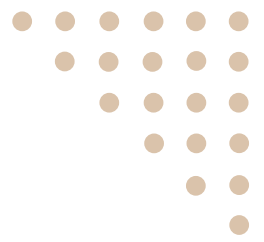


# **CUBE 2024**

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# **RULEBOOK**



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This document contains the official rules for Corvinus Undergraduate Business Experience 2024 (CUBE 2024) organised by Corvinus University of Budapest and the Corvinus Case Track Community in 2024. The competition takes place at the campus of Corvinus University of Budapest between 4 April and 12 April

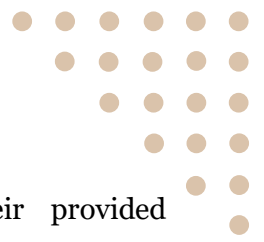
By participating in CUBE 2024, you automatically agree to comply with the rules and the ethical standards of the competition. The Organizing Committee of CUBE 2024 reserves the right to change or update these rules prior to the competition. If this were the case, all participants would be informed within a 48-hour window after the modification.

The Competition Director (potentially consulting the Competition Committee) has the final say on the issues not covered in the rules described below. It is expected that the participants and Faculty Advisors from each university familiarize themselves with these rules and guidelines and that they abide by them in the spirit of the competition.



## 1. General

- 1.1. Each university must register with a team consisting of four undergraduate students (participants). An undergraduate is defined as a student at a university or college studying for their bachelors/undergraduate degree.
  - 1.1.1. Competitors who started their Masters (MSc) or MBA studies are not allowed to compete at CUBE.
  - 1.1.2. Competitors who have already obtained a business or economic bachelor's degree are not allowed to compete at CUBE.
- 1.2. Participants must not have participated in CUBE in any year prior.
- 1.3. Each team must be accompanied by one Faculty Advisor. Additional Faculty Advisors can join the team if this is communicated to and agreed upon by the CUBE Organizing Committee in advance. It is recommended that the Faculty Advisor be a faculty member from the invited university, as some events during the competition may offer additional benefits to teams accompanied by a professor.
- 1.4. Neither participants nor Faculty Advisors are permitted to interact with the jury members from the time their names are released until the completion of their final round of presentations, except the Q&A period.
- 1.5. The attendance of all mandatory events is expected from participants and Faculty Advisors alike.
- 1.6. To preserve equality of opportunity, teams are not permitted to share information related to them with the jury, except for the first names of the team members. This means that teams cannot refer to their nationality, university or college, country, home city or town or any other piece of information connecting them to their origins in contexts where the jury could discover such information.
  - 1.6.1. Because of this rule, teams are encouraged to choose an alias they wish to use in their submissions and during their presentations.
  - 1.6.2. Information connecting the teams or their university to the alias used during the competition must not be revealed to the public before the Closing Ceremony.
- 1.7. All participants must participate in case deliberation and in case presentation for all three cases during the competition. Withdrawing from the competition due to medical or personal emergencies is the only exception to this rule.
  - 1.7.1. In case of medical or personal emergencies, the participant must notify the Organizing Committee or their team's Buddy about the emergency as soon as possible.
  - 1.7.2. Participants who withdraw from the competition due to medical or personal emergencies are not permitted to communicate with the remaining members of their team or their Faculty Advisor between the beginning of case deliberation periods and



the end of case presentations. Therefore, they must vacate their provided accommodation once they notified the organizers about their emergency.

- 1.7.3. The substitution of participants is not allowed after the Opening Ceremony. This means that a participant who is officially a member of their team must take part in the whole competition or withdraw from it due to personal or medical reasons.
- 1.7.4. Teams may continue to compete with their remaining team members in case one or two of the original team members withdraw from the competition. Teams may no longer compete if only one team member remains in the team.
- 1.8. All materials produced during the competition (including but not limited to presentations, photos and videos) become the property of the Organizing Committee and its Case Partners (Case Companies).

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## 2. Communication

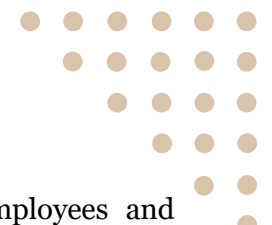
- 2.1. A Buddy will be assigned to each team prior to the competition. The Buddies will provide answers to questions the participants may have during the competition and may accompany their assigned team during the events of the competition. The Buddy is the first point of contact for the team during the competition unless their Buddy has communicated towards the team that they will be unavailable in a given time period.
- 2.2. Communication regarding questions connected to the competition must be directed to [cube@uni-corvinus.hu](mailto:cube@uni-corvinus.hu).

