

A low-angle photograph of a modern building with a blue glass facade and a red SFU sign. The building is the Surrey Center at Simon Fraser University. The glass reflects the sky and surrounding environment. The red sign with 'SFU' in white is prominent in the lower left. The overall scene is brightly lit, suggesting a clear day.

Simon Fraser University
International
Business
Association presents

The 2nd
Annual IBA
International
Business
Case
Competition

Chhoeun, T. (Photographer). (2011). *Surrey Center - Surrey, British Columbia*
[Photograph], Retrieved October 7, 2011, from: http://www.trekearth.com/gallery/North_America/Canada/Western/British_Columbia/Surrey/photo1311330.htm



Beedie School of Business



INVITATION

It is a pleasure to invite you to participate in the 2nd annual International Business Case Competition held by the International Business Association at Simon Fraser University.

The International Business Case Competition (IBCC) is a general business case competition with a focus on International Business (IB). Having an IB concentration is not required -- teams can be a mixture of concentrations to best adapt to the case challenge.

This competition focuses on **educating undergraduate students in becoming successful business leaders in the community** by providing the opportunity to solve global problems faced by management in multinational firms and through engagement in analytical thinking. As well, students will have the opportunity to network with other competitors and judges from the Beedie School of Business and other institutions in Canada. The organizing committee of the IBCC wishes to reach out to students and provide the opportunity to gain skills to prosper in their future careers.

On behalf of the IBCC organizing committee we extend our thanks and look forward to your participation in this competition.

Sincerely,

Chair, IBCC 2012
778.242.8032
loksumm@sfu.ca
www.sfubiz.ca/iba



REGULATION

For 2012, students from various business schools will attend this competition that takes place from March 6th-8th, 2012. Judges consisting of both university professors and industry professionals will be present to critique and socialize with the students.

Eligibility

- Teams need to consist of competitors from one school
- Teams must be comprised of 3 undergraduate students
- Contestants do not need to be in the business faculty. However, students must have taken at least one business course.

CASE STRUCTURE

This case competition consists of ONE 24 hour case for all participating teams. All teams will present to a panel of judges in designated time slots. After all presentations have been completed, the judges will select 3 teams to proceed into the final round. The selected teams will present the same case to a new panel of judges.

Deliberation Guidelines

- The teams will be given a case and will have 24 hours to deliberate
- Teams are allowed access to the internet
- Teams will present in front of the judges
- The case will be sent through email

Event Rules

- No external communication via email, phone, chat, etc.
- Email final presentation to organizing committee before presentation
- All submissions are final and cannot be amended
- Please arrive at least 15 minutes before your designated presentation time
- Presentation order will be selected randomly

TIMELINE

Prelim Presentation Format

- Competitors will present in front of a panel of judges
- 5 minute preparation time
- 15 minutes Presentation
- 8 minute Q&A
- The top 3 will move on to the finals

Final Presentation Format

- Competitors will present in front of a panel of judges and an audience
- 5 minutes preparation time
- 15 minutes Presentation
- 12 minute Q&A

THE ITINERARY

March 6th

- Participant Social

March 7th

- The 24 hour Case Deliberation

March 8th

- Case Presentation
- Announce Finalists
- Finalists' Presentation
- IBA Annual Gala: Awards Ceremony



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REGISTRATION

APPLICATIONS & FEES

Each school is guaranteed one spot in the competition; however, we suggest each school sending two teams towards this competition. The team fee structure is as follows:

- Team: \$1000 per team of three and a coach

This fee will include accommodations at the hotel for March 6th and 7th, and all meals on March 7th-8th including the IBA Gala. It does not include traveling cost and the evening social on March 6th. Any additional night's stay at the hotel will come at an extra cost.

REGISTRATION

Please email ibcc@sfuibcc.ca to confirm your schools' participation at the competition. Please then fill in the IBC 2012 application form and send it to ibcc@sfuibcc.ca along with your payment by February 3rd. Your university will be notified shortly after we have received your documents.

PAYMENT

Payment should be made by cheques made out to "International Business Association" and mailed to:

International Business Association – IBCC
Faculty of Business Administration
Simon Fraser University
8888 University Dr.
Burnaby, BC
Canada V5A 1S6





IBA

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INTERNATIONAL BUSINESS ASSOCIATION

Simon Fraser University

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