

SCHOOL OF ECONOMICS &
BUSINESS

2025

UNIVERSITY OF NAVARRA
INTERNATIONAL
CASE COMPETITION

UNIC00'25

RULES & GUIDELINES



Universidad
de Navarra

SCHOOL OF
ECONOMICS
& BUSINESS

TABLE OF CONTENT

SECTION 1: OVERVIEW	3
SECTION 2: GENERAL RULES	3
2.1. Team members	3
2.2. Cases and preparation time	4
2.3. Presentations	5
2.4. Case evaluation	6
SECTION 3 : THE 3-HOUR CASES	7
3.1. Allowed materials	7
3.3. Slide collection	8
3.4. Presentation	8
3.5. Scores	10
SECTION 4: THE 12-HOUR CASE	10
4.1. Allowed materials	10
4.2. Preparation room and external communication	10
4.3. Slide collection	11
4.4. Presentation	11
4.5. Scores	12
SECTION 5: THE FINAL	13
5.1. Structure	13
5.2. External communications	13
SECTION 6: JUDGING PANEL	13
6.1. Selection criteria	13
6.2. Panel	14
6.3. Decisions	14
6.4. Feedback session	14
SECTION 7: PENALTIES & NON-COMPLIANCE	15
7.1. Rule infringement	15
7.2. Penalties	15
7.3. Specific penalties	16
SECTION 8: USE OF CONTENT & HONOR CODE	16
8.1. Image rights	16
8.2. Academic purposes	17

SECTION 1: OVERVIEW

The following rules shall govern the University of Navarra International Case Competition (UNICC). They are, therefore, mandatory. The representatives from each competing university are expected to familiarize themselves with these rules and guidelines, by reading, understanding and abiding by them in the spirit of the competition.

SECTION 2: GENERAL RULES

2.1. TEAM MEMBERS

2.1.1. All competitors must be enrolled as full-time or part-time undergraduate students in their university.

2.1.2. Delegates must not have participated in any prior edition of the UNICC.

2.1.3. Delegates should not be enrolled in a Graduate/Master's program in any field at the time of the competition.

2.1.4. All participants must be 26 years old or less under the first day of the competition.

2.1.5. Teams are limited to four (4) undergraduate students.

2.1.6. Any change in the composition of the teams is prohibited after the start of the first case.

2.1.7. Alternatives or substitutes would be allowed in extreme circumstances. The Organizing Committee must be informed of any changes in team structure prior to the competition.

2.1.8. The students must be accompanied by a faculty advisor (coach).

2.1.9. The teams will compete in 4 different divisions, with 4 teams in each division.

2.2. CASES AND PREPARATION TIME

2.2.1. The competition shall consist of three stages:

1. Preliminary round: 2-Day Round (3-hour cases)
2. The 12-Hour Case
3. The Final

2.2.2. The cases will be selected by the Organizing Committee and the School of Economics and Business of the University of Navarra.

These cases are multidisciplinary, and can include finance, accounting, marketing, human resources, strategy, business ethics, sustainability, policy & international affairs subjects.

2.2.3. For each of the three cases, the teams will have to analyze the case, prepare their recommendations, and create a deck to support their solutions. Once completed, they will be asked to present their strategy to the judging panel in order to be evaluated. No written analysis is required in any round.

2.2.4. Teams are limited to one laptop per person and must bring their own devices. Only external keyboards and mice are allowed.

Four copies of the case study (in English) will be handed-in at the beginning of each round. The teams will have a preparation room with chalkboards and/or whiteboards. The Committee will provide them with scrap paper, pencils, pens, highlighters, markers, etc.

Presentations will be projected and submitted using only Microsoft Office 2019 Professional or PDF, therefore it is recommended to use this format during the competition, taking into account any possible changes that

might occur when formatting. Screen resolution of the projectors will be of 4:3. The use of audio features is permitted.

2.2.5. Participants are allowed to work as a team via SharePoint, but no help from the outside is allowed. External communication in any way is strictly prohibited. UNICC reserves the right to make random visits for quick checks during the case preparation to make sure that this rule is followed.

