



# Official Rulebook



RSM STAR

**CASE  
COMPETITION**

April 7 – April 14 2022

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## Official Rulebook - RSM STAR Case Competition 2022

This document contains the official rules for the 2022 Rotterdam School of Management STAR Case Competition (RSMCC). This competition takes place from April 7th-14th 2022, at the Rotterdam School of Management, Erasmus University Campus. By participating in the 2022 RSMCC, you automatically agree to comply with the rules and ethical standards of the competition. The RSM STAR Case Club reserves the right to change or update these rules prior to the competition. In this case, all participants will be notified within 48 hours of the change of rules. Any violation of the rules will lead to penalties for the team, or may result in immediate disqualification from RSMCC 2022. The RSM STAR Case Club, in consultation with the Academic Director of the RSMCC, has the final say on the issues not covered in these rules. It is expected that the participants and faculty advisors from each university will familiarize themselves with these rules and guidelines and that they will abide by them in the spirit of the competition.

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## 1. General

- 1.1 Each university must register with a team consisting of four undergraduate students.
- 1.2 Participants must not have participated at RSMCC in any prior year.
- 1.3 Each team must be accompanied by one faculty advisor.
- 1.4 Neither the participants nor the faculty advisors are permitted to interact with the judges from the point in time when the names of the judges are released up until the completion of the final round of presentations.
- 1.5 Late case submissions are strictly prohibited. If the case is submitted late, the team will receive a significant point reduction (See Section 4).
- 1.6 Jury members will have access to all the presentations (slide deck's) prior to the start of the oral presentations.
- 1.7 The attendance of all events is expected.
- 1.8 All materials produced during the RSM STAR Case Competition are the property of the RSM STAR Case Club. These include (but are not limited to) presentations, photos and videos.

## 2. Case Preparation & Structure

**2.1** The competition consists of a 12-hour case, and a 24-hour case. Additionally, it includes various educational and social activities.

**2.2** Presentations for both cases consist of one preliminary and one final round.

**2.2.1** Each preliminary round consists of four divisions containing four teams presenting to a panel of judges assigned to each specific division.

**2.2.2** The order of presentations and division allocation will be allocated on a randomized basis and will take place both prior to (presenting order) and during (division allocation) the Opening Ceremony. The order allocation for final rounds will take place during the finalist announcements.

**2.3** All participants are obliged to participate in the case solving periods and presentation rounds (preliminary, and final if applicable) of both cases.

**2.3.1** Medical or Personal Emergencies are the only exception to this rule.

**2.3.1.1** In case of medical emergencies, a participant should provide the Organizing Committee or their respective buddy with a valid doctor's note within 72 hours of leaving the event.

**2.3.1.2** In case of Personal Emergencies, the participant or faculty advisor should notify either the Organizing Committee or their respective buddy that they will be departing.

**2.3.1.3** No substitutions or alternate team members are allowed once the case is launched. In the event a participant needs to drop out due to unforeseen circumstances, COVID-19 infection or illness, the team will be allowed to go on with fewer than four members.

**2.4** The faculty advisors are not allowed to be in contact with the team about the case content, solution, or presentation during the case solving period and in between case submission and Q&A.

**2.4.1** If the team is selected as one of the finalists, the team is not allowed to communicate with its faculty advisor before the end of its final presentation.

**2.5** No outside help is allowed (in both physical and digital format) during the case solving and presenting period, this includes, but is not limited to help from faculty staff, other students, and any non-team member.

**2.5.1** The following materials are allowed for each team: The case study (which will be given to teams at the beginning of case preparation time), Whiteboards or Smart Boards, Scrap Paper, Pencils, Pens, Highlighters, Markets, Four (4) laptops (internet access is provided) (tablets are allowed in addition to a laptop), snacks, drinks, any necessary personal medication, pre-made slide deck templates.

**2.5.2** Teams are allowed to use textbooks and internet resources in order to prepare for and research the case solution. However, resources they use must be open-access with no payment required. This includes any information available online for which no subscription fees are paid. Permitted resources also include the case company's website.

**2.5.3.** The following materials are not allowed for each team: Pre-marked papers, notes, books, or any other devices or documentation.

**2.6** During the case preparation, teams may only leave their respective preparation rooms for necessary or emergency reasons. Any displacement must be communicated to the present supervisor, who will note down all displacements.

**2.7** During the case activities (i.e. presentations and solving periods) the teams are not allowed to mention or use their university name, as well as any indicators pointing towards the university or location of their university.

**2.7.1** A consulting name can be used on the slide deck and executive summary of the team.

**2.7.2** A consulting name must have no direct connection with the team's university or its geographical location.

**2.7.3** Information on any connections between the competing university and its consulting name must not be revealed to the public prior to the official winner announcement of the competition on April 14th 2022.

**2.8** Both the preliminary and final rounds for the 12 hour case consists of a 10-minute presentation immediately followed by a 10-minute Q&A session by the jury panel.

**2.9** Both the preliminary and final rounds for the 24 hour case consists of a 15-minute presentation immediately followed by a 10-minute Q&A session by the jury panel.

**2.10** The Presentation and Q&A time starts when the moderator indicates this. The moderator will show a 5-minute and 1-minute warning. After the presentation time ends, participants are allowed to finish their sentence.

