

ROTTERDAM-CARLETON INTERNATIONAL CASE COMPETITION

ROCA ONLINE *Official Rules*

Rotterdam Business School



ROTTERDAM UNIVERSITY
OF APPLIED SCIENCES

Sprott School of Business



Carleton
UNIVERSITY

Canada's Capital University

ROCA ROCKS!

© September 2020, Rotterdam-Carleton International Case Competition

The following rules and guidelines for the Rotterdam-Carleton International Case Competition, hereinafter referred to as "ROCA", are intended to ensure guidance and fairness to all participating teams. The organisers and judges of the Competition, as selected by the host institution, will strictly enforce Competition rules. Any interpretation of these rules that may arise during the Competition will be solely the responsibility of the organisers. Their decisions will be final.

This document is meant to help the organisers of ROCA.

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WELCOME

ROCA is a global and challenging business competition in a global and challenging business city, either in Rotterdam or in Ottawa (2020 in Rotterdam, 2021 in Ottawa, 2022 in Rotterdam, 2023 in Ottawa, etc.). The tournament provides university students from all-around the world a platform to showcase their problem-solving and analytical skills to (business) managers from the international business world.

The Rotterdam University of Applied Sciences and the Carleton University, Ottawa, are proud of hosting this online prestigious event and give all participating teams a cordial welcome.

MISSION

1. Challenging participants with complex problems that demand integrative, transdisciplinary thinking and reasoned application of knowledge and theoretical concepts;
2. Helping companies in the local area by asking participants to come up with creative and feasible solutions for their “wicked problems”, and to develop an effective action plan;
3. Reflecting the reality of modern international and interdisciplinary business by using cases with a strong focus on newer technologies and completely new business models;
4. Reflecting the reality of modern international communication by using an online platform where all presentations, social activities and all other meetings take place, thus connecting different countries, continents and time zones in an effective way, and providing a forum for the exchange of ideas and perspectives from a diversity of cultures;
5. Facilitating meaningful networking among students from participating universities and those from the hosting university;
6. Connecting participants, when feasible, with potential employers that share our universities’ commitment to internationalisation, with the aim of creating and enhancing student career opportunities;
7. Promoting Rotterdam and Ottawa through the cases and the event.

UNIQUE FORMAT

The Rotterdam-Carleton International Case Competition (ROCA) aims to be an event like no other, on par with the best online undergraduate business case competitions in the world. And the **first transatlantic international undergraduate business case competition in the world!** With a unique format:

- The online format of **ROCA** guarantees all teams 3 matches, tackling a total of 3 different cases.
- All cases in **ROCA** will be “live and relevant”. Not only because all cases will be written in close cooperation with companies and institutions, teams will also get the opportunity – time zones permitting - to talk with the managers during the preparation time at the competition.
- **ROCA** teams will consist of four students who will present their recommendations to a panel of expert judges from leading companies and institutions across Rotterdam or Ottawa. Cases will be relevant and challenging, and cover a broad range of interdisciplinary business problems with a strong focus on the “Economy and Society of the Future”.

1. GENERAL INFORMATION

1.1 Student Eligibility

ROCA is open to any student registered, *for the duration of the Competition*, in an undergraduate (bachelor level or equivalent) programme through special invitation by the Rotterdam University or Carleton University. Students on exchange at a member institution for the entire academic semester may compete for that member institution, provided they meet other eligibility requirements. Individuals who have previously participated in ROCA may not enter the competition again.

NOTE: To be eligible, a student must NOT have completed his degree requirements by the time ROCA is held.

1.2 Team Composition

The team is composed of four eligible undergraduate students chosen by their university, accompanied by a team coach.

1.3 Team Coach

A coach is an individual assigned by a participating university to oversee the preparation and training of his team for ROCA. Each team should have at least one coach, and it is always expected that one or more coaches will accompany the team. The coach is usually also the person who communicates with ROCA organisers on behalf of the team.

1.4 Registration Fee

Each institution invited to enter a team in ROCA must pay the registration fee by the deadline and according to the procedures set by the hosting university.

1.6 Absence of a Team Member

No extra person, either from Rotterdam, Ottawa or any other potential volunteer, will be allowed to join a team in the event that the team starts the competition with only three (3) team members; however, the team will be allowed to participate with three (3) team members.

During ROCA, if a team member becomes ill and is unable to participate, the team will be allowed to participate with three (3) team members.

1.7 Withdrawal of a Team

On very rare occasions, a team may withdraw from the competition after the teams have been announced.

When this happens with sufficient lead time, the school will be replaced. If a substitute cannot be found, a spare team from the hosting university may be invited to take the spot.

