

# ENGINEERING AND COMMERCE CASE COMPETITION

General Rules and  
Guidelines

2020 EDITION



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Hello, and welcome to the  
Engineering and Commerce Case Competition (ENGCOMM)!  
ENGCOMM is an annual case competition focused on showcasing  
collaborative excellence between the engineering and business  
disciplines.

It is designed to simulate a real-life industry challenge, which allows  
participants to demonstrate their excellence in both their given  
disciplines as well as collaborative skills that are needed to be  
successful in solving such problems.

The ENGCOMM organizing committee wishes the best of luck to all  
participants and an unforgettable experience!

## Section 2 - Overview

The following rules have been approved by the Vice-President Academic Affairs, the President and the Board of Directors of the Engineering and Commerce Case Competition. It is expected that all participants and delegation representatives from each competing university familiarize themselves with these rules prior to the beginning of the competition and to abide by them.

## Section 3 - Definition

- **Organizing committee:** Executive members of the ENGCOMM organization.
- **Delegation representative:** Liaison person between the delegation and the organizing committee. He is also the team's coach and must be a faculty member from the university or a respected industry professional.
- **Participant:** Engineering or Business student from a participating university.
- **Delegation:** The team of four students and their coach, all from the same university.
- **Team Ambassador:** The Team Ambassador (TA) is a student assigned by the Organizing Committee to support the delegation in all aspects with the exception of case solving.
- **Team Name:** Each delegation will select a team name to be used throughout the case presentation to ensure anonymity and preserve the competition integrity.

## Section 4 - Eligibility criteria

To be eligible to compete in the competition an applicant:

- 1- Must be registered in an engineering or business program.
- 2- Must be a current **undergraduate** student enrolled in at least one (1) class related to engineering and/or business studies at the time of the competition.
- 3- Must not have started or completed a master's degree.
- 4- Must not have started the 5<sup>th</sup> year of the 5 year bachelor's program **and** must not have completed more than 80% of the total required credits by the end of the Winter 2019 academic term.
- 5- May only be a delegate of a team of the University or College that they are attending.

## Section 5 - Delegation criteria

Upon acceptance from the organizing committee;

- 1- Each university shall be allowed to be represented by **one team** at the competition.
- 2- The delegations shall be comprised of exactly **four (4) participants**. The following breakdown is highly recommended: two (2) students from an engineering program and two (2) students from a business program.
- 3- Each delegation shall have a representative (coach) from their respective university who will act as the liaison person between the delegation and the organizing committee.

- 4- This delegation representative must be a faculty member from the university or a respected industry professional. If the coach does not travel with the team to the competition, one of the four participants shall act as the representative during the competition.

## Section 6 - Competition format

### 6.1 Divisions

Up to 16 teams will be attending the competition. They will be randomly divided into 4 divisions of 3 or 4 teams during the opening ceremony. Division will remain unchanged throughout the 3 cases.

### 6.2 The Cases

- Day 2: first case of six (6) hours of preparation followed by presentation
- Day 3: second case of six (6) hours of preparation followed by presentation
- Day 4: third case of twelve (12) hours of preparation
- Day 5: presentation of the third case in the morning and the final presentations in the afternoon by the best team from each division.

A detailed timeline will be given in the schedule.

After each case, each team will present their solution in front of a jury who will give them a score out of 100. Each team must support its presentation with PowerPoint or PDF slides and appropriate documentation. For each division, the team with the highest cumulative score after the three cases will move on to the final presentations.

### 6.3 Case Structure



The same process applies for every case. You have a predetermined period of time to solve the case AND prepare a 15-minute presentation in front of a jury.

**NOTE:** a USB key and a Google drive document containing the presentation's PowerPoint slides or PDF file must be submitted 15 minutes BEFORE the end of the preparation time.

#### 6.3.1 Case preparation

- For the 6-hour cases ONLY, teams will receive the case and start solving at different times in order to match with their presentation times (see section 7.1)
- Once a team receives a case they will have 6 hours (or 12 hours for case 3) to solve it. This time includes preparing for the 15-minute presentation in front of a jury.
- The cases will be solved in isolated preparation rooms where the competitors will have all the tools to develop solutions, perform calculations and designs and make a presentation.