2.2.6. Only laptops will be allowed into the preparation room. All other materials are not allowed including cellular phones, smartwatches, tablets, or any other device that can facilitate external contact. If an external device other than the team's personal laptop is to be found, the team will be penalized with disqualification from that round.

2.3. PRESENTATIONS

2.3.1. The teams will compete in four different divisions, randomly set in the Opening Ceremony.

2.3.2. Delegates cannot disclose their home university during the presentation, nor use any logos, emblems or any information linked to their home university.

2.3.3. After the prep time, each team will present their proposal without any interruption for a maximum time of 15 minutes on both the 3-Hour Cases and the 12-Hour Case. Right after each presentation, the judges will have time for a Q&A session. The duration of each of these periods will be of 10 min for the 3-Hour Cases and of 15 min for the 12-Hour Case.

2.3.4. All delegates must intervene during the presentation. All the members don't need to intervene in the Q&A session.

2.3.5. Teams will not be allowed to attend other teams' presentations from the same division, but it is possible to attend the presentations hosted in a different division. Advisors and non-participants can attend any presentation.

Any team that is not participating in the final stage will be able to watch the presentations of the final round. The finalists who have already presented their solutions will be able to watch the next finalists' presentations.

No entry or exit will be permitted during the presentation. No videos, photos or voice recording will be allowed, neither during the 3-Hour nor the 12-Hour Case presentations. Only the Organizing Committee and Staff can record the session and take pictures, which will be provided later to the teams.

2.4. CASE EVALUATION

2.4.1. The teams will be judged according to their ability to present their facts and findings in a well-thought and technically sound performance, as well as their ability to articulate and deliver their message to the audience. The scoring will also take into account the team's ability to coherently respond to the questions and comments posed by the judges.

2.4.2. In the 3-Hour Cases the judges will distribute 4, 6, 8 and 10 points for the teams competing in each division.

In the 12-Hour Case, the judges will distribute 8, 12, 16 and 20 points in each division.

The University with the highest cumulative score in each of the divisions after the Preliminary Round and the 12-Hour Case will be named the divisional winner and will advance to the Final.

If two teams have the same score after the 3-Hour and 12-Hour cases, the tie will be resolved in favor of the team who had a higher score in the 12-Hour Case.

2.4.3. A scoring rubric will be provided to the coaches at the beginning of the competition. The scoring rubric will serve as a guide for the judges' evaluation. The ranking will thus be based on the judges' evaluation of the teams' proposal as a whole.

SECTION 3 : THE 3-HOUR CASES

3.1. ALLOWED MATERIALS

3.1.1. During the 3-Hour Cases, the teams will be able to use up to 4 personal laptops. Teams will be authorized to use pre-made templates.

During the 3-Hour cases, access to the Internet will be permitted. Financial calculators and all other electronic devices apart from the team's personal laptop are not allowed. For more information refer to point 2.2.6

3.1.2. The teams are allowed to use any templates, Internet websites, databases, and other available resources. The use of chat GPT or any other AI tool is permitted.

3.2. WORKROOM AND EXTERNAL COMMUNICATION

3.2.1. Each team will be assigned a workroom at the university for the preparation of the presentations.

3.2.2. Any outside communication is strictly prohibited. Teams will not be allowed to use their cell phones, which will be put aside by the team's

ambassador and returned after the oral presentation. Team members are not allowed to communicate with their coach before presenting. Teams will be supervised by their ambassadors or any UNICC member, who will be inside the workroom during the whole preparation time.

3.2.3. The delegates are not allowed to access ANY website or external hard drives that may give access to external communication at any point. The delegates must clean the browser history before the beginning of the preparation time. Browser history may not be erased under any circumstance at any point during preparation time. Internet usage will be monitored at the end of the preparation.

When in doubt, the teams are urged to communicate with the Organizing Committee through their Team Ambassador if clarification of rules is needed.

