

## **IBM-Pace University, Lubin School of Business**

First Annual Business Strategy and Insights Case Competition , New York, NY

Fall 2013

### **FACTSHEET**

#### **Awards:**

1st place winners will be guaranteed interviews for internship and full-time positions with IBM.

2nd place winners may be considered for interviews for internship and full-time positions with IBM.

Each team will receive individual participation certificates.

#### **Registration Guidelines:**

Minimum of 3 students per team (4 max).

Every team member must be either a full time or part time student at Pace University.

The teams can be a combination of undergrad and masters-level graduate students.

Students must be available to present their case in person during the week of November 22nd.

Final presentation attire: business casual

To be eligible, teams must submit a completed registration form and resume by October 23, 2013.

#### **General Case Competition Rules:**

Student teams may submit only one final response to the case study, which should address all questions asked.

The written response must be submitted in Microsoft Word format.

The response must have reasonable spacing and font size (i.e. 12 pt. Arial).

The response must not exceed five pages of text, with two additional pages in charts, graphs or exhibits.

Student teams are encouraged to work on their own to solve the case, although they may solicit assistance from faculty. Any faculty assistance will be logged and reported back to judges.

Final round presentations should be delivered in Power Point format. No more than 20 slides.

All team members must participate in the final presentation.

#### **Final Presentation Location:**

**TBD**

#### **Event Coordinators:**

Dr. Ipshita Ray, Associate Professor of Marketing  
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Chris Korczowski, Director, Inside Sales Strategy and Insights, IBM  
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