



# IMA Student Case Competition Call for Solutions

## General Rules (*Please read all rules carefully.*)

### **Team Composition**

Each campus of any college or university is eligible to select a team(s) of three to five members.

- No more than 50% of team members may be master's degree candidates, and no doctoral degree candidates may be included.
- Although faculty members are encouraged to promote this Competition on their campus, **NO faculty or other professional assistance is allowed in solving the case.**
- Each student participant must be an IMA® (Institute of Management Accountants) Member. **Member # is required**

### **Entering the Competition**

Each case competition entry will present a solution to [this year's case](#), which has been published in the August 2017 edition of *Strategic Finance*.

**Entries must be submitted to [research@imanel.org](mailto:research@imanel.org) no later than February 2.**

Each entry must include:

- A **typed** completed Submission Form – **No handwritten forms accepted**
- Signed Ethics Statement of Compliance form
- A link to the YouTube video that contains your case analysis.

### **Your Recorded YouTube Analysis**

All case analyses will be submitted through YouTube.com. Please note:

- a. To maintain anonymity in the judging process, the account name should not be related to IMA, to your school, or to a teammate's name.
- b. Video must be "unlisted" on YouTube. Please click [here](#) for directions to make a video unlisted.
- c. Assistance from the university video department in the video production is permitted.
- d. Teams may practice their presentations with live audiences but cannot receive technical feedback or guidance related to the case solution.

### **Finalists Selection Process**

All case analysis submissions undergo a preliminary evaluation by a task force composed of IMA members. The top four teams are expected to present their solutions at the IMA Annual Conference & Expo in June.

- Four selected finalists will be notified no later than **May 30** of the exact time and location of the finals competition.
- All finalists **MUST** present their case in front of the live audience at the Conference
- **Please note that the LIVE Presentation is held on Sunday of IMA's Annual Conference & Expo**

### **Final Competition**

At the finals competition, each of the finalist teams will:

- a) Present their case analysis solution at IMA's Annual Conference & Expo
- b) Be required to respond to additional questioning on which they will be judged. Judges are representatives from industry and academia.

### **Awards**

Each team member and faculty advisor receives a certificate of achievement.

Each of the selected finalist teams receives a \$3,000 monetary award for being selected as a finalist.

Each finalist team receives a plaque engraved with the college/university's name and the name of each team member.

On top of the \$3,000 award for being a finalist, the winning team receives an additional \$2,000 monetary award.



## Guidelines for Case Analysis Presentation

1. Presentations are limited to no more than **15** minutes. Any presentation exceeding this time limit will be disqualified.
2. Each team member is required to have an equal part in the presentation.
3. Presentations will be judged on content, style, and response to case requirements.
4. Visual aids will be judged on their contribution to the presentation.  
*No handouts or written materials will be sent to the judges as part of the evaluation process.*
5. No names of the team members or their universities or colleges should be included in the case analysis or within the file name submitted to YouTube.
6. Fictitious names can be used in the introduction of the solution if it is warranted. The judges will not know the names of the schools for any of the teams being judged.
7. Multiple criteria will be used in evaluating the presentations, including the technical content, presentation skills, case analysis style, presentation organization, and strength of recommendations and conclusions based on the case requirements. Reading of note cards is strongly discouraged.

## Ethics Statement of Compliance

**The General Rules for the 2018 Student Case Competition state, “...no faculty or other professional assistance is allowed in solving the case.”**

The signatures **must be handwritten** to acknowledge compliance with the above General Rules:

**Team Member #1:** \_\_\_\_\_

**Team Member #2:** \_\_\_\_\_

**Team Member #3:** \_\_\_\_\_

**Team Member #4:** \_\_\_\_\_

**Team Member #5:** \_\_\_\_\_

**\*Faculty Advisor** \_\_\_\_\_

**NOTE: This statement must accompany the completed submission form.**



## Submission Form

**Important:**

- ***This form must be typed. No hand written forms accepted.***
- ***Be sure to indicate names as you wish them to appear on the certificates of achievement.***
- ***All participants in the competition will receive a certificate.***
- ***All participants MUST be IMA Members and provide IMA Member #***

College/University: \_\_\_\_\_

Team Number (if more than one submission): \_\_\_\_\_

Faculty Advisor: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

TEAM MEMBER #1: \_\_\_\_\_ IMA Member #: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

TEAM MEMBER #2: \_\_\_\_\_ IMA Member #: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

TEAM MEMBER #3: \_\_\_\_\_ IMA Member #: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

TEAM MEMBER #4: \_\_\_\_\_ IMA Member #: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

TEAM MEMBER #5: \_\_\_\_\_ IMA Member #: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_