- 15 minutes before the end of the preparation time, each team must submit onto a USB device and via Google Drive their PowerPoint slides or PDF and all other relevant material to be presented. This includes, but is not limited to, product designs, financial forecasting, workflow charts, etc. This submission will be delivered to the judges by the Organizing Committee.
  - Only one clearly labeled presentation file may be submitted on USB or via Google Drive. The file's name format must be "TeamName Case x". Clearly labeled supporting files may be included. If multiple presentation files are included or if they are mislabeled, the organizing committee will make a best effort of selecting the correct file but the participants will not be allowed to request an alternate file during the presentation.
  - Without exception, it is required that the file size for an individual team's PowerPoint presentation material does not exceed 50MB. A file size greater than this can delay presentations, therefore students will have to present without their supporting PowerPoint material if this requirement is not met.
  - It is a strict requirement that each individual team's PowerPoint presentation files are to be in a 4:3 aspect ratio (the ratio of width to height of an image) to fit in the livestream. (Design>Customize>4:3). 16:9 is **not** an acceptable aspect ratio.
  - Failure to submit the documents/slides to the Organizing Committee before the final 15 minutes of preparation time will forfeit the team's right to give judges a hardcopy of their presentation. No accommodations will be made.
  - It is prohibited to include the name of your delegation, university or city of origin in ANY of the final documentation or presentations and could result in disqualification. Judges will only identify the teams by their team names. This is to guarantee fair judging.
-  **PROHIBITED** material/actions during the preparation
- It is **STRICTLY** prohibited to keep any copy of any information regarding the cases after the preparation time is over. This includes slides, case documents, data, etc. This information remains the property of ENGCOMM and the case sponsor.
  - Any activity on social media is not allowed.
  - Coaches are prohibited from entering the preparation room while teams are solving the cases. Teams may NOT communicate, in-person or through any technology, with their coaches until they have presented.
  - Teams may not communicate with anyone, through technology or in-person, other than their teammates or their team ambassador.
  - Slides cannot be modified after they have been submitted to the organizing committee. The organizing committee will not substitute any submitted presentation document in the final 15 minutes of preparation.
  - During case preparation, the use of cellular phones, emails and other telecommunication devices is prohibited. Cell Phones are taken away by the team ambassadors at the beginning of case preparation and are held in a secure room until the end of the presentations.

 **Please note that the use of prohibited items may result in penalty or immediate disqualification.**

### 6.3.2 Case Material's list

#### 6.3.2.1 Provided material

- The case documents
- USB key, pencils, pens, markers, and other writing materials such as writing pads
- Internet access

 **IMPORTANT: All the case documents and provided material must be returned to ENGCOMM after each case and prior to the team's presentation.**

#### 6.3.2.2 Each delegation will be allowed to bring the following materials

- Personal laptop equipped with commonly used productivity software
- Calculator
- Engineering and business-related textbooks

#### 6.3.2.3 3D design CAD software

 • There are no limitations on the software to be used for any 3D CAD design. Also, teams are allowed to use pre-fabricated parts from sites like GrabCad. Participants disobeying this rule and using other 3D design software's will be disqualified.

## Section 7 - Presentations

### 7.1 Presentation timing

- For the 6-hour cases, each team will present immediately after their preparation time ends. For this reason, each team within a division will start their preparation at different times. (See detailed schedule.)
- For the 3rd case, participants will be allotted 12 hours to prepare the case on day 4 and will present the case in the morning of day 5. (See detailed schedule.)
- Once the preparation time (for 6-hour cases) ends, the delegation will have ten (10) minutes to travel to the presentation room and to setup before the start of the presentation. **ATTENTION: Failure to start the presentation on time means a delegation will have less than the allotted 15 minutes to present in front of the jury. Accommodations will not be made.**
- A delegation will have fifteen (15) minutes to present their solution to a panel of judges. **PENALTY: A 10% penalty, based on the maximum possible score, will be**

given to a presentation that goes 5 seconds over the time limit. In other words, do not go over.

- A ten (10) minute question and answer period will follow the presentation. During this time, teams may use their slides to answer questions.
- After this time, the delegation will be required to leave their presentation room while the judges deliberate for five (5) minutes.
- After the judges have completed their evaluations, the delegation will re-enter the presentation room for a private ten (10) minute feedback session to discuss their solution and presentation.

