Rules and Regulations
Updated: November 19, 2018

Note: Videotaping of presentations may occur for use in future promotion of the event.

Purpose: (Why) | The case to participate
- To provide individuals with the opportunity to identify a social issue, create a business plan, consult with an expert in the field and impact their community.

Objectives: (Intended Outcomes)
- Describe a social issue
- Develop analytical and critical thinking abilities
- Construct a path for approaching difficult situations
- Build written communication skills
- Build oral communication skills
- Discuss social responsibility and sustainability

Competition Format
The Case Competition is a part of the Principled Business Leadership Institute and will be held during the breakout programming portions of the event.

Case Competition will occur as follows:
Educational Block 1: Introduction of Case Competition, team formation, discussion of the issue
Educational Block 2: Research how to address the concern/issue, confer/receive feedback from judges
Educational Block 3: Research how to address the concern/issue, confer/receive feedback from judges
Educational Block 4: Present your research and how the team has addressed the concern/issue
Educational Block 5: Present your research and how the team has addressed the concern/issue

Teams

Teams will form onsite during the first session of the Case Competition.

Each team will consist of no more than five (5) collegiate members. No more than two team members may be from the same chapter.

Each team will be provided an opportunity to consult with the judges who are qualified business leaders in their field. During this time, each team may ask questions related to their idea, how to move forward, and/or request to hear advice about their project.

Onsite Presentation

The onsite presentation shall consist of the following.

Each team will be assigned a presentation time during the Educational Block 4 or 5 of PBLI.

Be creative in your presentation.

If applicable, a working model or prototype may be used, but is not required. A laptop and LCD projector will be provided; however, you may use your own laptop. Participants are responsible for all connectors and adaptors needed to connect to the projector.

Presentation judging criteria is listed below.

Reports and Presentations

Written reports and presentations must be the original work of the team members.

On-Site Check-In

Anyone interested in participating in the Case Competition must attend the Case Competition breakout session on Friday night of PBLI. Teams will sign up for their competition time at the conclusion of the Friday evening meeting at PBLI.

Audio Visual

Each competition room will be equipped with a PC laptop and PC-compatible projector. Internet will not be available in the competition room and may not be used.

Assessment and Evaluation Criteria

Framing the Issue

Clearly states the issue and considers the role of various stakeholders. Additionally, considers the role of Alpha Kappa Psi within the stated issue and there is clarity of a recommendation for approaching the stated issue.

Presentation

The onsite presentation is well organized with a logical flow of information. The team’s presentation contained elements which are reflective of the issue statement. Each member was a part of the delivery showing team work and appropriate transition from one team member to the next. Team members are prepared and voice, tone, and use of diction is exceptional. The visual presentation is effective and allows a story to be told.
**Business Description**

Presents the business idea thoroughly and effectively, including the industry, the company and the concept, mission, objectives, and overall strategic direction; fully outlines the reasons for launching the venture, and describes product/service offered, and business model; clearly provides a compellingly distinctive value proposition.

**Social issue:** Participants will be able to recognize and describe a social issue and its impact on business.

Business plan demonstrates in-depth knowledge of social dimensions of business; effectively identifies and describes the relevant global factors and elements in the business plan; provides a thorough description of the relevant economic, cultural, financial, political, legal, ethical, demographic, and managerial issues and differences affecting the business plan, and presents a detailed explanation of their impacts on the business plan component areas.

**Analytical and Critical-Thinking Skills:** Participants will be able to demonstrate analytical and critical-thinking skills in the context of organizational decision making.

Accurately and appropriately analyzes and interprets relevant information pertaining to each business plan component area; effectively applies appropriate procedures, formulas, and/or principles in developing and justifying multiple solutions, alternatives, or strategies in the business plan component areas; solutions, alternatives, or strategies are clear, coherent, well supported, logically consistent, and complete.

**Construct a path for approaching difficult situations:** Participants will be able to integrate theory and practice in the business plan component areas via an analysis of organizational problems and challenges.

Demonstrates well-developed ability to integrate and apply principles, theories, and practices in the functional areas of business; effectively examines and analyzes important cross-functional organizational issues central to the development of the business plan component areas; critically evaluates and assesses key organizational problems and challenges, and clearly justifies strategic recommendations and conclusions for action based on strong analytics and appropriate principles in the business.

**Written Communication Skills:** Participants will be able to construct coherent written forms of communication.

Effective organization and development contribute to full comprehension of written business plan; readability is enhanced by proficiency in language use, excellent mechanics, and uses language conventions effectively (e.g., spelling, punctuation, sentence structure, paragraphing, grammar, etc.).

**Oral Communication Skills:** Participants will be able to compose and present effective oral forms of communication.

Business plan is presented in a logical, interesting, and effective sequence, which the audience can easily follow; presentation uses effective graphics to explain and reinforce the information presented; presenter maintains eye contact with audience, seldom returning to notes; presenter speaks in a clear voice and uses correct, precise pronunciation of terms; presentation is thorough, clear, compelling, informative, and professionally delivered; presenter is professional, confident, comfortable, and answers questions effectively.

**Social Responsibility and Sustainability:** Participants will be able to identify and explain the interrelationships between business and its social and natural environments and to apply them in a managerial context.

Evidences a well-developed ability to recognize, clarify, and analyze the connections between business and its social and natural environments; clearly and thoroughly explains the ways in which these connections can be operationalized for the purpose of effective organizational management; demonstrates an advanced ability to incorporate socially-responsible and sustainable business practices in
the development of organizational strategy; effectively applies these abilities to the development of the business plan component areas

**Judge Feedback**
Each team will receive feedback regarding their analysis and presentation. The team lead is to pick up the feedback sheets in the designated area at the conclusion of the PBLI but no later than one half hour after the conclusion of the closing ceremony. Any feedback sheets not picked up on-site will be discarded.

**Scholarships**
Each team participating will be recognized during the closing program.

The overall winning team will be presented with an educational grant in the amount of $2500 from the Alpha Kappa Psi Foundation’s William E. Donnelly Scholarship Fund to further the development of the business plan idea, product, resource, or service.

The Alpha Kappa Psi Foundation reserves the right to limit the number of grants. Case judges may also choose to recognize additional teams at their discretion.