3.2.4. Teams cannot ask the Organization about any facts related to the case, except if there is a clear mistake or incoherence in the case file.

Any changes will be immediately communicated to the other teams.

3.3. SLIDE COLLECTION

3.3.1 The presentation will be submitted by the teams into a designated drive folder provided by the organization before the end of the allotted time period. The drive will have its access blocked for any other account rather than the one provided by the organization. Participants with access may use the drive throughout the preparation phase. The final version of the presentation must be uploaded to the 'Final Version' folder within the designated drive.

If any problem were to occur during the upload of the file, communicate it to the ambassador and send the file to the UNICC mail. All teams will receive a USB; teams will be able to use it to save their presentations as an alternative method if the drive fails.

3.3.2 Either the runners/ambassadors will be present during the final minutes of each preparation period for the cases to ensure no changes are made after the time has passed, and to verify timely submission. It is the responsibility of teams to ensure that their presentation is uploaded before the time expiration and placed into the correct folder.

3.3.3. The presentations will be projected in the Presentation Room, and be accessible to the judges on the electronic tablets provided by the Organization. The Judging Panel will use them as a guideline to follow the PowerPoint presentations.

3.4. PRESENTATION

3.4.1. The teams will have a maximum of 15 minutes to present their solutions to the Judging Panel.

3.4.2. During presentations, time warnings will be displayed at the -10 minute, -5 minute, -2 minute, -1 minute and -30 seconds marks. Teams will not be allowed to continue their presentation after the time has expired.

3.4.3. During the 3-Hour Cases, the Q&A session will last up to 10 minutes. Time will also be controlled in this part: time warnings will be displayed at the -5 minute, -2 minute, -1 minute and -30 seconds marks. The teams will not be allowed to continue their answers after the time has expired.

3.4.4. The teams are not allowed to give to the judges any document that was not included in the PowerPoint. Only the slides previously collected by their runner will be made accessible for the judges.

3.4.5. In the Q&A session, the teams will be allowed to show the backup slides that have not been shown during their presentation in order to answer the Judges' questions. However, note that such slides shall be placed after the last slide of their original Power Point presentation and clearly shown as supplementary material.

3.4.6. During the Q&A session, the judges will ask any questions they consider relevant to the team's presentation.

3.4.7. Oral feedback will be provided once all teams have presented. Only the delegates and their coach are invited to the feedback session. Throughout the day, written feedback will be provided via email to their coach.

3.4.8. Teams will be provided with a remote “clicker” to navigate their PowerPoint.

3.4.9. All the presentations must be exclusively held in English.

3.5. SCORES

3.5.1. In the 3-Hour Cases the judges will distribute 4, 6, 8 and 10 points for the teams competing in each division.

3.5.2. The scores will be sent to the coaches at the end of the day via email. They will also be published in UNICC official social media accounts.

SECTION 4: THE 12-HOUR CASE

4.1. ALLOWED MATERIALS

4.1.1. The teams will have to use their own personal laptops to prepare their proposals. Teams will be authorized to use pre-made templates. Laptops will not be provided by the Organization.

During the 12-Hour case, access to the Internet will be permitted and will be provided by the hotel.

4.1.2. The teams are allowed to use any templates, Internet websites, databases, and other available resources. The use of chat GPT or any other AI tool is permitted.

4.2. PREPARATION ROOM AND EXTERNAL COMMUNICATION

4.2.1. Each team will prepare the case in their respective hotel room. They will not be able to prepare the case at the University.

4.2.2. The teams will not be able to communicate with non-team members, including their coach.

The delegates that do not advance to the Finals can only communicate with the coach after the finalists are announced on Friday.

The Finalists won't be able to communicate with their coach until they finish their final presentation.

4.2.3. The delegates cannot ask the Organization any fact related to the case, except if there is a clear error or incoherent information.

Any changes will be immediately communicated to the other teams.