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## 3. Competition Structure

### 3.1. Cases

- 3.1.1. The competition consists of three cases: the Preliminary Case, the Short Case and the Long Case. The solutions for all three cases will have to be created during the assigned Case Deliberation periods.
- 3.1.2. No participant or Faculty Advisor may read the Case Studies or attain knowledge about their contents prior to the beginning of the Case Deliberation period. Breaking or attempting to break this rule will result in the immediate disqualification of the team from the competition.
- 3.1.3. The identity of the case companies will be communicated to the team 30 days (5<sup>th</sup> April) prior to the Opening Ceremony. Teams will receive the information via email and the social media sites of CUBE.



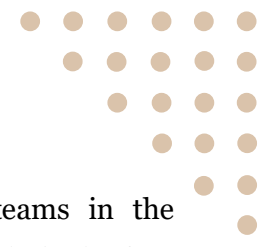
- 3.1.4. Teams are not allowed to contact the case companies or their employees and representatives, besides the official opportunities provided by the Organizers

### **3.2. Rounds**

- 3.2.1. The overall competition structure consists of five rounds: a Divisional Round for the Short Case and the Long Case each, and a Finals Round for the Preliminary Case, the Short Case and the Long Case each.
- 3.2.2. All teams will take part in the Divisional Rounds by creating a case solution for the Case Study during the Case Deliberation period and presenting it to the jury in their division.
- 3.2.3. All three cases have separate Finals Rounds, therefore, they have separate Champions and Runners-Up. Achieving a score or ranking in connection to one case does not influence the score or ranking achieved in connection to another case.
- 3.2.3.1. Finalists for the Preliminary Case will be selected by the jury before the Opening Ceremony.
- 3.2.3.2. Finalists for the Short Case and the Long Case will be selected by the jury after all presentations for the Divisional Round have concluded. Only one team in each division will advance to the Finals Round.
- 3.2.3.3. The Finalists of the Preliminary Case will be announced at the Opening Ceremony.
- 3.2.3.4. The Champions and Runners-Up of the Preliminary Case, the Short Case and the Long Case will be announced at the Closing Ceremony.

### **3.3. Divisions and order of presentation**

- 3.3.1. Teams will be placed into one out of four divisions consisting of four teams during the Divisional Rounds for the Short Case and the Long Case.
- 3.3.2. If teams are forced to withdraw from the competition due to extraordinary circumstances and no replacement team can be found, a division will continue with 3 teams.
- 3.3.2.1. In case of withdrawal prior to the competition, a random draw will decide which divisions will have fewer competing teams.
- 3.3.2.2. Ranking will start from top rankings regardless of which team of the division has dropped out.
- 3.3.3. Each division will have its separate jury to which the teams in the division will present their case solutions.
- 3.3.4. Divisions will not be created for the Preliminary Case, since the four Finalists will be selected from all submitted case solutions.
- 3.3.5. Divisions and presentation orders for the Short Case will be created in the following way, after the results of the Preliminary Case are announced:



- 3.3.5.1. Three tiers will be created based on the performance of teams in the Preliminary Case. Tier 1 will include the four Finalists, Tier 2 will include the four second best scoring teams and Tier 3 will include the rest of the teams.
- 3.3.5.2. First, all four Tier 1 teams will be randomly placed into different divisions. Second, all four Tier 2 teams will be placed the same way. Third, 2-2 Tier 3 teams will be randomly placed into the divisions too.
- 3.3.5.3. Once Tier 1 and Tier 2 teams have been placed into their divisions, they select their presentation time slot for the Short Case. After this, Tier 3 teams will pick their presentation time slot within the Divisional Round. The picking order of Tier 3 teams will be decided randomly with their division draws.
- 3.3.6. Divisions and presentation orders for the Long Case will be created in the following way:
  - 3.3.6.1. Four pots will be created based on geographic proximity of their home universities or colleges.
  - 3.3.6.2. Four divisions will be created randomly in a way that no two teams from the same pot end up in the same division.
  - 3.3.6.3. All teams will draw their time slots in the Divisional Rounds in random order.
- 3.4. Once the four Finalists are announced before the Finals Rounds for all three cases, the Finalists will draw their order of presentation in random order.

