

2017 CSB-NBA Case Competition

Who is allowed to participate in the case competition?

Any student currently enrolled in a full-time, undergraduate academic program at the University of North Carolina at Chapel Hill. To be clear, the competition is open to all majors.

What is the maximum number of students per team?

Each team may have a maximum of four (4) students, and no less than three (3).

What is the cost to enter a team in the case competition?

It does not cost anything to participate in the case competition.

How do I register my team?

Only one team member (captain) needs to go through the registration process (<http://csb.unc.edu/apply/nbacase/>) Click on the link and enter all of the required information. All team members will also be required to upload resumes. The team captain will receive a confirmation email and will be added to the distribution list for all case competition materials and announcements.

What is the timeline for the case competition?

Monday, March 13th – 20 teams will be selected and notified of their finalist status. Team selection is based on the following factors: “first come, first serve”; quality (academic and experiential) of candidates; and diversity of applications. The case will be released to the finalists at 9:00 a.m. EST on Monday, March 20, 2017.

The final deadline for case submission is 5:00 p.m. on Thursday, March 23, 2017.

How many teams will present on Game Day?

20 teams will be selected to present on Game Day in front of a panel of judges. Each team will have 10 minutes to present with Q&A lasting for five minutes. More detailed presentation instructions will be sent to the finalists. No more than one team member may have an excused absence from the event to be eligible to present. Below is a tentative schedule:

- 10am – 2pm: presentations with a lunch break in-between
- 2pm – 2:30pm: judges select finalists
- 2:30pm – 3:00pm: final presentations (participants use a condensed version of presentation)
- 3:00pm – reception after event

Are there prizes given to the winners?

Merchandise, NBA Store gift cards, tickets to a game, etc.

Where and to whom do I send confused or frustrated emails if I have questions or concerns?

If you encounter any issues or have questions, please contact Tom Ryan (tryan@nba.com), Tajuan Watson (twatson@nba.com), or (student director). The Center of Sport Business website is <http://www.csb.unc.edu> The Director is Dr. Deborah Stroman, dstro@unc.edu or 919.843.0336.