4.3. SLIDE COLLECTION

4.3.1 The presentation will be submitted by the teams into a designated drive folder provided by the organization before the end of the allotted time period. The drive will have its access blocked for any other account rather than the one provided by the organization. Participants with access may use the drive throughout the preparation phase. The final version of the presentation must be uploaded to the 'Final Version' folder within the designated drive.

If any problem were to occur during the upload of the file, communicate it to the ambassador and send the file to the UNICC mail. All team will receive a USB; teams will be able to use it to save their presentations as an alternative method if drives fail.

4.3.2. Either the runners/ambassadors will be present during the final minutes of each preparation period for the case to ensure no changes are made after the time has passed, and to verify timely submission. It is the responsibility of teams to ensure that their presentation is uploaded prior the expiration of the allowed time and into the correct folder.

4.3.3. The presentations will be projected in the Presentation Room, and be accessible to the judges on the electronic tablets provided by the Organization. The Judging Panel will use them as a guideline to follow the PowerPoint presentations.

4.4. PRESENTATION

4.4.1. The teams will have 15 minutes to present their solutions to the Judge's Panel.

4.4.2. During presentation time, warnings will be displayed at the -10 minute, -5 minute, -2 minute, -1 minute and -30 seconds marks. The teams will not be allowed to continue their presentation after time has expired.

4.4.3. The Q&A session will last up to 15 minutes. Time will also be controlled, and warnings will be displayed at the -5 minute, -2 minute, -1 minute and -30 seconds marks. Teams will not be allowed to continue their answers after the time has expired.

4.4.4. In the Q&A session, the teams will be allowed to show any backup slides that have not been shown during their presentation in order to answer the judges' questions and support their solutions. However, note that such slides will have to be placed after the last slide of their original PowerPoint presentation and clearly marked as supplementary material.

4.4.5. The teams are not allowed to give any document that was not included in the PowerPoint to the judges. Only the slides that were uploaded will be accessible for the judges.

4.4.6. During the Q&A session, the judges will ask any questions they consider relevant to the team's presentation.

4.4.7. There will be no oral feedback for the 12 hour cases. Teams will not be allowed to get feedback from their coaches until the finalists are announced.

4.4.8. Between the 12-Hour presentations and the Final Round, no interaction between the team and their academic advisor, or anyone that is not part of the committee or the ambassador will be allowed.

4.5. SCORES

4.5.1. In the 12-Hour Case, the judges will distribute 8, 12, 16 and 20 points in each division.

4.5.2. After each stage, the scores will be sent through email to the coaches and shared on the official social accounts of the competition.

SECTION 5: THE FINAL

5.1. STRUCTURE

5.1.1. The structure and rules for this Final Round are identical to that of the 12-hour case presentations.

5.1.2. The teams that advance to the Final Round will use the same presentation of the 12-Hour Case. Changes in the original PowerPoint will not be allowed.

5.1.3. The presentation's order will be determined by a draw.

5.2. EXTERNAL COMMUNICATIONS

5.2.1. Between the 12-Hour presentations and the Final Round, no interaction between the team and their academic advisor, or anyone who is not part of the Committee or the ambassador will be allowed.

5.2.2. The finalists will wait with their ambassador, until they are called to present, with no outside communication allowed.

SECTION 6: JUDGING PANEL

6.1. SELECTION CRITERIA

6.1.1. The composition of the judging panels is the sole responsibility of the Organizing Committee. All the judges must be approved by the Board of Directors and shall not be disclosed to any team participating.

6.1.2. The selection will be based on their outstanding professional and/or academic background.

6.2. PANEL

6.2.1. For both 3-hour cases and the 12-hour case presentations, there will be a Judge's Panel consisting of at least 3 judges per division.

6.2.2. During the Final Round, the Judge's Panel will be composed of a number of judges from the morning presentations as well as new ones.

6.3. DECISIONS

6.3.1. The final decision of the Judging Panel will be made after the deliberation of all the members, who will try to reach a consensus. Should a judge need to excuse him or herself from their duties due to emergency circumstances before having evaluated all teams, the weight of evaluation given by this judge will be eliminated for previously evaluated teams and be redistributed evenly to the remaining judges on the panel.

