals

- Invitational: „EXCLUSIVE COMPETITION FOR TOP CASE TEAMS “ (2020: Coop)
- Top 12 teams (only undergraduate) in Copenhagen: same pre-solving + 1 week entertaining and challenging events at CBS

<https://www.casecompetition.com/>

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→ Podcast

<https://www.casecompetition.com/>

ACSM Case Competition (Cooperation with Deloitte)

- Since 2017 with Deloitte (long history)
- The 2021 ASCM Case Competition is provided by ASCM in collaboration with Deloitte Consulting LLP. Participating teams will present solutions to an exciting end-to-end supply chain management problem, as they compete for prize money and recognition. The case may involve distribution, logistics, sales and operations planning, inventory, and other operations management challenges.
- 4 members per team, online
- Incentives: prize money for teams and school of winners (1st prize 5000 USD)

<http://www.apics.org/case-competition/about/ascm-case-competition>

International Case Competition at Maastricht (ICC@M)

- Since 2010 811th round), 16 business schools (best team of institution)
- Online, digital week
- Sixteen business schools send teams of four of their best undergraduate students to the ICC@M 2021 digital arena to compete in two business cases. Team's solutions are judged by a panel of academics and executives from the business world. .
- Judges: Panel of academics & executives

<https://www.icc-maastricht.com/>

Global Case Competition for the UN Food System summit (Norway)

- 1st round, 85 teams, 62 competing institutions
- A virtual and truly global case competition to generate game changing solutions for the UN Food Systems Summit in 2021
- Prize money for 1st (10000 USD), 2nd (4000 USD), 3rd (3000 USD)

<https://www.bi.edu/about-bi/calendar/2021/march/global-case-competition/>

Marshall International Case Competition (US)

- Since 1997 (19th round), on campus, teams of 4 (plus advisor)
- 24 hours for solving a case
- Participation in the Marshall International Case Competition is both an honor and a supreme challenge. Solving real world business problems under the stressful conditions and strict deadline requirements of the competition is a test of each individual's creativity and problem-solving abilities. These students, tomorrow's business leaders, will be better prepared to meet the challenges of a rapidly changing global business environment. A virtual and truly global case competition to generate game changing solutions for the UN Food Systems Summit in 2021
- Judges from industry

<http://marshallinternationalcasecomp.com/about>



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NIBS Case Competition (US)

- Since 1996 (26th round)
- More than 1000 students, globally
- Hybrid format
- The NIBS Worldwide Case Competition—one of the oldest undergraduate case competitions in the world—is a test of problem-solving ability, business acumen, cultural insight, communication skills, and teamwork. Teams of four undergraduate students compete on behalf of their respective universities. Judges from Industry
- Registration fee

<https://www.nibsworld.org/competitions/case-competition/>

Creative Shock (ISM University of Management and Economics, Lithuania)

Since 2011 (9th round)

- Prize money, teams of 3-4 students (facebook finding)
- Creative Shock is a global social business case competition for students which first took place in 2011. Participants every year are gathered to solve finance, marketing, PR and strategy problems for social businesses.

<http://creativeshock.lt/competition/>

Aarhus Case Competition (Denmark)

- Since 2011 (8th round)
- No fees, students of Nordic universities, hybrid formatted
- Aarhus Case Competition is an annual case competition founded in 2011. It is the largest case competition in the Nordics with over 650+ participants, divided into two case tracks, Advanced and Aspire. The first track is Advanced, which consists of 27 top students divided into nine teams. They are recruited from all around the world to compete in creating the best case solutions. The other track is Aspire Case Camp, open for all students at Aarhus University, both experienced case solvers and people who are new to case solving. Throughout the week, Aspire and Advanced will solve the same three cases presented to them by the case company as if they were real-life consultants.
- <https://aarhuscasecomp.com/>

CFI Financial Modeling Competition

- Since 2018 (4th round), hundreds of contestants, online
- No fees, prizes (7000 USD for first place)
- Competition five steps over a two-week period
- The 2021 Financial Modeling Competition is a case study where participants will play the role of a financial advisor asked to provide advice to their client on strategic alternatives to maximize shareholder value.
- This online competition challenges participants to showcase and celebrate their financial modeling and valuation skills, knowledge, and excellence in the industry. Participants take part in a single round of elimination over one week to test their technical knowledge of financial modeling and critical thinking.

<https://financialmodeling.org/>

John Molson MBA International Case Competitio

- Concordia University, John Molson School of Business (Montral, Canada)
- Since 1981 (39 rounds)
- 36 Schools of over 18 countries, on campus
- Prizes 10.0000, 5.0000 and 3.000 USD
- The John Molson MBA International Case Competition is a not-for-profit event organized by a team of MBA candidates from the John Molson School of Business at Concordia University in Montreal, Canada. The competition is open to top business schools worldwide, and is recognized as the largest case competition of its kind. Its main purpose is to bridge the gap between corporate and academic worlds, which ultimately enriches both students and executives a like.

<https://mbacasecomp.com/schools/application/>

Conclusion:

- Limited comparable case study competitions
 - Especially family business centred
 - Especially hosted from EU
- Experiences of all formats are shared → transferrable ideas (open to discuss)
- Marketing via all social media channels, testimonials, videos, podcasts...

Next steps - open for discussion:

- Format
- Rounds
- Requirements
- Judges (family business entrepreneurs)
- Mixed Teams?
- Coaches?
- Fees and prizes

What else?