It is also conceivable that a team may need to withdraw at the last minute—potentially as late as one or two days before the start of ROCA. In that case, ROCA will be modified to allow for the participation of only 15 teams. The competition schedule will remain the same.

1.8 Language

All case presentations must be in English.

2. Rotterdam-Carleton International Case Competition Week: RULES AND GUIDELINES

Sixteen (16) teams will be invited to compete in ROCA online. Further details regarding the schedule and other arrangements will be announced by the ROCA Organising Committee.

2.1 ROCA Structure

2.1.1 3 Matches, 3 Cases, 3 Finals, 3 Winners – Days 2, 4 and 6

Three different matches will be played in four different divisions of four teams each; Monday, Wednesday and Friday are the days of matches. After all four teams will have presented and have been judged, in every division the teams will be ranked from 1 to 4.

The participating teams will be divided into four different divisions; for every case round a different draw. Random draws (different geographical areas, however, will be taken into consideration in order to avoid teams from the same areas all end up in the same division) will be held in order to assign teams to divisions; for every day of matches there will be a new division. All teams in ROCA will take part in these draws at the Welcome Ceremony held on Sunday afternoon, a live event.

DIVISION A	DIVISION B	DIVISION C	DIVISION D
1, 2, 3, 4	1, 2, 3, 4	1, 2, 3, 4	1, 2, 3, 4

Monday, 6-hour case, incl. question session with *company in case*; max. one student (1) per team. Four (4) teams are present at the same time, i.e. max. four (4) students in total. All students must arrive and leave the online question session at the same time.

NOTE: due to time differences it might well be that an extra question session will have to be scheduled. However, a team will get only one opportunity to question the company in the case.

DIVISION A	DIVISION B	DIVISION C	DIVISION D
1, 2, 3, 4	1, 2, 3, 4	1, 2, 3, 4	1, 2, 3, 4

Wednesday, 6-hour case, incl. question session with *company in case*; max. one (1) student per team. Four (4) teams are present at the same time, i.e. max. four (4) students in total. All students must arrive and leave the online question session at the same time.

NOTE: due to time differences it might well be that an extra question session will have to be scheduled. However, a team will get only one opportunity to question the company in the case.

DIVISION A	DIVISION B	DIVISION C	DIVISION D
1, 2, 3, 4	1, 2, 3, 4	1, 2, 3, 4	1, 2, 3, 4

Friday, 6-hour case, incl. question session with *company in case*; max. one (1) student per team. Four (4) teams are present at the same time, i.e. max. four (4) students in total. All students must arrive and leave the online question session at the same time.

NOTE: due to time differences it might well be that an extra question session will have to be scheduled. However, a team will get only one opportunity to question the company in the case.

Every day, after the fourth presentation in every division, each team's scores will be used to rank the four teams in the division.

The winners in each division will then be compared by an extra judging panel consisting of the four heads of the jury (one head per division); this panel determines the overall winner of the day.

2.1.2 Preparation Time (6 + 1)

Each team has six (6) hours to prepare its case analysis and case solution; analysis and solution will have to be described and represented in a number of Powerpoint slides (Powerpoint version 16.0). The maximum number

of slides permitted in a presentation is 30. Slides may be retained by the presenting group for use in the question & answer session that follows the presentation. The total amount of slides, however, may never exceed 30. Files containing the slides must be less than 5 MB in size. In case pictures are used in the slides, make sure to compress them for web friendly format. The file must be uploaded with the following strict filename format: slides-<name University>-Case <number 1, 2 or 3>. For instance: slides-RUAS-Case 1.

After six (6) hours teams must save the final version of their slides onto their computers, upload them in their MS TEAMS room and send them to the ROCA Organising Committee via e-mail (roca@hr.nl). Via whatever channel the file is received first, determines the submission time. Exceeding 6 hours of preparation and uploading time leads to deduction of points and possibly even exclusion from the case round.

Each team has one (1) hour to prepare and record the oral presentation of the slides that have been sent to the Organising Committee earlier; this hour starts exactly after the six (6) hours preparation time has ended. The maximum length of the oral presentation is thirteen (13) minutes and this presentation must be recorded. The team may use the full hour for recording and uploading these thirteen (13) minutes. In this recorded oral presentation, no slides may be altered, added or withdrawn.

At the end of the presentation recording period, teams must save the final version of their oral presentation onto their computers, upload the presentation and send it to the ROCA Organising Committee.

The video must be uploaded to youtube (unlisted) and in the team's MS TEAMS room:

- as an mp4 file, with a maximum file size of 300 mb.
- with the following strict filename format: Video-<name University>-Case <number 1, 2 or 3>. For instance: Video-RUAS-Case 1.
- unrestricted – i.e. NOT require a password or permissions to access or view.
- Via whatever channel the video is received first, determines the submission time.

