5th Annual Inclusive Excellence Business Case Competition – Friday April 11, 2014

Diverse Minds, Unlimited Solutions

Daniels is proud to be hosting the 5th annual Inclusive Excellence Business Case Competition. The competition, which will be held April 11, 2014, connects students and select companies committed to inclusive excellence. As one of the country's few diversity-focused live business case competitions, the Inclusive Excellence Business Case Competition allows students to apply critical thinking and knowledge about diversity to a real-world case designed by the participating company. This year’s case sponsor is Molson Coors, and judges for prior competitions have included representatives from Charles Schwab, Century Link, Target, Kaiser Permanente and FirstBank.

In addition to the benefits of tackling a current issue around inclusive excellence, students will have their resumes presented to the participating companies for internship and job consideration and will gain exclusive access to select executives from the participating companies. The competition is open to all DU students! The top three winning teams will earn scholarships of $2,000-$6,000 per team.

Overall, the competition has three main goals: it allows students and business leaders to engage in thought leadership and development between business and education; it allows Daniels to recognize corporate partners who are innovators in the area of inclusion; and it provides a fundraising opportunity for inclusive excellence scholarships and activities.

IE Case Competition Timeline
A detailed competition timeline is being developed, but will generally follow the schedule below:

- **February 18th**: Lunch & Learn Information Session: Join us to learn more about the competition, get your questions answered, network, and form teams.

- **February 28th**: Team Applications Due

- **March 6th**: Teams Announced

- **March 7th**: Team Training Session

- **March 14th**: Teams Receive Case

- **March 28th – April 4th**: Site Visit to Participating Company (Date TBD)

- **April 11th**: Case Competition & VIP Reception
  The competition & reception will be held at the Knoebel School of Hospitality Management. Attendees will include corporate representatives from sponsoring companies, along with Daniels VIPs and students. Winning teams will be announced at the VIP Reception.
Solve a Real-World Business Problem in Real Time

Teams are challenged to put together the most diverse team and define their own criteria for diversity. Selected student teams will receive a business case problem in March that focuses on inclusive excellence and business. The case is designed by the participating company, with input from Daniels faculty members.

Student Guidelines

- Teams of 4-6 students should:
  - Be mixed gender
  - Represent at least 2 different countries
  - Have at least 1 student from a program outside of Daniels
  - Have at least 1 undergraduate
  - Have at least 2 different Daniels programs represented (ex. MBA, MSF, BSBA, IMBA, MACC, etc)

- Top teams will win scholarships (*Amount fixed regardless of number of participants in team):
  - 1st place: $6,000
  - 2nd place: $4,000
  - 3rd place: $2,000

- All teams are expected to complete a short paper outlining their findings to accompany their presentation. All papers and presentations will need to be submitted at the time of presentation.

- Teams should consider the following broad guidelines when presenting their case:
  - Presentations should be professional and follow business standards (business dress, language, etc.).
  - Consider distinctive viewpoints, such as the community, management, employees, financials and shareholders, etc.
  - Convey a comprehensive understanding of the case including: key issues, possible impacts and future government regulations.
  - Provide strategic decision analysis including a financial analysis, if applicable.
  - Present a clear resolution and demonstrate proactive management processes.
  - Demonstrate creativity.
  - Bring awareness and attention to inclusive excellence.

- All teams are expected to attend the VIP reception following the case competition.

- Teams should designate one primary contact as liaison to the company.

- Teams will be expected to sign a non-disclosure agreement, as the materials provided by the organization sponsoring the case may include proprietary information. In addition to protecting the companies from the dissemination of proprietary information, this agreement indicates that the ownership of the work produced by the student teams reverts to the sponsoring company.

For more information
Visit our website: http://daniels.du.edu/about/diversity/inclusive-excellence-case-competition/
Follow us on Facebook: https://www.facebook.com/IECaseCompetitionDCB

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