

**LAC x CAA**

**First Annual  
Business Case Competition  
2023**

**Rules and Competition Outline**

Hosted by:



**X**



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## **Introduction**

Thank you for your interest in the First Annual LAC x CAA Case Competition!

On February 3, 2023, Dr. Paula Burns, President and CEO of Langara College, and Paul Dangerfield, President and Vice Chancellor of Capilano University, signed a memorandum of understanding to enhance and guide collaborative activities and increase opportunities for Langara and CapU students and faculty.

The Langara Accounting Club and Capilano Accounting Association are incredibly honored to host one of the first events that puts this memorandum into action!

Students who participate in this competition will be able to improve their critical thinking, problem definition & solving, logical intelligence, team engagement skills, interpersonal skills, and presentation skills. This competition provides a unique opportunity for students to attain these skills differently than from a classroom environment.

The competition will include cash prizes of: 1st Place \$650, 2nd Place \$400, 3rd Place \$250.

After the competition, there will be a networking event at Tap and Barrel Shipyards. There will be over 15 accounting firms, including several Big 4 firms, school faculty, and local business professionals in attendance. This event is an incredible opportunity to build your network and socialize with representatives from various business sectors.

This competition will replace the internal case competition each school has.

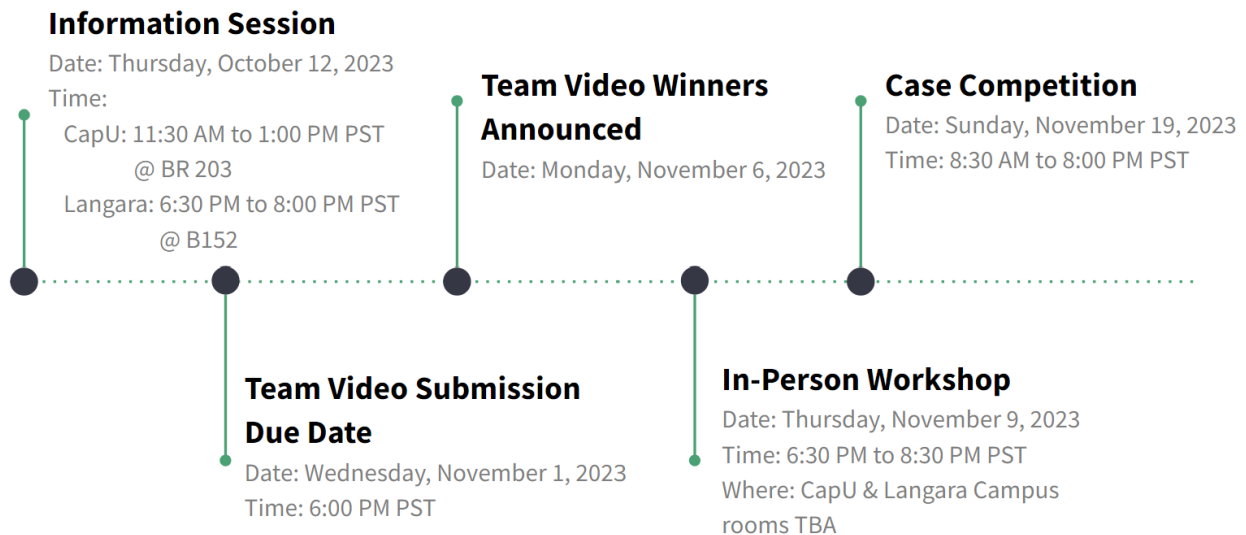
## **Executive Summary**

You and your team members are working as an outside consulting firm. Your team was hired to create, develop, and implement an effective solution to problems an organization is facing.

The case you will be analyzing will test and challenge your business skills in areas which may include Accounting and Finance, Human Resources, Marketing, and Strategic Development. All students from varying areas of study are welcome to apply.

## Overview of Competition

The figure below provides an overview of the dates and events in this competition.



## Eligibility

- To be eligible for the case competition, you must be a current student attending either Capilano University or Langara College.
- Each team must have 3 or 4 members.
- Teams may consist of students from both institutions.

