



# ICC@M

International Case Competition @ Maastricht



# 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 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.*



*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, 12 May	Monday, 13 May	Tuesday, 14 May	Wednesday, 15 May	Thursday, 16 May	Friday, 17 May	Saturday, 18 May
Arrival and check-in at the hotel	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
Opening Ceremony and Dinner	Social day	Case 1: 4-hour Case solving + Case Presentations + Winner announcements	Case 2: 4-hour Case solving + Case Presentations + Winner announcements	Case 3: 24-hour Case solving/ Advisors morning	Case 3: 24-hour Case Presentations + Winner & Finalists Announcement	Check-out at the hotel and departure
Social Night	Dinner	Free evening	Free evening/Dinner for Social Media Challenge Winners	Advisors dinner	Finals	
	Social night				Closing Ceremony and Dinner	
					Closing Party	

# A typical 4-hour case day for a judge

(preliminary schedule)

- ▶ The briefing starts at 12:00 at Maastricht University School of Business and Economics. During the briefing, some information about ICC@M will be provided, the case writers will present the case, the procedure will be explained, there will be time to ask questions and you will meet the other judges. You will be in a judging panel with three judges: a representative of the case company (you), an external business executive/consultant and an academic in business working at our School.
- ▶ The first presentation will start at 13:30. A presentation lasts for 20 minutes and will be followed by a 10-minute Q&A session. In total you will see four presentations.
- ▶ The last presentation ends at 16:00.
- ▶ After the last presentation, you will have time to deliberate on who came in at first, second, third and fourth place. You are asked to provide us with this ranking at 16:20.
- ▶ After providing us with the ranking, around 16:30, each team will get feedback for 5 minutes of the judges (so 5 minutes in total per team). This will take until 16:50.
- ▶ After the feedback moment, you can have a chat with the other judges and students.
- ▶ We will announce the winners around 17:15.

# A typical 24-hour case day for a judge - morning (preliminary schedule)

*The schedule for the morning on Friday, 17 May is as follows:*

- ▶ The briefing starts at 09:00 at Maastricht University School of Business and Economics. During the briefing, some information about ICC@M will be provided, the case writers will present the case, the procedure will be explained, there will be time to ask questions and you will meet the other judges. You will be in a judging panel with three judges: a representative of the case company (you), an external business executive/consultant and an academic in business working at our School.
- ▶ The first presentation will start at 10:30. A presentation lasts for 20 minutes and will be followed by a 10-minute Q&A session. In total you will see four presentations.
- ▶ The last presentation ends at 13:00.
- ▶ After the last presentation, you will have time to deliberate on who came in at first, second, third and fourth place. You are asked to provide us with this ranking at 13:20.
- ▶ After providing us with the ranking, around 13:30, each team will get feedback for 5 minutes of the judges (so 5 minutes in total per team). This will take until 13:50.
- ▶ After the feedback moment, you can have a chat with the other judges and students.
- ▶ We will announce the winners around 14:15.



# A typical 24-hour case day for a judge – afternoon (preliminary schedule)

*The schedule for the finals in the afternoon on Friday, 17 May is as follows:*

- ▶ The briefing for the judges of the finals will start at 12:30.
- ▶ At 14:45, the finals will start in the large lecture hall. There will be an introduction from our side, the case writers will introduce the case and we also reserved 10 minutes for the 24-hour case company, to present the company.
- ▶ At 15:15, the first presentation of the finals will start. Again, a presentation lasts for 20 minutes and will be followed by a 10-minute Q&A session. In total, you will see four presentations, the last one ends at 17:45.
- ▶ After the last presentation, there will be some time to deliberate on who came in at first, second, third and fourth place. And a decision will be made about the best speaker award.
- ▶ The final winner announcement will start between 18:15.

# Case companies of ICC@M 2018 until 2023

	2018	2019	2021	2022	2023	
Short case companies	 	 		 	 	
Long case companies						



# QIAGEN

*John Gilardi*

*Vice President, Head of Investor Relations and  
Corporate Communications*

*'Participating in ICC@M was a  
fantastic way to get fresh  
business insights from college  
students representing views  
from around the world. We  
definitely took away more from  
this event than we could have  
ever imagined.'*



# Example challenges

- ▶ How can Company X set up the risk management operations as efficiently and effectively as possible in a data-driven organization, thereby supporting the company's overall strategy?
- ▶ How to increase employees' sense of belonging to Company X to turn them into proud company ambassadors.
- ▶ How can Company X guarantee the sustainability of its business model in the future?
- ▶ Develop a holistic and creative marketing and communication strategy.
- ▶ How to make Company X future proof?
- ▶ How should Company X transform its processes of going to the market and building, as well as maintaining, relationships in the digitalized world?
- ▶ Find solutions that help reduce personnel turnover and costs. Next to that, focus on improving the sector's image and help to attract new customers and applicants.
- ▶ How can online interaction increase online sales and thereby reduce phone interaction?
- ▶ Develop a proposal on why to invest in Company X.
- ▶ How to implement a loyalty program, as well as how to properly face the market's challenges, and achieve sustainable growth with it?
- ▶ What risks will Company X face in its growth strategy, and how should these be approached?



