

NATIONAL MBA HUMAN CAPITAL CASE COMPETITION  
SPONSORED BY DELOITTE & GE  
OWEN GRADUATE SCHOOL OF MANAGEMENT, VANDERBILT UNIVERSITY  
NASHVILLE, TN | OCTOBER 18-20, 2007

## OVERVIEW

The rules below apply to the National MBA Human Capital Case Competition sponsored by Deloitte and GE, and the team members are expected to abide by these rules. We ask the team members to list their names and initials at the bottom of this sheet indicating agreement, and to return it to Mark.Shuster.2008@owen.vanderbilt.edu by October 1, 2007.

## PRE-COMPETITION RULES

- Each team member must sign a copy of the rules.
- Teams must be finalized and submitted to Mark.Shuster.2008@owen.vanderbilt.edu by October 1, 2007.
  - **Team composition:** 4 (four) 2<sup>nd</sup> year graduate students, 2 must be MBA students. These 4 students are considered the **primary team**.
  - **Shadowers:** Each team is allowed up to 2 additional students, referred to as Shadowers. A shadower **may** participate in all presentation preparation activity and all networking events during the weekend. A shadower **may not** participate in presenting the case, but may sit in the same room during the presentation, and offer feedback to teammates after the team has left the presentation room.
    - Shadowers can be either two 1<sup>st</sup> year students, **or** one 2<sup>nd</sup> year and one 1<sup>st</sup> year.
    - If there are extenuating circumstances and a primary team member cannot participate, a shadower can take the primary team member's place with the approval of the organizers. A shadower who actually presents for his/her school in the Competition is ineligible to participate in future competitions.
  - **Team Advisor:** Each team is permitted to identify 1 Faculty Advisor to utilize for 1 hour total as the team sees fit.
    - This interaction could be in the form of assisting with the development of the presentation, formulating a plan to analyze the data, suggestions around organization, format, style of presentation, etc.
    - The Faculty advisor is not required to attend the case competition.
- **Case:** There are 2 components to this case: Case A and Case B. Each team will receive 1 electronic version of case materials (Case A) prior to the competition, which will be sent to the team captain Oct 4, 2007 by 4 p.m. CST.
  - Materials include:
    - Case A (background material, industry information, additional data).
    - Judging criteria (also to be posted on website).
- **External assistance:**
  - Team members may use any reference sources/materials in the public domain in conducting their research. This includes all material in the written case. The sponsors of the case may NOT be contacted for information.

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- Once the team receives the written case, **coaching by additional faculty members, school staff, or contact with outside experts is expressly prohibited.** This includes industry contacts and faculty other than the team advisor.
- **Expenses:** All travel and lodging expenses are the sole responsibility of the attending team with the exception of shuttle service provided by Owen for airport transportation and Friday night activities.
  - Breakfast will be provided by Embassy Suites each morning.
  - Beverages and appetizers will be provided at the Thursday and Friday night events.
  - Lunch will be provided Saturday.
- **Additional Logistics:** Please refer to the [Logistics](#) tab on the website for additions.
- **Case clarification:** There will be a conference call with the case writers on Friday October 12<sup>th</sup>, 2007 at 5 p.m. CST
  - Each team may submit a maximum of 3 questions to be answered.
  - These questions must be submitted by Wednesday October 10<sup>th</sup>, 2007 at 5 p.m. CST. Only questions deemed germane to the case will be answered on the conference call. Communication detailing call-in instructions to follow.

#### DAY-OF COMPETITION RULES

- **Divisions:** The 10 teams will be randomly broken down into 2 divisions.
  - Division 1 will be made up of 5 teams
  - Division 2 will be made up of 5 teams
  - The selection of teams and order of team preparation and presentation will be determined the morning of the competition via drawing handled by the Owen Case Competition Chair.
- **Teams:** Teams will be assigned a team name that references Nashville's music history Friday morning. No school colors, mascot, logo, or any other school references should be included in presentation materials. This includes PowerPoint slides, posters, clothing, other documents, or verbal cues. ***Each team participant is forbidden to tell the judges their respective school affiliations until after the awards have been determined on Saturday.***
  - At the Thursday and Friday networking events, however, teams are encouraged to socialize with the sponsor representatives and let them know their school affiliations. These representatives will already have received a resume book from each school.
  - Judges will be sequestered Thursday and Friday nights to ensure impartiality.
- **Owen Ambassador:**
  - Each team will be assigned an Owen Ambassador to guide the team to activities and answer any other questions that may arise. Teams will meet their Owen Ambassador when they attend the Thursday night event.
- **Case Preparation:**
  - **Case material:** Each team will receive hard copies of both case A and B. Friday morning when they move to their case preparation room (thumb drives, paper, pencils, dry erase boards, and dry erase pens will be provided).