**2.10.1** In the event of a technical failure during the presentation or Q&A, the moderator will stop the time, and continue when the failure has stopped. This pause can be up to 3 minutes.

**2.11** In the preliminary round, teams are not allowed to see the presentation of other competing teams. To ensure fairness and transparency, the faculty advisors of each respective team are allowed to attend all presentations in the division.

**2.11.1** There will be no contact between faculty advisors and the teams during all preliminary rounds presentations, as well as during the final rounds.

**2.11.2** There will be no contact amongst different faculty advisors in between the preliminary round presentations and the final round presentations.

**2.11.3** If a team moves onto the Final Round, there will be no contact with their faculty advisor until after their presentation in the final round.

**2.12** All participants and faculty advisors are allowed to attend the final presentations.

**2.12.1** The finalist teams, however, are only allowed to attend the final presentations taking place after their own presentation.

### 3. PowerPoint Presentation

**3.1** The presentations submitted by the team are final, no modification to presentations or resubmissions are allowed after the hand-in deadline.

**3.1.1.** Presentations cannot be modified between the preliminary and final rounds for teams who advance to the finals round.

**3.2** Per case, teams must hand in: A 100- to 350- words long executive summary (pdf.) and a slide desk (pptx. and pdf.).

**3.2.1** All the solutions presented and the documents submitted by teams must be in English.

**3.2.2** All three files must be submitted through the indicated platform which will be communicated by the Organizing Committee.

**3.2.3** Slide decks must contain page numbers.

**3.2.4** All sources must be cited.

**3.2.5** The executive summary must fit within 1 A4 page.

**3.2.6** The slide deck must be in 16:9 dimension.

**3.3** Executive summaries (pdf.) for each case must be written in English, be anywhere from 100- to 300- words-long.

**3.3.1** The formatting requirements are as follows: Times New Roman, A4, pt. 12, text spacing 1.5, normal margins (2.54cm).

**3.3.2.** There is no specific writing style for the executive summary (i.e. bullet point / essay style).

## 4. Scoring

**4.1** Cases are judged and scored according to a set score sheet which participants are able to access prior to the competition.

**4.1.1** Each team will be judged relative to the other teams in their division, and will be ranked from first to fourth on each case, based on their score for that respective case.

**4.2** Overall competition winners are determined based on the joint score (sum) of both case presentations. 12-hour case results contribute 40% and 24-hour case results contribute 60% towards the final score.

**4.3** The points are attributed as follows:

- 4th place in Division - 2 points
- 3rd place in Division - 4 points
- 2nd place in Division - 6 points
- 4th place in Finals - 8 points
- 3rd place in Finals - 9 points
- 2nd place in Finals - 10 points
- 1st place in Finals - 12 points

**4.4** The finalist with the highest score of each respective case is recognised as the winner of that particular case.

**4.5** The scores from both cases will get added up, where the university with the most amount of points will be deemed the overall winner of the RSMCC 2022

**4.5.2** In the case two (or more) teams get identical final competition scores, the team that was ranked the highest in the 24-hour case will be placed higher in the final ranking of the overall competition.

**4.6** Should a judge need to excuse themselves from their duties due to emergency circumstances prior to having evaluated all teams, the weight of evaluation given by said judge will be eliminated for previously evaluated teams.



**4.7** In the event of a violation of any of the rules mentioned above, the following consequences will be applied to each teams' score tally:

- Violation of Rule 1.5 - 4 Point Deduction
- Violation of Rule 2.4 (2.4.1) - 3 Point Deduction
- Violation of Rule 2.5 (2.5.3) - 3 Point Deduction
- Violation of Rule 2.7 - 1 Point Deduction
- Violation of Rules 2.11 (2.11.1-2.11.3) - 3 Point Deduction
- Violation of Rule 3.1.1. - 2 Point Deduction
- Violation of Rules 3.2-3.3 - 1 Point Deduction

In the result of any uncertainty pertaining to the amount of points deducted, the RSM STAR Case Club, in consultation with the Academic Director of the RSMCC, will have the final ruling.

## 5. COVID-19 Related Rules

**5.1** If due to extraordinary circumstances teams are forced to withdraw from the competition, and no replacement team can be found, the division will continue with 3 teams. This hereby overrules rule 2.2.1.

**5.2** If a team (member) is infected with COVID-19 once case preparation has been completed, and they still wish to present their solution, the presentation will be conducted virtually, live streaming the participants into the judging room

**5.2.1** It is not possible to have a hybrid presentation. Either the entire team must be in-person or virtual.

## 6. Communication

6.1 Each team will be assigned a Buddy which will be available to answer the team's questions throughout the week. Teams' first point of contact is their assigned team buddy. The buddy get in contact with teams approximately one week before the competition.

6.2 If needed, direct communication with the organizing committee throughout the competition week will be possible via:

- Email: [program.casecompetition@rsmstar.nl](mailto:program.casecompetition@rsmstar.nl)
- Phone: +31 6 37283855

6.3 Communication prior to the competition must be directed to: [events.casecompetition@rsmstar.nl](mailto:events.casecompetition@rsmstar.nl)

If you have any questions about the 2022 RSMCC Official Rulebook, please get in touch with Lars Schöningh ([chairman.caseclub@rsmstar.nl](mailto:chairman.caseclub@rsmstar.nl)).