

NBMBAA® Undergraduate Business Case Competition  
Sponsored by Walmart  
**VIRTUAL CASE COMPETITION GUIDELINES**

*In an effort to minimize the number of large in-person gatherings due to health and safety concerns related to Covid-19, the NBMBAA® Undergraduate Case Competition will be hosted virtually via remote videoconference, September 10-14, 2021, during the 43<sup>rd</sup> Annual Conference & Career Exposition presented by NBMBAA®. While there may be in-person conference sessions held in Chicago, IL this year, **the case competition program, including all team presentations, will continue to be delivered remotely.** The following information is being provided to guide you through the virtual business case competition process.*

*Importantly, please review this document in its entirety, making note of critical deadlines and requirements.*

**TEAM REQUIREMENTS**

Teams competing in the NBMBAA® Undergraduate Minority Business Case Competition must consist of **three (3) primary team members and one (1) alternate team member**. At least two (2) of the primary team members must be African American. Per scholarship guidelines, team members must be U.S. or Canadian citizens or legal permanent residents. All team members must be enrolled full-time in a college or university at the time of the competition.

The alternate team member will not be considered an official member of the team unless they are transitioned to serve as a replacement member during the competition. Teams must immediately notify the competition organizers if a replacement has taken place by sending an e-mail to [undergraduate.casecompetition@nmbmaa.org](mailto:undergraduate.casecompetition@nmbmaa.org) including the replacement's full name.

Each team member (including the alternate) is **required** to attend the virtual Student Orientation on Friday, September 10<sup>th</sup> at 7:00pm ET. Videoconferencing details and instructions will be provided closer to the competition date.

## BUSINESS CASE REVIEW CALL

Teams will be sent the business case on Tuesday, August 3<sup>rd</sup>. Teams will be given approximately one (1) week to review the case materials and prepare questions to present to the competition organizers during a teleconference session. **Please review the business case and submit questions to [casecompetition@nbmbaa.org](mailto:casecompetition@nbmbaa.org) by 11:59pm PT on Monday, August 9<sup>th</sup>.** Additional questions will be addressed if time permits. The conference call will be recorded and made available to registered teams following the teleconference call.

### TELECONFERENCE INFORMATION:

**WEDNESDAY, AUGUST 11, 2021**  
**2:00pm to 3:30pm (PDT - Pacific)**  
**3:00pm to 4:30pm (MDT - Mountain)**  
**4:00pm to 5:30pm (CDT - Central)**  
**5:00pm to 6:30pm (EDT - Eastern)**

To join, dial:  
**(515) 604-9000**  
 Participant code: **607768**

***IMPORTANT: Please note that the teleconference dial-in details provided above are only to be used for the August 11<sup>th</sup> Business Review Call. Separate videoconference dial-in instructions will be provided for the Case Competition event.***

## BUSINESS CASE ANALYSIS

- Competing teams will be given time to prepare an analysis and presentation of a complex business case.
- The business case will be e-mailed to registered team members and faculty advisors by Tuesday, August 3, 2021, and to teams upon registration after that date.
- The business case will focus on a critical business issue and may address multiple functional areas. Team members may wish to present the case analysis as if presenting to a Board of Directors.
- All case analysis, writing, development and presentations are to be completed by members of the team. Faculty advisors or coaches may assist in the **preparation** of the analysis. However, only members of the team may present during the preliminary and final rounds.
- Team members may use any reference sources and materials in the public domain (i.e., the university library). Use of unpublished papers is strictly prohibited.

- No team member, faculty advisor or coach should gain information on the content of the presentations being made by other competing teams.
- **No team member, faculty advisor or coach should contact any sponsor of the competition or any member of the judging panel; nor should they contact the case writers.**

### CASE PRESENTATIONS

- All Preliminary Round presentations will take place via videoconference on **Sunday, September 12<sup>th</sup>**. Videoconference details will be provided to teams closer to the competition date.

- **Final digital PowerPoint presentations and high-resolution team member headshots (taken in business professional attire) must be submitted via Dropbox by 3:00pm ET on Friday, September 10<sup>th</sup>**. Please note that this is a critical deadline and failure to meet this deadline may result in team disqualification.

- Team member changes should be sent via e-mail to [casecompetition@nbmbaa.org](mailto:casecompetition@nbmbaa.org) by 3:00pm ET on Friday, September 10<sup>th</sup>.

- Each team will be given twenty (20) minutes to present via videoconference the results of their analysis; followed by ten (10) minutes of questions by the competition judges who will also be joining the videoconference. All primary team members must participate in the oral presentation.
- Team names will remain anonymous throughout the competition. Team members will be given a two-digit/letter code during the Student Orientation to identify themselves at the start of each round. Points will be deducted from teams who announce or make reference to their academic institution.
- Teams are required to document all sources. Although this documentation need not be a part of your presentation, a list of the sources used should be included as an attachment to your presentation.
- Each team should be prepared to present their analysis utilizing a videoconferencing platform to be chosen by the competition organizers. Your submitted PowerPoint presentation will be pre-loaded by the competition organizers in advance of your presentation. Teams will be given the ability to advance their slides, however, you will not have the ability to share your screen. Any multi-media used to support your presentation should be embedded and tested in the slide deck beforehand.
- All presentations are required to be compatible with Windows 7 or 8.
- Team members may invite faculty advisors, coaches and classmates to their virtual presentations. No members of a competing team, coach or faculty advisor will have access

ANY VIOLATION OF THESE RULES MAY RESULT IN IMMEDIATE TEAM DISQUALIFICATION  
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to your team's virtual presentation during the preliminary or final rounds. All teams will be given access to a recording of the final round presentations after all teams have presented.

- During the presentations, all faculty advisors, coaches and classmates will be muted and will participate as spectators only. These individuals should not communicate with team members during their presentations on any device. They must refrain from offering any suggestions, changes or revisions to the content or structure of information presented during the preliminary or final round presentations, or question and answer session.

## **JUDGING**

The judging panel will join via videoconference to evaluate teams based on content and presentation skills. Each team will be asked questions at the conclusion of their presentation by the judging panel. These questions will be based on the information presented by the team. There may be no right or wrong answers to the questions posed by the judging panel, however, part of the scoring will be based on the team's ability to field the questions quickly. Teams will be judged on the viability of their strategy and the logical flow of their overall presentation.

- The finalist teams will be announced on **Monday, September 13<sup>th</sup>**. The finalist teams will compete in the final rounds on **Tuesday, September 14<sup>th</sup>**.
- There will be three winning teams who will be announced during the Annual Conference program (date and time to be determined).
- **The preliminary round will be judged by a panel of 3-4 judges. The final round will be judged by a panel of 4-5 judges.**
- Judges are encouraged to complete a feedback sheet for each team. All teams will receive a copy of their judges' feedback at the Case Competition Debrief session on **Wednesday, September 15<sup>th</sup>**.

### ***Confidentiality and Intellectual Property Guidelines***

All public sessions of the competition, including but not limited to oral presentations and question/answer sessions, are open to the public at large. Any and all of these public sessions may be broadcast to interested persons through media which may include radio, television and the internet. Any data or information discussed or divulged in public sessions by entrants should be considered information that will likely enter the public realm, and entrants should not assume any right of confidentiality in any data or information discussed, divulged or presented in these sessions.

The National Black MBA Association® may make photocopies, photographs, videotapes and/or audiotapes of the presentations and other documents, charts or material prepared for use in presentation at the NBMBA® Undergraduate Minority Business Case Competition.