Please note, individuals who do not have a team, or teams with additional spots available, may be placed together.

***If you are looking for team members***, please fill out the Google Form below and we will put you in contact with other people looking for team members. <https://forms.gle/ZDpi4gsyjaFjoymk6>

## Team Video

Due to the high interest in this event and the limited number of teams we can have, each team will have to make a short video. From the video submissions, 6 teams will be chosen to participate in the competition.

This is your chance to sell us on why YOUR TEAM should be chosen to participate! The video should introduce your team members, explain why your team wants to participate, and how your team members are a good fit to compete in the competition. ***Remember, you're a team of consultants hired to solve a problem.***

The video must include all team members and must be between 3-5 minutes. Videos that go over this limit may not be considered.

**Please do not include any information about what school you are attending in the video or in the team's name.**

The video can be recorded over Zoom, in-person, etc., choose whichever mode is most suitable for your team. This is your chance to sell us on why YOUR TEAM should be chosen to participate!

You will have **until 6:00 PM PST on Wednesday, November 1, 2023**, to upload your team's video to YouTube and submit your team's YouTube link by Google Form.

*Once you have a team and have uploaded your YouTube video*, please fill out the Google Form below.

<https://forms.gle/V5ewiF3Vfk28DSBb7>

The video submissions will be judged by faculty from both institutions. Faculty will work together to come to all conclusions and selections.

The teams selected to participate in the competition will be notified by email no later than **Monday, November 6, 2023**. Teams which submit a team video (with a judges score of 5 or higher out of 9), but don't make the top 6, will be offered a discounted price for tickets to the networking event.

### Team Video Judging Criteria

The team videos will be judged based on delivery, persuasiveness, and professionalism. Judges will score each criterion from 0-3 points, with the highest possible score of 9 points (Appendix A).

### How to upload an UNLISTED video to YouTube

Each team will have to create a YouTube account and learn on their own how to create & upload videos. **The video must be set to "unlisted" on YouTube (do not set to Public or Private)**, so only those with the link may access and watch the video.

Here's how to upload & set your video to unlisted: <https://youtu.be/JOr7JluzEOM>

## Workshop

When	Thursday, November 9, 2023 from 6:30 PM - 8:30 PM PST
Where	CapU campus – LB 322 Langara - (rooms TBA)
Who	The 6 teams selected to compete
What	We will go over the competition details and a couple short presentations
Mandatory	Yes, all team members must attend this workshop to compete in the competition.

The chosen teams must attend this in-person workshop on **Thursday, November 9, 2023 from 6:30 PM to 8:30 PM PST**. The workshop will be held simultaneously at both Langara and CapU.

The workshop will go over the competition details, there will be guest speakers, and students will have the opportunity to practice some skills.

**If you do not attend the workshop, you will not be allowed to compete. If there is a legitimate reason for not being able to attend, please email CAA or LAC at least 48 hours prior to the workshop.**

## Case Competition

When	Sunday, November 19, 2023 from 8:30 AM - 5:00 PM PST
Where	CapU Shipyards 250 - 125 Victory Ship Way North Vancouver, BC V7L 0G5
Who	The 6 teams selected to compete
Dress Code	Business Formal

Participants will be allowed to arrive as early as 8:30 AM. There will be refreshments and pastries available before the competition starts.

The competition will start at 9:00 AM and teams will have 3 hours to read the case, come up with a solution, and create a presentation for their solution.

Participants will have access to the internet however, they are not to contact outside support such as friends, family, other students, and coaches.

An invigilator will be watching each team to make sure these rules are not broken.

Teams will email their presentations to [caa@csu.bc.ca](mailto:caa@csu.bc.ca) by 12:00 PM.

There will be a one-hour lunch break. Lunch will be provided for all teams.

Teams will have 13 minutes to present - a 10-minute presentation and 3 minutes for Q&A.

The order of presentations will be randomly chosen and all teams will watch each presentation. The competition will conclude with an award ceremony followed by a networking event at Tap and Barrel.