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## 4. Cases

### 4.1. Preliminary Case

- 4.1.1. The Case Study for the Preliminary Case will be sent to the teams 3 weeks (14<sup>th</sup> March) before the Opening Ceremony.
- 4.1.2. The Case Deliberation Period for the Preliminary Case will last for 2 weeks (ending at 23:59 CET 28<sup>th</sup> March) after the Case Study has been sent to the teams.
- 4.1.3. There are no divisions for the Preliminary Case. The jury of the preliminary case will select the 4 best solutions after reviewing all teams' solution.
- 4.1.4. The four Finalists will be announced at the Opening Ceremony.
- 4.1.5. The Finals Round consists of 25 minutes allocated for each Finalist. The Teams will have uninterrupted presentation time in the first 3 and the last 2 minutes. Between the 3<sup>rd</sup> and the 23<sup>rd</sup> minutes the jury can ask questions from the team any time they wish.
- 4.1.6. Time warnings during the Preliminary Case's presentation are indicated 22, 10, 3 and 2 minutes before the collective end of the presentation and Q&A.



4.1.7. The Champions and the Runners-Up will be announced at the Closing Ceremony after jury deliberation for the Finals Round of the Preliminary Case.

#### **4.2.Short Case**

4.2.1. The Case Study for the Short Case will be provided online to the teams at the beginning of the Case Deliberation period.

4.2.2. The Case Deliberation Period for the Short Case lasts for 7 hours. The teams will have a staggered start for the case-solving, with each team beginning at a different time to ensure a fair and organized competition and equal opportunities.

4.2.3. The Divisional Round and Finals Round both consist of a 10-minute-long presentation followed by a 10-minute-long Q&A session.

4.2.4. Time warnings during the Short Case's presentation are indicated 5, 2 and 1 minutes before the end of the presentation or Q&A, respectively.

4.2.5. The four Finalists will be announced immediately before the Finals Round for the Short Case.

4.2.6. The Champions and the Runners-Up will be announced at the Closing Ceremony.

#### **4.3.Long Case**

4.3.1. The Case Study for the Long Case will be provided to the teams online at the beginning of the Case Deliberation period.

4.3.2. The Case Deliberation Period for the Long Case lasts for 24 hours. The teams will have a staggered start for the case-solving, with each team beginning at a different time to ensure a fair and organized competition and equal opportunities.

4.3.3. Case Deliberation takes place inside one of each teams' hotel rooms selected as the Deliberation Room.

4.3.4. The Divisional Round and Finals Round both consist of a 15-minute-long presentation followed by a 15-minute-long Q&A session.

4.3.5. Time warnings during the Long Case's presentation are indicated 5, 2 and 1 minutes before the end of the presentation or Q&A, respectively.

4.3.6. The four Finalists will be announced immediately before the Finals Round for the Long Case.

4.3.7. The Champions and the Runners-Up will be announced at the Closing Ceremony.

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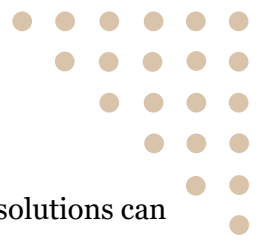
## **5. Case Deliberation**

5.1. All activities related to Case Deliberation have to take place within the allocated time window and at the place assigned to the team for Case Deliberation.



- 5.1.1. The Case Study for the **Preliminary Case** will be sent to the participating teams three weeks before the Opening Ceremony. The Case Deliberation period will last two weeks and end one week before the Opening Ceremony. All Case Solution materials must be submitted in the way outlined below before this deadline.
- 5.1.2. The **Short Case** has a 7-hour-long Case Deliberation period which will take place during the competition.
- 5.1.3. The **Long Case** has a 24-hour-long Case Deliberation period which will take place during the competition.
- 5.2. During Case Deliberation, teams may leave their Deliberation Rooms for a break if they are supervised by their Buddy or a member of the Organizing Committee during this period.
- 5.2.1. Teams must notify their Buddy or their contact person about a break before it begins and wait for their arrival to leave their Deliberation Rooms. (organizers and buddies on duty will be present and their contacts will be shared with the teams)
- 5.2.2. Discussion about the Case Solution may continue during this period outside the Deliberation Room if members of other teams or Faculty Advisors are not able to overhear the discussion, however, this is not encouraged as breaking this rule can lead to severe penalties.
- 5.3. Team members are not allowed to communicate in any way with anybody (including their Faculty Advisor) once the Case Deliberation period begins except for members of their team and their assigned contact person or Buddy. The purpose of this exception is to allow team members to (1) notify the organizers if they wish to leave their assigned Deliberation Room for some time; (2) notify the organizers if a personal, medical, technical or some other emergency happens; (3) ask about details concerning the competition; (4) communicate their needs in terms of breaks, materials or food and beverages.
- 5.3.1. If a team does not advance to the Finals Round, Rule 5.3 no longer applies once this fact is announced.
- 5.3.2. If a team advances to the Finals Round, Rule 5.3 stays in effect until the conclusion of the team's presentation in the Finals Round.
- 5.4. Participants may use the following materials to conduct research and create their Case Solution materials: the Case Study (provided at the beginning of the Case Deliberation period); whiteboards or smartboards, flipcharts, scrap paper, pencils, pens, highlighters, markers, textbooks, notes, smartphones, tablets, desktops and notebooks.
- 5.4.1. Teams are allowed to access and use online resources; however, in the spirit of fair play, we kindly ask all teams to access and use open access documents and information. Therefore, subscription-based services and internal university databases are not to be used. This rule only applies to sources of information, therefore licensed software can be used for the creation of the Case Solution (e.g., collaboration tools, office software,