# Participants ICC@M 2024

- ▶ Aarhus University, School of Business and Social Sciences, Denmark
- ▶ IE University, IE Business School, Spain
- ▶ Ivey Business School, Canada
- ▶ Maastricht University School of Business and Economics, The Netherlands
- ▶ Nanyang Technological University (NTU), Nanyang Business School, Singapore
- ▶ National University of Singapore, NUS Business School, Singapore
- ▶ Rotterdam School of Management, Erasmus University, The Netherlands
- ▶ Simon Fraser University, Beedie School of Business, Canada
- ▶ Singapore Management University (SMU) - Lee Kong Chian School of Business, Singapore
- ▶ Smith School of Business, Queen's University, Canada
- ▶ The Chinese University of Hong Kong, Hong Kong
- ▶ The Hong Kong University of Science and Technology, Hong Kong
- ▶ University of British Columbia, Sauder School of Business, Canada
- ▶ University of Florida, Heavener School of Business, USA
- ▶ University of Manitoba, Asper School of Business, Canada
- ▶ University of St. Gallen, School of Management and Economics, Switzerland



# Team of Singapore Management University

*Winners ICC@M 2023*

*'What truly made this experience exceptional was the seamless integration of theoretical knowledge gained in our academic pursuits with the practical application of these concepts in a real-world setting. The opportunity to witness firsthand convergence of Asian and European business ideologies was nothing short of a breath of fresh air, allowing us to broaden our perspectives and cultivate a more holistic understanding of the global business ecosystem.'*

*Throughout the competition, we delved deep into the intricacies of local company issues, unravelling the complex challenges faced by businesses in today's dynamic global landscape. The exposure to diverse products and services not well known back in Singapore was particularly enlightening and definitely challenged us to think of innovative approaches and solutions.*

*Having the chance to work with large corporations was no doubt an eye-opening experience as well, and we are immensely appreciative of the opportunity to have met and network with the C-suite of the sponsor companies. Knowing that the solutions we pitched were of high relevance and value made the experience even more fruitful.'*



# What ICC@M offers your organization



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.



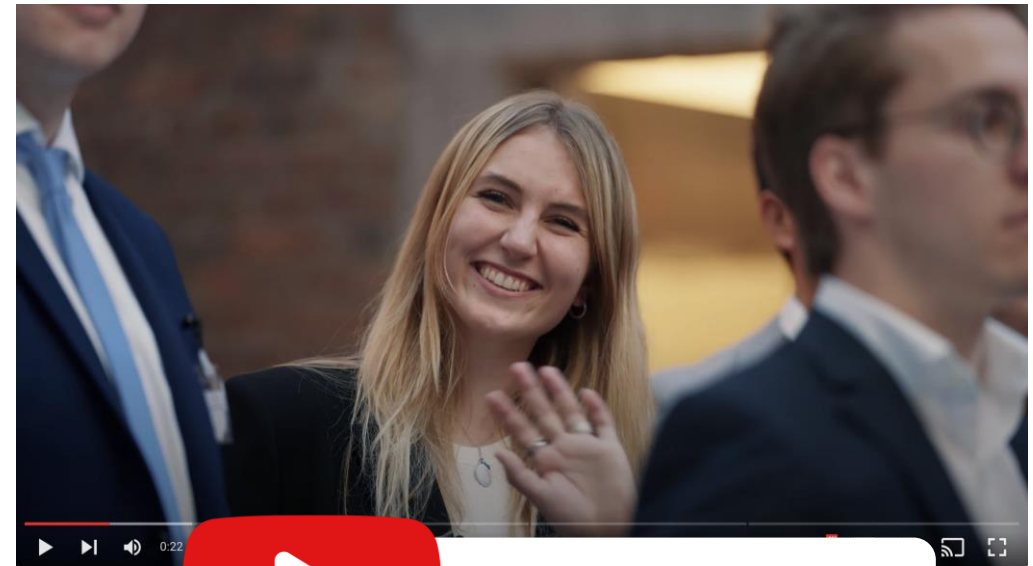
# How to get involved

- You can decide to have your business challenge covered in a **4-hour case**, for a mere **EUR 8,000**.
- You may also want it to be the main **24-hour case**, for a fee of **EUR 18,000**.



# 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!*



[WATCH AFTERMOVIE](#)



*Interested? Contact us via:*  
Sabine Nievelstein  
*Academic Director ICC@M*  
s.nievelstein@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 2025

Australian Undergraduate Business Case Challenge, University of New South Wales, Australia

Belgrade Business International Case Competition University of Belgrade Serbia

CBS Case Competition, Copenhagen Business School, Denmark

Champions' Trophy, University of Auckland, New Zealand

Heavener International Case Competition, University of Florida, USA

[International Case Competition@Maastricht, Maastricht University, Netherlands](#)

John Molson Undergraduate Case Competition, Concordia University, Canada

Marshall International Case Competition, University of Southern California, USA

RSM STAR Case Competition Erasmus University Netherlands

Sauder Summit Global Case Competition University of British Columbia Canada

