



ICC@M

International Case Competition @ Maastricht (ICC@M)

“Where the crème de la crème of students from the world’s top business schools advise top businesses”

The International Case Competition @ Maastricht (ICC@M) is a prestigious international case competition organised by the Maastricht University School of Business and Economics (SBE). The first edition of ICC@M took place in 2010, it has existed for more than ten years now!

In general, case competitions create a stage for business talent and offer students a stimulating, high level and competitive learning environment. The challenge for the competitors - teams of four excellent undergraduate students - is to tackle selected business cases and to present their solutions and recommendations to judging panels consisting of academics and business executives.

It is not just the students who benefit though. ICC@M is also an excellent opportunity for businesses to get involved, given that sponsoring companies end up with top-tier consultancy advice that is ready for implementation. In fact, they do not just get one single solution, they get sixteen very viable options! Past companies include SABIC, Maasmechelen Village, Deutsche Post, Covestro, Rabobank, DHL Express, APG, Yask and Henkel



ICC@M

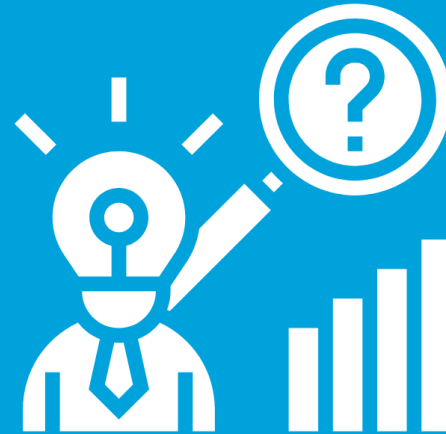
During ICC@M, 16 internationally recognized and accredited business schools will send their teams of four of their very best students to Maastricht. The teams will compete with each other on three challenging business cases, two of which lasting four hours and the final case lasting 12 hours. All cases address entrepreneurship, digitalisation, responsible leadership and/or sustainability as the main issues of today and tomorrow. Although many accredited international universities vie for a spot in ICC@M, which ranks among the 10 best case competitions in the world, only the very best get selected.



ICC@M involves:



Top talented bachelor's students from the most reputable business schools from all over the world.



Challenging business cases.



Judges from (inter)national academics and executives from the business world.

What is the format of ICC@M?

- **Case Company Release:** Case or company won't be released before the competition;
- **Number of teams:** 16 teams participate;
- **Organization:** Maastricht University School of Business and Economics;
- **Rules, e.g.: Time:** Two 4-hour cases and one 24-hour case;
- **Materials, Degree of access to expert advice:** Students are allowed to use the internet and external resources. However, they are not allowed to contact anyone or use any websites that require a log-in, like Intranet;
- **Deliverables:** Students have to prepare presentations of 20 minutes.



General info

- The competition is open to **students currently studying business at the undergraduate level**. Participants may not have started nor completed a master's degree in any field.
- Participants **cannot have participated in ICC@M in previous years**.
- Teams must **not reveal their university name** during their presentation but instead use a fictitious name.
- Each **set of judges** is comprised of company representatives such as CEO's, consultants and Heads of Divisions as well as academics in Business.

A typical ICC@M week for students

Sunday, 7 May	Monday, 8 May	Tuesday, 9 May	Wednesday, 10 May	Thursday, 11 May	Friday, 12 May	Saturday, 13 May
Arrival and check-in at the hotel	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
Opening Ceremony and Dinner	Case 1: 4-hour Case solving + Case Presentations + Winner announcements	Social Day	Case 2: 4-hour Case solving + Case Presentations + Winner announcements	Case 3: 24-hour Case solving/ Advisors Day	Case 3: 24-hour Case Presentations + Winner & Finalists Announcement	Check-out at the hotel and departure
Social Night	Free evening	Dinner	Free evening/Dinner for Social Media Challenge Winners	↓	Finals	
		Social Night			Closing Ceremony and Dinner	
					Closing Party	

Case companies of ICC@M 2018, 2019, 2021 and 2022

	2018	2019	2021	2022
Short case companies	 	 		 
Long case companies				

Participants ICC@M 2023

- ▶ Babeş-Bolyai University, Faculty of Economics and Business Administration, Romania
- ▶ Concordia University, John Molson School of Business, Canada
- ▶ Copenhagen Business School, Denmark
- ▶ Georgetown University, USA
- ▶ Maastricht University School of Business and Economics, The Netherlands
- ▶ Nanyang Technological University (NTU) - Nanyang Business School, Singapore
- ▶ Queensland University of Technology, QUT Business School, Australia
- ▶ Rotterdam School of Management, Erasmus University, The Netherlands
- ▶ Singapore Management University (SMU) - Lee Kong Chian School of Business, Singapore
- ▶ The Hong Kong University of Science and Technology, Hong Kong
- ▶ University of Alberta - Alberta School of Business, Canada
- ▶ University of British Columbia, Sauder School of Business, Canada
- ▶ University of Florida, Heavener School of Business, USA
- ▶ University of Montréal, HEC Montréal, Canada
- ▶ University of New South Wales Sydney - UNSW Business School, Australia
- ▶ Aarhus University, Denmark / University of St. Gallen, School of Management and Economics, Switzerland