cloud solutions). Concerning the use of AI, this means that open access AI solutions can be used, but premium services cannot be used.

5.4.2. Additional flipcharts, markers, pens, and pencils will be provided by the organizers if needed.

5.4.3. The usage of prepared presentation decks and templates is allowed to maximize the quality of the Case Solutions.

5.5. Participants will be provided with food and beverages during Case Deliberation, but they can also consume the food and beverages they brought to the Deliberation Room.

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## 6. Case Submission

6.1. Case Solution materials must be submitted online by the deadlines specific to the Cases.

6.1.1. Case Solution materials for the Preliminary Case must be submitted 1 week (23:59 CET 28th March) before the Opening Ceremony at the latest.

6.1.2. Case Solution materials for the Short Case must be submitted 7 hours after the beginning of the team's Case Deliberation Period at the latest – the exact deadline will be provided for each team after the division draws at the opening ceremony, as the presentations will have a staggered release.

6.1.3. Case Solution materials for the Long Case must be submitted 24 hours after the beginning of the team's Case Deliberation Period at the latest – the exact deadline will be provided for each team after the division draws at the opening ceremony, as the presentations will have a staggered release.

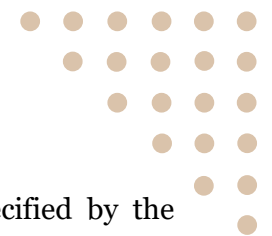
6.1.4. Late submission of Case Solutions is strictly prohibited. If a Case Solution is submitted late, the team at fault will receive a penalty decided by the Competition Director (potentially consulting the Competition Committee).

6.2. All submitted Case Solution materials are considered final past the deadline. No modifications or resubmissions are allowed after the deadline.

6.2.1. Presentations cannot be modified between the Divisional Rounds and the Finals Rounds.

6.3. To ensure fairness and build the credibility of the solutions, we ask all teams to cite the information sources used during the creation of Case Solutions on the slide where the information was used, as the jury might consider it, when evaluating the solutions.

6.4. Each team has to submit three documents by the deadline at the end of the Deliberation Period: (1) a written executive summary in .pdf format; (2) a slide deck in .pdf format; (3) a slide deck in .pptx format.

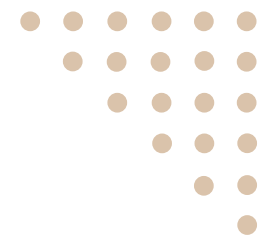


- 6.4.1. All three documents must be submitted on the online platform specified by the Organizing Committee.
- 6.4.2. The slide decks must contain page numbers and be in a widescreen (16:9) format.
- 6.4.3. There is no slide limit for any of the cases.
- 6.4.4. In the written executive summary, the team must provide a brief description of their Case Solution in 1 page.
  - 6.4.4.1. The executive summary may contain text, pictures, charts, figures, and tables.