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- **Room assignments:** Each team will be provided a case room to prepare their presentations, which will be assigned Friday morning.
- **Preparation time:** Each team has exactly 4 hours to analyze Case B and prepare a presentation and 55 minutes to practice and refine the presentation in the prep room.
  - The 4 primary team members and the Shadowers may only participate in the preparation of the case on Saturday.
  - Each team must provide its own laptop computers.
  - Software approved for case analyses and presentations includes: Microsoft PowerPoint, Excel, and Word.
  - Only information/data that teams brought with them may be used during case analysis and preparation.
  - Use of the Internet during case analysis is prohibited.
- **Case presentation logistics:**
  - **Powerpoint:** Case CDs/thumb drives are to be turned in promptly to the team's Owen Ambassador at the designated preparation completion time, and no work will be allowed after that time.
  - **Printed copies:** Materials needing to be printed will be handled by each team's ambassador. Teams are required to provide 2 printed copies of their final presentation to the judges. This will be coordinated by the team's Owen Ambassador.
  - **Presentation:** Presentations may be controlled via keyboard or a remote mouse (will be provided), and will be loaded by the Owen Ambassador.
  - **Presenters:** Only the primary team may present the case recommendations, Shadowers are welcome to observe the presentation.
    - All teammates are required to present during the presentation.
  - **Timing:**
    - **30 minutes** maximum: present case analysis
    - **15 minute** maximum: Q&A with judges
    - Timings will be strictly adhered to.
    - Any leftover time will be utilized as the judging panel sees fit.
  - **Additional:**
    - Teams may not view other teams' presentations during Friday's competition.
    - We recommend teams do **not** discuss their case presentations or case content with other teams Friday night as the final 4 teams will be announced Saturday to present in the case-off.
- **Judges:**
  - Each division will have 2 judges: 1 Senior Level GE HR Executive, and 1 Deloitte Human Capital Partner. The Saturday case-off judging panel will similarly consist of 1 Senior Level GE HR Executive from one of the divisions, and 1 Deloitte Human Capital Partner from the other division.
- **Scoring:**
  - **Friday competition:**

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- Judges will utilize the same quantitative scorecard in each round (teams will receive judging criteria in advance).
- At the end of each presentation and after the team leaves the room judges will assign an overall score.
- Judges from both Divisions will reconvene at the end of the day Friday to determine overall team rankings.
- **Saturday competition:**
  - **Team rankings:**
    - i. The scorecards from Friday's presentation will be distributed Saturday morning.
    - ii. The top four ranked teams will be announced and invited to present in the Case-Off.
  - **Case-off:**
    - i. The finalist teams will be allowed 15 minutes preparation time to incorporate last round's judging feedback and any other improvements they deem necessary.
  - **Logistics:**
    - i. On Saturday, all teams are required to attend the case-off and the post-competition awards/networking lunch.

**FINAL THOUGHTS**

- Prizes will be awarded in the following manner:
  - 1<sup>st</sup> place: \$20,000 to be split among the team members as the team sees fit
  - 2<sup>nd</sup> place: \$7,000 to be split among the team members as the team sees fit
  - 3<sup>rd</sup> place: \$3,000 to be split among the team members as the team sees fit
- Professional behavior is expected. Each team is required to maintain the highest standards of integrity throughout the competition. Any violation of the above rules or breaches of integrity will subject a team to immediate disqualification.

**CODE OF CONDUCT<sup>1</sup>**

School: \_\_\_\_\_

Name:

Initials:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

<sup>1</sup> By entering your team's names and initials, you indicate agreement to abide by the rules laid out in this document.

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