## 7.2 Presentation rooms

- The presentations will be held in rooms specially designated for this purpose.
- The presentation rooms will include the following materials:
  - One (1) computer
  - Projector
  - One (1) pointer for the team presenting
- The coaches are welcome to attend the presentations and questions of every team in their division. They must **ALWAYS** leave the room while judges are deliberating, and can **ONLY** attend the feedback of their own team.
- Given the previous point, coaches may not communicate with their team until **after their team has** presented.
- Presentations may be live streamed with the case sponsor's consent.

## 7.3 Prohibited material in presentation rooms

-  Cellular phones, tablets, computers and other telecommunication/recording devices **CANNOT** be brought into the presentation rooms by participants, while coaches may bring their electronic devices with them but they must ensure these are turned OFF.

# Section 8 - Judges & Judging

There will be four (4) judging panels, one assigned to each division. Each judging panel will be composed of three (3) or four (4) judges who will be responsible for evaluating the presentations.

Whenever possible, the panel will consist of one judge from the business community, one judge from the engineering community and one industry professional. There will be a head judge who will be responsible for leading the question period, the feedback sessions, and the evaluation forms. The judges will have case specific grading schemes developed by the organizing committee.

After each presentation, the judges will have five (5) minutes of deliberation to discuss and decide on the score each judge will award to the presenting team. The

scores of the judges will then be added to provide the final score. All decisions rendered by the judging panels are final.

## Section 9 - Scoring System

### 9.1- Scoring system and grading scheme

- Each case will be judged by panels of three or four judges. Each judge will assign a maximum score of one hundred (100) marks. These marks will be based on case-specific grading schemes. The sum of the score given by the judges will be summed and then averaged on one hundred (100) marks.

### 9.2- Special case: Tie Breaking

- In the case of a tie in the final scores of any teams within the same division, the team who ranked higher in the 12-hour case will advance to the final. If equality persists, the head judge will decide which team advances to the final.
- In the case of a tie in the score of any teams during the final (see section 10), the teams will share the final standing. A lower placing will be removed to account for the double placement.

## Section 10 - The Final

Within each division, the team with the highest cumulative points after the three presentations will move on to the final.

- After the morning presentations of **Day 5 (February 22<sup>nd</sup>)**, students will wait together in a designated area until the 4 division winners are announced. They will not be allowed to talk with their coach after their presentation.
- The non-finalist teams will be invited to attend the final presentations.
- The top 4 teams will not have access to their cell phones, email, or coaches (coaches will be invited to attend the final presentations while their teams wait).

The final will take place on day 5 and it consists of presenting the 12-hour case once more in front of a new panel of judges and the presentation will be live-streamed. This jury will be entirely composed of representatives from the case sponsor. Only the score of the final presentation will decide of the winner.

**The same criteria as in sections 7, 8, and 9 apply to the final.**

NOTE: There will only be a short preparation time before the final presentation.

## Section 11 - Awards

The top three (3) teams, out of the four (4) teams that participated in the final, will be announced during the closing ceremony.

Judges will also decide on the following individual and team awards.

Most Sustainable Solution • Best Engineering • Best Business • Dr. Thomas McLaughlin Award • Best Coach • Best Team Spirit • Best Speaker

## Section 12 - Disqualification

The aforementioned rules and guidelines for the Engineering and Commerce Case Competition have been designed to ensure fairness to all participating teams. The organizers retain the right to disqualify any team from the competition if the above rules are not respected or if a team does not maintain a proper standard of conduct in the professional and collegial spirit of the competition. Any concerns or disputes regarding the implementation of these rules must be brought to the immediate attention of the organizers. However, please note that the decision of the organizers is final, and not subject to review. These rules are subject to change with or without notice.

## Section 13- Use of content

The ENGCOMM organizing committee reserves the right to make recordings of all presentations and ceremonies related to ENGCOMM. The ENGCOMM organizing committee also reserves the right to take pictures and recordings during case preparations, case presentations, ceremonies and social events hosted by ENGCOMM.

The cases, solutions, presentation slides and all media related to them are the property of ENGCOMM and the affiliated case sponsor. These may not be divulged, shared or sold without ENGCOMM's and the case sponsor's express consent, even after completion of the competition.

ENGCOMM reserves the right to use recordings and pictures as they see fit.

The case sponsors reserve the right to use the cases, presentations and solutions as they see fit.