

Modul Business Championship 2025

Competition rules

Overview

The Modul Business Championship (MBC) is an annual case competition hosted by the Modul University Vienna in collaboration with Mathias Corvinus Collegium CEE Connectivity HUB. Among other things, the Modul Business Championship aims to promote regional connectivity in Central and Eastern Europe, while spreading the culture of case solving competitions at the same time.

Contact info

All communication between MBC and the Teams shall be conducted via the official communication platform of MBC which is the mbc@mbc.modul.ac.at email address. This is where questions and requests regarding the rules, clarification or any other topic in connection with the MBC should be sent to.

Further information regarding the MBC is available on the official social media platforms and webpage of MBC.

Instagram: @mbc_modulbusinesschampionship

LinkedIn: <https://www.linkedin.com/company/modul-business-championship>

Webpage: <https://mbc.modul.ac.at/>

Registration and eligibility

- Team size and eligible participants

Teams must accept both the MBC Competition Rules and the GDPR terms in order to participate in the MBC.

Teams must be composed of three undergraduate or graduate students from the same institution. Team members may be from different academic programs within the institution, but all team members must matriculate at the same institution.

Any student enrolled in an accredited graduate program pursuing a Bachelor's or a Master's degree is eligible to participate. All team members must be currently enrolled and in good standing with their respective institution at the time of application and throughout the competition period.

Teams are not permitted to work together or discuss the case.

Teams are allowed to have an Advisor who provides supportive mentoring throughout the MBC. However, as outlined below, seeking assistance from Advisors while resolving individual cases is strictly prohibited and will result in the penalties described below.

Teams must submit their application via the official application form by the 21st March 2025, 23:59 CEE.

A Team is officially registered in the MBC after the verification letter was sent as a form of approval.

The participation in the MBC is free of charge.

The travel expenses of the Teams are NOT covered by the MBC.

Substitutions

A maximum of two team members may be substituted until a week prior to the official distribution of the Case.

In order to make any substitution, a Team must submit a request via email to mbc@mbc.modul.ac.at, together with a complete updated application identifying the substituted member(s).

Schedule

The competition consists of two rounds.

First (online) round: The first round will take place online from 10 to 23 March 2025. At the end, teams will have to submit a presentation of up to 10 content slides in .pdf format and a video of up to 6 minutes in length to present their ideas. All teams must submit their solutions by 23:59 on 23 March. Solutions should be sent to the official email address (mbc@mbc.modul.ac.at). Submissions to the online round will be assessed by the competition's professional supervisors. All solutions submitted will be reviewed by a jury, who will **select the top 8-10 teams to qualify for the final round**. The organizing team will inform the participants about the results of the first round via email.

Finals: The Finals will take place from 24 to 27 April 2025 in Vienna.

Teams will have 24 hours to solve the case they are given. At the end of the 24-hour case, they will have to submit a presentation in .pdf format. During the Finals, teams are not allowed to consult their advisor until the end of their last presentation. During the presentations, there will be 10 minutes for presenting the slides followed by 5 minutes of Q&A. In the Finals, teams will present in 2 divisions (5-5 teams), and the top 2 teams from each division will advance to the Grand-Finals where they will compete for the grand prize. Throughout the final weekend, a jury of professional excellence will ensure the best decision. Further information about the Finals will be provided after the first round. Advisors are allowed to sit in on all the presentations throughout the weekend but can only record

their own team and are not allowed to communicate the results of other teams to their own team.

Restrictions:

- In order to ensure anonymity, teams must compete under a name of their own choice ("Team Alias"), which they can only reveal to the organizers and which cannot indicate their origin.
- Any sources may be used to solve the cases, but the involvement of outside experts is not allowed, so submissions must be the intellectual product of the team members themselves.
- During the Finals, advisors are not allowed to communicate with their team.
- Advisors are not allowed to record other teams' presentations.

If you have any questions about the rules of the competition or if you see any infringements, please contact the organisers.

Evaluation

Solutions will be evaluated based on the following criteria:

- Analysis (is the recommendation based on thorough understanding of the problem)
- Solution (to what degree does it answer the case question)
- Feasibility (how realistic is the solution to implement)
- Creativity and innovation
- Visual presentation

Sponsorship

Teams are allowed to use sponsorship contributions to pay registration and/or travel expenses associated with the MBC. However, in accordance with the anonymity provisions, teams may not identify their sponsor in any submission materials or during their presentation.

Violations and Penalties

Violations of any rules in this document or any other rules set by the MBC Executive Committee may result in penalty deductions from a Team's score during any round or a School's disqualification from the current and or future competitions. If a Team or Participant engages in behavior that seriously contradicts sportsmanship, the rules, or the objectives of the competition, the organizing team reserves the right to disqualify the Participant/Team from the competition. All penalties will be decided at the sole and absolute discretion of the MBC Executive Committee.

Ownership of the Materials

Teams attest that all presentations, work products and other materials (collectively, “Materials”) that they submit to the MBC are their original work. Further, each member of each team acknowledges and agrees that, by submitting any Material, idea, concept, theory, model, analysis, data or information to the MBC, they are releasing the same into the public domain and granting all persons the right to use the same for any and all purposes, without any conditions (except to the extent such conditions are required by applicable law). “Accordingly, Modul University reserves the right to publish the submitted materials and use them as educational resources.” Without limiting the foregoing, no member of any team reserves any rights with respect to any analysis, charts, descriptions, depictions, data, models, theories, proposed uses or any other aspect of the Materials, ideas or concepts submitted or presented in connection with the Case.

Language

The language of any communication or document related to MBC is English.

Sportsmanship

The Advisors and the Team members must act in accordance with the general principle of sportsmanship, fairness and good faith throughout the MBC. The Advisor and the Team members must show respect towards everyone involved in the MBC, especially the Judges.

Modification of the Rules and Competition Format

The MBC Executive Committee reserves the right to modify the Rules and Competition Format at any time and at its sole discretion.