

**2012**

**The 4<sup>th</sup> “Management Case Analysis  
Competition”**

**Prospectus**

Organizer: Department of Business Administration

Executive Master of Business Administration

Co-organizer: Department of International Business

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## 1. History

Case study, which combines theory and practice, has been popular in each business school around the world during these years. By studying cases in classroom, students can integrate the concepts and tools they learned into management practice. It also brings up students' thinking and analysis abilities. The Department of Business Administration and the Department of International Business has held three times case analysis competitions together in the past few years. Therefore, we continuously hold the 4<sup>th</sup> Management Case Analysis Competition.

## 2. Organizer

Organizer: Department of Business Administration, Executive Master of Business Administration

Co-organizer: Department of International Business

## 3. Qualification

Local students who are above sophomore (including master, PhD students), and **all international students** can register by team; each team can only have 4-6 People. The leader of the team is in charge of contact with organizer.

## 4. Rules

Division:

General Group: International students and local students who above sophomore (including master, PhD students) can enroll, and the competition is all in Chinese.

In-service Group: In-service students can enroll, and the competition is all in Chinese.

English Group: International students and local students who above sophomore (including master, PhD students) can enroll, and the competition is all in English.

Case for the Competition: First and second round use the same case for competition. All cases have same content, no matter it is Chinese or English. It is not allowed to know any information about the case before the competition.

### First Round Competition

Each team must receive the case at 17:00, 5/11.

The first round competition is paper-based, each team have to hand in the report before 17:00, 5/18.

Based on the grades, the judges will choose five teams in each group to go on the second round competition.

## Second Round Competition

Each team must draw the lots to decide the order of presentation at 9:00, 6/2.

The second round competition is presentation. Each team can present 15 minutes, and then the judges can question 10 minutes. The other teams which is not presenting must wait in another room.

Based on the grades, the judges will choose three teams in each group and award.

The team members in first and second round should be the same.

## 5. Schedule

Time & Date	Content	Description
5/9(Wed.) 17:00	Enrollment deadline	<ul style="list-style-type: none"><li>♦ Hand in the registration form.</li></ul>
5/11(Fri.) 17:00	Announce the case & Workshop A103, Management Building	<ul style="list-style-type: none"><li>♦ The representative of each team takes the case from the organizer.</li><li>♦ Explain the way of competition.</li></ul>
5/18(Fri.) 17:00	Hand in the case	<ul style="list-style-type: none"><li>♦ Each team needs to hand in two soft copies: One is the registration form in WORD; the other is the case analysis report in PDF (please do not have any information about your group on the cover page and the content). The two soft copies must be send before 17:00, 5/18, by emailing to the organizer, and get the reply on that day.</li><li>♦ The judges will grade the anonymous report.</li></ul>
5/29(Tue.) 17:00	Announce the teams which enter the second round competition	<ul style="list-style-type: none"><li>♦ The organizer announces the grade, and the teams which can enter second round competition.</li></ul>
6/2(Sat.) 9:00~17:00	Second round competition & Awarding Ceremony A103, Management Building	<ul style="list-style-type: none"><li>♦ Each team draws the lots and presents orderly.</li><li>♦ The judges announce the rank and award.</li></ul>

## 6. Judge

The organizer will invite 4 professors or professionals in management background.

## 7. Score Standard

♦ **First Round Competition**

Section	Proportion
1. Issues identification of the case	40%
2. Issues discussion and decision-making	45%
3. Written format	15%

♦ **Second Round Competition**

Section	Proportion
1. Issues identification & discussion of the case	35%
2. Presentation	35%
3. Replying the question of judges	20%
4. Team performance	10%

## **8. Reward**

1. One champion: Prize (or gift coupons) NT\$12,000 and a certificate of award.  
※ A champion can be absent.
2. One first runner-up: Prize (or gift coupons) NT\$7,000 and a certificate of award.
3. One second runner-up: Prize (or gift coupons) NT\$5,000 and a certificate of award.

## **9. Register**

Please email the registration form to the organizer before 17:00, 5/9. Your enrollment will be done after you receive the reply. If you do not get any reply in three days, please contact the organizer.

E-mail : [d9732002@ems.ndhu.edu.tw](mailto:d9732002@ems.ndhu.edu.tw) or [hucaren@yahoo.com.tw](mailto:hucaren@yahoo.com.tw)

**10. This activity might be cancelled if there is less than 5 teams enroll. We will inform each team leader by email if the activity has changed.**

**Registration Form**

**2012 The 4th 『Management Case Analysis Competition』 Registration Form**

**Group :** \_\_\_\_\_ **Team name :** \_\_\_\_\_

Basic information of Participants						
No.	Title	Name	College	Department	Tel	E-mail
1	<b><u>Leader</u></b>					
2	Member					
3	Member					
4	Member					
5	Member					
6	Member					