## Judging

There will be a total of 3 judges.

- 1 judge from CPABC
- 1 Alumni judge from Capilano University
- 1 Alumni judge from Langara College

Judges will take 30 minutes to deliberate and will announce 3 winners and the following prizes:

- 1st Place \$650
- 2nd Place \$400
- 3rd Place \$250

## Competition Judging Criteria

Judges will judge each presentation based on the following criterion:

- (i) Knowledge and analysis of the case
- (ii) Strategic recommendations and creativity
- (iii) Implementation
- (iv) Delivery and presentation

Ensure any PowerPoint, visual aids or screen projections are clearly visible in your presentation, as no other submissions (e.g., Word, PDF, Excel) will be allowed.

## Networking Event

When	Sunday, November 19, 2023 from 5:30 PM - 8:00 PM PST
Where	Tap and Barrel Shipyards 8 Lonsdale Ave North Vancouver, BC V7L 0B2
Who	The 6 teams selected to compete, any students from CapU and Langara who have purchased tickets, club sponsors, various figureheads from Langara and CapU, etc.
What	Network with business professionals and school faculty. There will be free food and drinks available
Dress Code	Business Formal

Network and celebrate! Participants and students will have the opportunity to network with firm representatives and individuals from the greater business community.

All students from Capilano University and Langara College will be able to attend this event. Tickets for students who did not participate in the competition will be available for purchase at the price of \$10 per ticket. Teams that submitted a team video (and received a score of 5 or higher out of 9), but did not make the top 6, will be offered a discounted price for tickets to the networking event.

Each ticket will include unlimited food and 1 drink ticket.

Teams that competed in the competition will be able to attend this networking event for free.

## Past Case Competition Examples

Below are some links of previous winners of various case competitions. Feel free to browse the videos to get a better understanding of what a case competition looks like and the kinds of solutions people have come up with.

[BCS Consulting Interview - CPA BC Case Competition May 2020 - YouTube](#)

[Business Case Competitions: An Experiential Approach to Learning \(uottawa.ca\)](#)

[CPABC's Annual Business Case Competition 2017 Round One – IDEAS TO SCALE - YouTube](#)

By entering the competition, you agree to have your video and names used in promotion of this event and future Langara Accounting Club and Capilano Accounting Association events.

If you have any questions regarding the rules and events outlined in this document, please direct them to either [caa@csu.bc.ca](mailto:caa@csu.bc.ca) or [langaraaccountingclub@gmail.com](mailto:langaraaccountingclub@gmail.com).



## Appendix

### Appendix A: Team Video Judging Criteria

The following criteria will be used to judge the team videos:

	<u>Delivery</u>	<u>Persuasiveness</u>	<u>Professionalism</u>
Outstanding (3 points)	Each member contributes with clear, well-modulated voices, maintaining an effective volume, pace, and tone.	The team is incredibly persuasive and provides great reasoning as to why they should be chosen to participate in the competition.	The entire team presents themselves with exceptional poise, is dressed professionally and exudes confidence.
Above Average (2 points)	They effectively utilize body language and eye contact to sustain the audience's interest.	The team provides good reasons as to why they should be chosen. Their points are somewhat persuasive.	Overall, the team maintains poise, and confidence in their delivery while dressed professionally.
Average (1 point)	Most members contribute with adequate volume and tone, though the pace may be either rushed or sluggish.  Body language, including eye contact, is utilized to some extent and could benefit from more attention.	The team attempts to give persuasive reasons as to why they should be chosen though points could benefit from further explanation.	The team demonstrates some poise and confidence, although there's room for improvement. They are dressed professionally.
Below Average (0 points)	Unfortunately, not all team members contribute effectively; their use of volume, pace, and tone is ineffective.  The body language, including minimal eye contact, fails to sustain the audience's interest.	The team has one or no reasons why they should be chosen.  The reasoning given is not persuasive in any way.	The team appears nervous, lacking professionalism in their attire, and confidence in their demeanor.

*\*This judging rubric is adapted from CPABC's Scorecard.*