



MMICC

McGill Management
International Case Competition

**2021
MMICC RULES**

COMPETITION RULES

The following rules are subject to Faculty review each year.

Spirit of the competition: These rules are meant to create as a level playing field as possible

The Case

- This year, the case will be written by the executive committee and the case sponsor.
- Fairness and impartiality are embedded in all aspects of the competition. The nature, content and topics included in the case are absolutely unknown to the executive committee and the ambassadors.
- The case will be delivered to the teams by email.
- The case can concern an actual or fictional business situation.
- The competition is always multi-disciplinary. Adequate analysis typically cross-covers one or more topics of business management: finance, accounting, marketing, human resources, strategy, policy & international business.
- Each team has 48 hours before they need to hand send their presentation slides and handouts to the executive committee.

Presentation Format

- Presentation time: 15 minutes, sharp.
- Time signals will be shown to the presenters at the 10, 5, 2 & 1 minute marks.
- If a presentation is not finished in time, it may weigh negatively into the judges' evaluation.
- Question and Answer period: 15 minutes. Time signals will be shown to the presenters and judges at the 2 & 1 minute marks.

Presentation Format

- A team will not be penalized if their answer is cut due to the time. It is up to the judges to manage how many questions they wish to ask during the 15 minutes.
- All 4 students are expected to participate in the presentation in fairly equal amounts of time.
- Presentations have to be entirely based on PowerPoint slides. No material other than their slides and handouts to the judges may be used in their presentations. For example, teams are not permitted to show their excel sheets or browser web pages in their presentations or questions and answer period.
- Presenters have to be in business attire
- The content of the powerpoint slides cannot be changed between each presentations.

Other Integrity Measures

- Teams are not allowed to seek external help.
- Communication with the advisor is not permitted from the time each team receives its case until they are done with their second presentation.
- None of the participants may watch another team's presentation, even when they are done with their 2nd presentation. Advisors are free to watch all presentations.
- Non-compliance with any of the rules may result in disqualification.