What ICC@M offers your company



The opportunity to have the crème de la crème of top talented students from all over the world work on your business challenge



Networking opportunities with top-talented students and international staff



The opportunity to enhance your corporate image and brand as potential employer of business graduates



The opportunity to truly be part of the competition, given that four of your staff will be member of the judging panels



The chance to have your particular business challenge optimally formulated



The opportunity to have top academic writers design your specific case

What do we expect from you?

- Think of a **challenging business case**;
- **Provide case material** to the case writing team;
- **Fully support the case writing team** in (video)conference calls and/or subsequent email exchanges;
- **Read the different concept versions** of the case and approve the final version;
- Delegate at least **four judges on the day of your case**.

What will you get in exchange?

- You will get a **case writing team** consisting of former SBE case competition students that worked on many cases themselves and are now working or doing a Master.
- You will receive a **copy of the written case**, formulated by the SBE case writing team and edited by an editor.
- You will receive **sixteen recommendations** and advice from international top talented bachelor's student teams (PowerPoint files and video recordings), to be judged by the Company judges.

How to get involved?

- You can decide to have your business challenge covered in a **4-hour case**, for a mere **EUR 6,000**.
- You may also want it to be the main **24-hour case**, for a fee of **EUR 12,000**.



Ready to take part? Want to know more?

It is astonishing to see what young, fresh minds can accomplish in 24, or even just 4 hours!

Interested? Contact us via:

Sabine Nievalstein

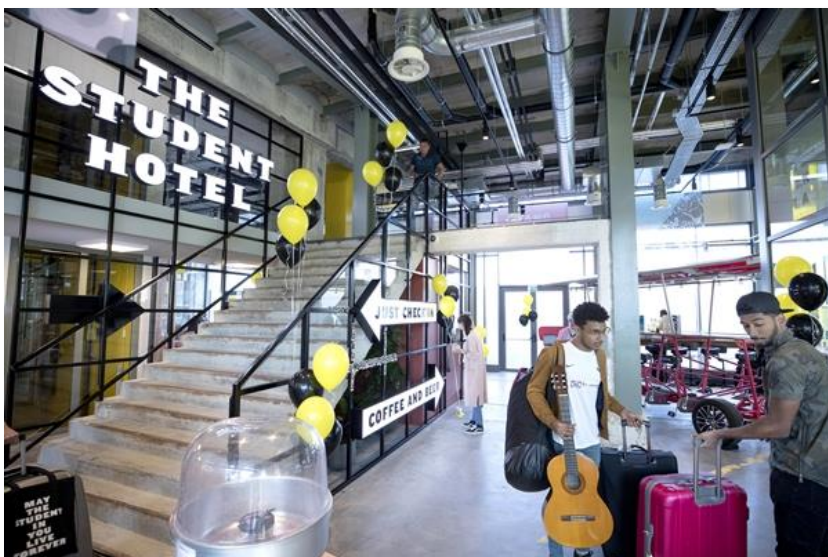
Academic Director ICC@M

s.nievalstein@maastrichtuniversity.nl



Further info: Accommodation

Both students and advisors will stay in [The Social Hub in Maastricht](#). There, the students will work on the cases. They will come to SBE for the presentations.



Further info: Champions Trophy Case Competition

Since its inception in 2008, the Champions Trophy Case Competition (kind of UEFA Champions League) attracts top performing undergraduate case competition universities from all over the world for a week-long event in Auckland, New Zealand.

The following procedure is used to determine eligibility for the University of Auckland Champions Trophy Case Competition:

- The winning teams from 10 selected competitions will be invited first and are guaranteed invitations. These selected competitions change every year and the list of competitions is created based on the results of a survey sent by the organizers of the Champions Trophy.
- Qualifying events for Champions' Trophy 2024:

Australian Undergraduate Business Case Challenge, University of New South Wales, Australia
CBS Case Competition, Copenhagen Business School, Denmark
Champions' Trophy, University of Auckland, New Zealand
Chulalongkorn International Business Case Competition, Chulalongkorn University, Thailand
Heavener International Case Competition, University of Florida, USA
HKUST International Case Competition, Hong Kong University of Science and Technology, Hong Kong
International Case Competition@Maastricht, Maastricht University, Netherlands
John Molson Undergraduate Case Competition, Concordia University, Canada
Marshall International Case Competition, University of Southern California, USA
Thammasat Undergraduate Business Challenge, Thammasat University, Thailand