Exceeding 1 hour of recording and uploading time leads to deduction of points and possibly even exclusion from the case round.

NOTE

In the recorded presentations all four members of the team must present. These team members must be visible and the Powerpoint slides must be visible.

When team members record their presentation, they all have to be on different screens (this is mandatory). Equal formats of presentations provide a level playing field and make judging more equal.

NOTE

A team may choose to solve the case and prepare slides at one location (e.g. home university or student's home) or to do this at different locations (e.g. every student prepares from home). This decision depends on students' preferences, university policies and practical local issues and restrictions.

NOTE

The start times for the preparation (solve the case and prepare slides) and presentation recording phases for each team will vary due to the different time zones. These preparation times, however, can never exceed six plus one (6 + 1) hours.

NOTE

Cases will be made available to the coaches after the final team in the division has started its preparation. Coaches are NOT allowed to have any contact with their teams until the live Question & Answer period of their teams has been finished. See under 2.1.3

2.1.3 Presentation Schedule (non-live + live)

Competing in a division means that all four teams present the same case to the same panel of judges. The scheduling of the divisional matches is partly depending on the different draws, partly depending on the time zone a team is in.

NON-LIVE

The judging panels per division will watch the previously recorded oral presentations at the times set in the division schedule. Each team will be allowed 13 minutes for the previously recorded oral presentation. Normally, teams use the entire 13 minutes. See under 2.1.2

The corresponding slides will be given to each judge *before the presentation starts*.

LIVE

As soon as the recorded presentation has finished, a live connection with the team will be established and the Questions & Answer (Q&A) Period begins, max. twelve (12) minutes.

During the Q&A all four members of the team need to be present. Coaches are allowed to join the Q&A session of their team, but they must stay muted and switch off their camera throughout the entire session.

2.1.4 Timekeeper

A timekeeper will supervise each Question & Answer Round. S/he will ask the team to enter the digital room and will let the team organise itself, which should not take more than two (2) minutes. When ready, s/he will introduce the presenting team by stating the name of the institution, and let the judges introduce themselves by name and judging role and, finally, motion the Question & Answer Round to begin. S/he will indicate to the presenting team when there are five (5) minutes, three (3) minutes, and one (1) minute remaining. When the 12 minutes are up, the timekeeper will end the Q&A whether or not the team has finished answering the last question.

In case a team faces technical difficulties during the 12 minutes Q&A, the timekeeper will stop the Q&A time, and continue when the difficulties have been solved. However, the time will not be paused for longer than 5 minutes in total.

2.1.5. Audience

A timekeeper is responsible for ensuring that the digital door to the digital room is closed on schedule. Competitors are barred from watching their opponents (in recorded presentations and live Q&A); coaches are allowed (including coaches from other teams), but must switch off the microphone and video option. Coaches are kindly asked not to interrupt any ongoing presentation (they can only join or leave a virtual room in the changeover breaks). Recording of presentations and Q&A (i.e., photographs, video recording, or audio recording) by anyone other than ROCA organisers or the coach of the presenting team is strictly prohibited.

Note:

The recordings of the presentations will be made available to all teams after all presentations have been finished. The organisers reserve the right to use presentations and Q&A rounds for educational or promotional activities following ROCA.

2.2 Team Ambassador

Each team will be assigned a team ambassador (also known as a “buddy”). The ambassador’s task is to assist the team, serving as the primary contact between the team and the ROCA organisers.

When teams “arrive digitally”, they should be guided to the virtual rooms for the Q&A sessions by their team ambassadors. Teams will be “digitally received” by the timekeepers.

No communication is permitted between team members and anyone except their team ambassador from the beginning of the preparation time to the end of the live Q&A. *This specifically and explicitly includes team coaches.* A Code of Honour applies.

2.3 Case Preparation

Use of Knowledge Database:

The ROCA Organising Committee plans to write all cases together with the local business community. There will be time to talk directly to the company in the case and/or case writer(s) during the case preparation period. Furthermore, a few weeks before the start of ROCA participating students and trainer/coaches will receive an instruction to access **the knowledge database that belongs to the cases that students will have to solve during the competition. Per case company students will have access to files about the industry, trends, the company involved etc. This will give the students the opportunity to prepare themselves on solving the ROCA cases.** Of course, the case itself will not be disclosed, therefore the students can only guess what kind of problem they can expect. During the competition the students will have access to the same files plus the business problem case.