6.3.2. The panel's decision is final and cannot be contested.

6.4. FEEDBACK SESSION

6.4.1. Once a decision is made, the judges will provide feedback to the competing teams. Each team will have a total of 10 minutes with the panel.

6.4.2. Only the delegates and their coach are invited to the feedback session for their division. The final scores will be publicly shared at the end of each day.

SECTION 7: PENALTIES & NON-COMPLIANCE

7.1. RULE INFRINGEMENT

7.1.1. Non-compliance with any of these rules or failure to comply with requirements from the Organizing Committee will have a penalty, deemed appropriate, including but not limited to: loss of points, disqualification from the competition, and reduction of presentation time.

7.1.2. If any member of the Organization, a team member or a team advisor should notice any infringement of these rules, he or she must inform the Organizing Committee about it.

7.2. PENALTIES

7.2.1. After receiving any claim, the Organizing Committee will meet to discuss the infringement of the rules and the corresponding penalty.

7.2.2. Any doubts regarding the interpretation or the application of these rules will be addressed to the Organizing Committee, who will

communicate their response to all team advisors as soon as they have deliberated about them.

7.3. SPECIFIC PENALTIES

INFRACTION	PRELIMINARY ROUNDS	12 HOUR CASE AND FINAL
Communicating with an external party (i.e. anyone who isn't part of your team) during the preparation time	Disqualification	Disqualification
Disclose the name of the school at any point during the presentation	3 points	6 points
Watching an opposing team's presentation from same division	3 points	6 points
Not letting all team members speak during the presentation	3 points	6 points
Erasing browser history on computers during the preparation	3 points	6 points

SECTION 8: HONOR CODE & USE OF CONTENT

8.1. HONOR CODE FOR PARTICIPANTS IN THE COMPETITION

We believe that integrity and fair play are fundamental values in any competition. Therefore, we ask that all participants in this competition adhere to the following honor code:

8.1.1. Compete with integrity: Participants are expected to compete with honesty, fairness, and sportsmanship. Cheating, plagiarism, or any other form of unethical behavior will not be tolerated.

8.1.2. Respect others: Participants are expected to treat their fellow competitors, judges, and organizers with respect and dignity. Harassment or discrimination of any kind will not be tolerated.

8.1.3. Follow the rules: Participants are expected to follow all the rules and guidelines set forth by the competition. Any attempt to circumvent or manipulate the rules will not be tolerated.

8.1.4. Report violations: Participants are encouraged to report any violations of the honor code to the competition organizers. Reports will be investigated and appropriate action will be taken.

8.1.. Accept responsibility: Participants are expected to take full responsibility for their actions and decisions during the competition. Any violations of the honor code may result in disqualification, forfeiture of prizes, or other consequences as deemed appropriate by the **organizers**.

By agreeing to participate in this competition, you are acknowledging your commitment to this honor code. We believe that by upholding these values, we can create a fair and enjoyable competition for all participants.

8.2. IMAGE RIGHTS

8.1.1. The presentations will be recorded for academic purposes.

8.1.2. By participating in UNICC each delegate authorizes the School of Economics and Business of the University of Navarra and UNICC to publish or stream any photographs or videos taken. They can be used in printed content, online and video materials, as well as other University publications.

8.1.3. The copies of the PowerPoint files and their recorded presentations, provided or obtained by UNICC Organizers, will become property of UNICC and may be used for teaching purposes.

8.1.4. No part of this case competition will be taken from other people's work without giving them credit. All references will be clearly cited.

UNICC'25

Follow us online



Follow UNICC on Instagram
[instagram.com/uniccofficial](https://www.instagram.com/uniccofficial)



Follow UNICC on LinkedIn
[Linkedin.com/university-of-navarra-international-case-competition](https://www.linkedin.com/company/university-of-navarra-international-case-competition)



Follow UNICC online
unav.edu/web/unicc