



# Maastricht University



## International Case Competition @ Maastricht

### Information for Businesses

[www.icc-maastricht.nl](http://www.icc-maastricht.nl)



# INTERNATIONAL CASE COMPETITION

@ MAASTRICHT

“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 each year by the Maastricht University School of Business and Economics (SBE) in cooperation with SBE’s Study Association SCOPE. 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, Rabobank, DHL Express, and Henkel.



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 24 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.



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



Challenging business cases.



## The format of ICC@M

- » **Case Company Release:** Cases and companies won't be released before the competition.
- » **Number of teams:** 16 teams participate.
- » **Organization:** Maastricht University School of Business and Economics and study association SCOPE Maastricht.
- » **Rules, e.g Time:** Two four-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.

## A typical ICC@M week for students



## 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 others have said

**Ton Koenders, SABIC Director Sales Americas:**

" It was a great experience to reside in such a vibrant surrounding during ICC@M. Young unbiased people looking into things we might have tried years ago make you realize the world has changed. It is a perfect way for companies to connect with students and possible future talent. "

**Konrad Hellmann, Sales Director SABIC:**

" ICC@M has been a great event and really impressed me. My expectations were more than exceeded, great energy level, great talent, inspiring event and networking opportunity! "



# HOW CAN YOU GET INVOLVED?

- » You can decide to have your business challenge covered in a **four-hour case**, for a mere **EUR 5,000**.
- » You may also want it to be the **main 24-hour case**, for a fee of **EUR 10,000**.

## What do we expect from you?

To make your participation a success, we ask you to:

- » 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;
- » Delegate at least four judges on the day of your case.

## What you will get in exchange

- » You will receive 16 recommendations and advice from international top talented bachelor's student teams (PowerPoint files and video recordings), to be judged by the company judges.
- » You will receive a copy of the written case, formulated by the SBE case writing team.

## 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

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