Permitted:

- Each team may use one or more ready-made presentation templates. All templates must be contained within a single PowerPoint file (version 16.0). No third-party templates are allowed; a third party is any template not created by a member of the team. This includes, but is not limited to, purchased templates, torrented templates, downloaded templates, or templates made by students not competing in ROCA.
- A template may contain graphics such as background images, arrows, boxes, organization charts, icons, maps, and photographs. Videos and dynamic/animated images are NOT permitted in the template.
- Teams are encouraged not to use school logos, but to design own logos that represent the consultancy agency they want to be in the matches.
- The use of textbooks and the use of internet is permitted, but “open sources” only.

Not permitted:

- Accessing password protected websites and databases during the competition preparation times (e-mail, dropbox, JSTOR, LexisNexis etc.).
- No outside help is allowed during the case solving and presentation recording, this includes, but is not limited to; help from faculty staff, other students and any non-team member.
- The coach / faculty advisor is not allowed to be in contact with the team about the case content, solution, or presentation in between case submission and Q&A.
- Competitors are NOT permitted to contact the company/ies discussed in the case.

NOTE:

If anything is deemed to violate Competition rules, a penalty will be applied. This penalty will be determined by the organisers based on the severity of the violation.

3. JUDGING

3.1 Judge Selection

Judges are selected by the ROCA Organising Committee, and represent different professional experiences and backgrounds. Ideally, each judging panel contains representation from the business community, government leaders, case competition alumni, and university faculty members.

Each judging panel normally consists of at least three judges. The formation of the judging panels is the sole responsibility of the organisers and cannot be contested.

3.2 Judges' Scoring

Judges will receive a digital copy of the presentation slides on their own computers. Judges enter the "digital presentation room" from different locations to watch the previously recorded presentation together. After watching the presentation video they start to ask "live" questions to the team which has just presented. In case there are more than 3 judges in a panel, judges determine beforehand who will ask questions; no more than 3 judges will ask questions per Q&A round.

After every Q&A Round judges begin their deliberation. The length of the deliberation period after every presentation is 15 minutes. The head of the jury collects feedback from every judge and fills in the feedback form.

After having completed four Presentation and Q&A Rounds and after having finished the deliberation of the fourth and last team, judges in every division have 15 minutes to decide the ranking and outcome of the division. Judges will work to come to a consensus when evaluating teams.

Schedule:

- first team, 25 minutes (recorded presentation and live Q&A)
- deliberation and feedback collection, 15 minutes
- second team, 25 minutes (recorded presentation and live Q&A)
- deliberation and feedback collection, 15 minutes
- third team, 25 minutes (recorded presentation and live Q&A)
- deliberation and feedback collection, 15 minutes
- fourth team, 25 minutes (recorded presentation and live Q&A)
- deliberation and feedback collection, 15 minutes

- final divisional ranking, 15 minutes

After determining the divisional ranking the heads of the 4 divisional jury panels have to decide which team is the overall winner of the case round, which team is second, which team is third and which team is fourth. Therefore, they together watch all winning presentations and during the deliberation afterwards every head of the divisional juries informs his/her colleagues about the performance of the divisional winner in the Q&A Round.

The judges have 20 minutes to decide the final outcome of today's match and the winner of this particular ROCA case, i.e. to determine the ranking (first, second, third, fourth). One of the judges collects feedback from his/her colleagues and fills in the feedback form.

4.3 Judges' Feedback, days 3, 5 and 7

On the day after the actual case day (i.e. Tuesday, Thursday and Saturday) judges will give both oral and written feedback to the competing teams (and their coaches), one team at a time, for 10 minutes, in such a way that the teams understand the reasons why and how they should or could improve their performance in the next round.

Feedback will be given according to a schedule made by the Organising Committee. Teams are not permitted to hear the feedback of other teams. The completed feedback form used by the judges in their evaluation will be made available to each of the teams.

Divisional rankings and the overall ranking per case round will NOT be revealed till the Closing Ceremony on Saturday, a live event.

4. AWARDS

The Closing Ceremony is a live event. The judges will tell why teams have won and contact the winning teams. The team that wins a ROCA Case Round is declared a ROCA Champion and receives both a ROCA trophy and individual gold medals. Members of the losing teams are second-place finishers (awarded individual silver medals), and third-place finishers (awarded individual bronze medals); the fourth-place finishers receive no medals.

In total there will be 3 ROCA Champions, one per case round.

Recognition will also be given to:

- the best two individual presenters in the whole tournament
- the most spirited team in the whole tournament

5. PROCEDURE IN THE EVENT OF RULE VIOLATION

The organisers retain the right to disqualify any team from ROCA if the rules are not observed or if a team does not maintain a proper standard of conduct in the professional and collegial spirit of ROCA.

Any concerns or disputes regarding the implementation of these rules and/or any improper or disloyal behaviour must be brought to the immediate attention of the organisers. Please note that the decision of the organisers is final and not subject to review.

ROCA Organising Committee, September 2020