MBA Supply Chain Case Competition
Center for Supply Chain Management
February 1, 2013
1:00 – 4:00 p.m.
Room 921, One Washington Park

Objectives

- Provide an opportunity for MBA students to demonstrate their skills in analyzing a real-world supply chain management case.
- Provide a chance for sponsoring companies of the Rutgers Center for Supply Chain Management to get to know top talent from RBS.

The Schedule

The case competition will take place on Friday, February 1, in room 921 of One Washington Park, from 1:00 – 4:00 p.m. An informal lunch with the judges will begin at 12:15 p.m. The competition is open to RBS MBA students from all concentrations, including full-time, part-time, 1st and 2nd year MBA students. Students must form into teams.

The deadline for registration is January 18, 2013, via email to the Rutgers Center for Supply Chain Management at cscm@business.rutgers.edu. The email must include the full name and email address of each team member. A maximum of five teams will be permitted to participate and will be admitted by order of registration.

The case will be distributed on January 25, 2013.

The Case

The case will illustrate important business issues faced by today’s industries. By analyzing the data in the case, the student teams will identify the key issues in the company’s supply chain and operations, point out how these issues are related to the company’s bottom line and business goals, and develop concrete suggestions and action plans to better design and manage the company’s operations.

Competition Format

- Each team will consist of four members.
- Once the team receives the written case, coaching by faculty members or content experts is expressly prohibited. Teams will be on the honor system.
Each team has 25 total minutes (including Q&A) during the competition. Presentations will be timed and stopped after 20 minutes to allow 5 minutes for Q&A.

Each team member must present.

Teams must use PowerPoint presentations. Each team must bring its presentation to the competition on a USB memory stick to be loaded onto a Rutgers-provided computer.

Teams may observe other teams’ presentations only after they have presented. The order of presentation will be determined at random on the day of competition.

Professional attire is required.

An informal lunch with the judges will precede the competition.

The Judging Process

The judging committee will consist of faculty and industry leaders affiliated with the Center for Supply Chain Management.

The judging criteria will focus on the following three areas: analysis, recommendation and presentation. In particular,

- Identification of key business issues
- Thoroughness of analysis
- Feasibility of solutions
- Poise and presentation
- Articulation of ideas

Prizes

- $500 will be awarded to the winning team.
- $200 will be awarded to the individual student selected by the judges as the top performer.
- The judges’ selections will be final.
- The winning team will participate in Rutgers Business School’s regional case competition to take place April 5, 2013. Schools that have participated at this competition in the past include Lehigh, NYU, Penn State, NJIT, Syracuse, U. of Delaware, and U. of Maryland.

Contact Information and Questions

Julie Oka: julie.oka@gmail.com
Miryam Shapiro: miryamshapiro@gmail.com
The Rutgers Center for Supply Chain Management: cscm@business.rutgers.edu