

SAVE THE DATE!  
12-18 APRIL 2015

# RSM STAR

## Case Competition

Brochure

*Come and show your business talent*





# INTRODUCTION

## Rotterdam School of Management

The Rotterdam School of Management (RSM) is the business school of Erasmus University Rotterdam. It has:

- Both an international and a traditional Bachelor Program in Business Administration in Dutch
- 3.050 Bachelor students
- 13 Master programmes with a total of 2.252 Master students
- It is ranked as the #1 Business School in the Netherlands (Elsevier, 2011), worldwide in the top 25 (Elsevier, 2009) and in Europe in the top 10 (Financial Times, 2012)

## Study Association Rotterdam School of Management(STAR)

STAR is the study association of RSM. STAR is the largest and most internationally orientated study association of Europe.

- 6.500 members, of which more than 1.000 internationals, 270 active members
- This number of members makes it the largest study association of Europe, with over 35 years of experience
- Members are both Bachelor and Master students
- 56 different committees



# CASE COMPETITION

## What is a Case Competition?

A Case Competition is a competition between teams consisting of the international top undergraduate students from highly ranked universities. During this 5 day event these talented teams compete in finding the best solution on impactful topics from companies or social enterprises. These solutions all need to be handed in within a set timeframe. The different teams are not allowed to communicate with each other or interact with their academic coaches. Before the deadline, all teams have to hand in an executive summary regarding their solution, and they are required to present their solution to a jury afterwards. The jury always consists of specialized academics and experts of renowned companies. This jury will analyze the case and decide which team came up with the best solution. After the Grand Finale there will be a big award banquet to finalize the week.

### Factsheet

- 12 - 18 April 2015
- 8-10 participating teams from RSM partner universities
- Each team consists of 4 top students accompanied by one mentor
- All undergraduate levels welcome
- One or two cases to be solved
- Event of 5 days fill out with versatile academic, business and social activities

### Previous Cases

- BP Target Neutral Case
- Diergaarde Blijdorp
- EUR Sustainability Strategy
- Ecosystem Restoration – Willem Ferwerda

## Case Competition

RSM teams participate in case competitions on a regular basis and worldwide. In May 2014 our RSM team went to the Chulalongkorn International Business Case Competition in Bangkok and won!

### RSM STAR Case Competition 2015

Case Competition each year. This year's RSM STAR Case Competition 2015 will be a 5-day event during which students will compete in one or two challenging business cases. Furthermore, they will participate in a variety of activities including company presentations and social events in the city of Rotterdam. Previous editions of the RSM STAR Case Competition were organized with BP and the Erasmus University.

### Team RSM

We are doing a year-round preparation and selection cycle for potential RSM teams. During the year we send teams out to different competitions around the globe. In order to prepare these teams for these competitions we work together with companies and university staff to provide them with the right cases to practice with and offer them a wide range of trainings. All of this to fully prepare them to participate in an international case competition. During these company cases a jury is composed, which afterwards give their feedback to the teams. This jury will have an advising role in the decision which team to send out to the next competition. Together with RSM we are making sure this process is only for RSM's top students.



## 8 APPLICATION

### Deadline

Teams from partner universities interested in participation are welcome to send a short (up to 2 minutes) team pitch telling us how and why they are going to win the RSM STAR Case Competition 2015. Furthermore, they need to attach a CV of each participant. All submissions must be sent to [casecompetition@rsmstar.nl](mailto:casecompetition@rsmstar.nl) before 25 January 2015 23:59.

The participation fee is €1000 per team consisting of 4 participants and one mentor. This covers accommodation, food and transportation, if required, for the whole duration of the event.

### Selection

On the 1 of February 2015 the selected teams will be notified and provided with further details about the event.

Any questions or queries? Please do not hesitate to contact us at [casecompetition@rsmstar.nl](mailto:casecompetition@rsmstar.nl)

**See you in Rotterdam!**



# Contact

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