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## 7. Case Presentation

- 7.1. Case Solutions will be presented by the competing teams in the Divisional Rounds and Finals Rounds at the presentation venue and in the time slot specified by the organizers.
- 7.2. The following people may be present in the presentation venue, apart from the presenting team:
  - 7.2.1. The members of the jury.
  - 7.2.2. The Room Managers are responsible for directing the events within the presentation venue.
  - 7.2.3. Buddies and other organizers.
  - 7.2.4. Faculty Advisors, who wish to be present are allowed.
  - 7.2.5. Participants, when allowed.
- 7.3. During the Divisional Round, teams are not allowed to see the presentation of other competing teams.
- 7.4. To ensure fairness and transparency, the Faculty Advisors are allowed to attend all presentations in the division of their team or in any other division. However, they cannot disturb the presentations by leaving or entering the presentation rooms outside the breaks.
- 7.5. Teams will be provided with at least 1 clicker in both the Divisional and Final Presentations and at least 2 microphones in the Final Presentations.
- 7.6. All participants and Faculty Advisors are allowed and expected to attend the presentations in the Finals Rounds for all three cases.
  - 7.6.1. The members of the Finalist teams are only allowed to attend the presentations of other teams during the Finals Rounds if those take place after their own presentation has concluded.
- 7.7. The presentation and the Q&A session both begin when the Room Manager indicates so. The Room Manager will indicate time warnings through signages before the end of the presentation and Q&A rounds. (see more details on the time warnings at 4.1.6., 4.2.4., 4.3.5.)



- 7.7.1. The time kept by the Room Managers in each venue is the official time.
- 7.7.2. Teams have to finish talking after the time warning indicated by the Room Manager. Should the team continue to speak, it is upon the Jury’s decision how they evaluate and sanction it.
- 7.7.3. In the event of a technical failure during the presentation or the Q&A, the Room Manager will stop the timer for up to five minutes and restart it once the problem is resolved. If the problem cannot be resolved within five minutes, the presenting team has to finish their presentation under the given circumstances.
- 7.8. The teams are not allowed to discuss the case, their own presentation, or other teams’ presentations with anyone until the Finalists are announced. The Finalists cannot discuss their or other teams’ solutions until they have concluded their presentation in the Finals Round.
- 7.9. Divisional Rounds will be followed up by a time allocated for jury deliberation. After jury deliberation is over the teams will be able listen to feedback from the jury.

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## 8. Scoring and Ranking

- 8.1. Jury members will have access to all the submitted Case Solution materials prior to the start of the oral presentations for the pre-case.
- 8.2. Case Solutions are judged and scored according to a score sheet, which participants will be able to access prior to the competition.
- 8.3. Jury members will receive a jury briefing that will include both a case briefing and a guideline on the evaluation of the cases. Jury members have to create a ranking of the teams in the Division and the Final Rounds in consensus. Besides this the jury will receive a briefing on the recommended evaluation criteria and weights, however it is only an orientation, as it is upon the jury members’ how they decide on the ranking of the teams. The recommended evaluation structure is the following:

Criteria	Weight
Presentation (when applicable)	10%
Analysis, insights, and development of alternatives	20%
Recommendations – Feasibility and creativity of recommendations	25%
Implementation	25%
Q&A	20%



- 8.4. The Finalists in the Finals Rounds will be able to become Case Champions and Runners-Up for each case.
- 8.5. The Competition Champion will be determined by the combination of the scores achieved during the competition using the following weights: Preliminary Case – 10 %; Short Case – 30%; Long Case – 60%. The team who achieves the overall highest score will be the Competition Champion of CUBE 2024.
- 8.5.1. If two or more teams get identical scores based on this calculation method, the team that had the highest score for the Long Case (in case of further tie, the Short Case) out of the teams in question will become the Competition Champion.

## **8.6. Scoring system**

### **8.6.1. Tier scoring (Preliminary Case)**

1<sup>st</sup> Tier: Advances to Finals

2<sup>nd</sup> Tier: 3 points

3<sup>rd</sup> Tier: 2 points

### **8.6.2. Divisional rounds (Short and Long Case):**

1<sup>st</sup> place in division: Advances to Finals

2<sup>nd</sup> place in division: 3 points

3<sup>rd</sup> place in division: 2 points

4<sup>th</sup> place in division: 1 point

### **8.6.3. Finals Rounds (applies to the Preliminary, the Short and the Long Case):**

1<sup>st</sup> place in case final: 7 points

2<sup>nd</sup> place in case final: 6 points

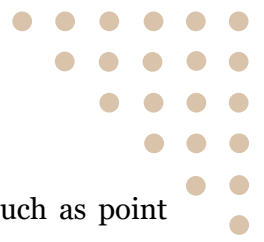
3<sup>rd</sup> place in case final: 5 points

4<sup>th</sup> place in case final: 4 points

## **8.7. Jury**

- 8.7.1. In the Divisional Rounds, a jury consisting of at least two members will judge the performances of the teams. Jury members can be corporate representatives, consultants, members of faculty, former competitors at case competitions, or others with relevant knowledge and experience.
- 8.7.2. In the Finals Rounds, a jury consisting of at least five members will judge the performances of the teams. Jury members can be corporate representatives, consultants, members of faculty, former competitors at case competitions, or others with relevant knowledge and experience.

## **8.8. Penalties**



8.8.1. Breaking the rules contained in this document will lead to penalties such as point reductions (see examples listed in Appendix 1). The point reduction appendix acts as a guideline for the evaluation, however, the rule-breakings would be investigated by the Competition Director (potentially consulting the Competition Committee) and can vary based on the circumstances. See further in 10. Conflict Management.

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## 9. Absence related rules

- 9.1. If a team or a team member is infected with COVID-19 once their Case Solution has been submitted, and they still wish to present their solution, the presentation will be conducted virtually, by streaming their presentation in the presentation venue.
- 9.1.1. It is not possible to have a hybrid presentation. Either the entire team must be present in-person, or they must present virtually. Teams can also present with only 3 members if it is needed and is agreed upon by the Competition Director.

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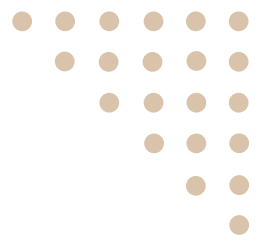
## 10. Conflict Management

- 10.1. The Competition is intended to provide a learning experience for the students, that will encourage fair competition, professionalism and interaction of our future business leaders, both amongst themselves and with our business community. The Rules and Guidelines are not fully comprehensive and situations may arise that have not been covered. It is the expectation of the Organizers that any issues or disputes will be resolved in the spirit of the Competition.
- 10.2. Any concerns or disputes regarding the implementation of these rules must be brought to the immediate attention of the Organizers. In cases not covered by the Rule Book, the Competition Director will make a decision. If necessary, the Competition Director will set up the Competition Committee to help settle potential disputes. The Competition Committee will consist of the Competition Director (i.e. Competition's Academic Director) and, depending on their availability, the participating teams' faculty advisors. The Competition Committee is a consultation forum with the purpose to explore the relevant considerations for extraordinary situations. However, please note that the decision of the Competition Director is final, and is not subject to review.

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## 11. Points of contact

- 11.1. **General information inquiry, questions of the programmes, competition week:**  
Bence Gál – Co-Lead of Competition Management



Zsanett Örsi – Co-Lead of Competition Management

[cube@uni-corvinus.hu](mailto:cube@uni-corvinus.hu)

**11.2. Regarding academic matters, Competition Committee questions and rulebook questions:**

Miklós Kozma – Academic Director and Competition Director

[miklos.kozma@uni-corvinus.hu](mailto:miklos.kozma@uni-corvinus.hu)

**11.3. Regarding project matters:**

Bence Pistrui – Project Manager

[bencelaszlo.pistrui@uni-corvinus.hu](mailto:bencelaszlo.pistrui@uni-corvinus.hu)



## Appendix 1: Point reductions

The exact penalties will be decided by the Competition Director (potentially consulting the Competition Committee), based on the specific circumstances of identified rule violations. The Competition Director will investigate the situation in detail that will be revealed to the Competition Committee in an anonymous way, to discuss the situation and agree upon the measures to be applied.

The following point deductions act as a guiding example, but as each situation is different, we aim to ensure fairness by investigating it thoroughly.

-50%	Using resources that are not allowed during the competition, especially during Case Deliberation.
-50%	Being in contact with Faculty Advisors and other participants except for team members, the team's assigned Buddy, designated contact person or emergency services when it is not allowed (between the beginning of Case Deliberation and when it is announced that the team will not advance into the Finals Round or the end of the team's presentation in the Finals Round).
-20%	Making a reference to the team's university or college, country, city, town or the team members personal information, using which the jury may find out which team's presentation or Case Solution material they see. Letting the public or the jury know which alias is used by which university's team.
-40%	Attending the presentation of other teams during the Divisional Round.
-30%	Submitting Case Solution materials in the wrong format, language or aspect ratio.
-10%/minute	Late submission of one or all Case Solution materials.
-30%/non-submitted document	Missing submission materials
Disqualification	Attaining knowledge about the contents of one or more of the Case Studies prior to the respective Case Deliberation period. Asking for or using outside help (may it be physical or digital).