



International Olympic Case Study Competition

Description, rules and timelines

2021/2022 Competition

May 2021

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1. INTRODUCTION

The “International Olympic Case Study Competition (CSC)” is an annual competition designed for master’s level students, which is organised by the Olympic Foundation for Culture and Heritage (via the IOC Olympic Studies Centre) and Johannes Gutenberg University, Mainz (Germany) (collectively the “Organisers”).

The competition is to be played within a classroom setting and consists of teams of students competing against other teams, first within their own university class, and then against classes from other universities, with which they will be matched.

The students play as agencies that consult for an Olympic Movement organisation on topics related to current strategic management challenges in international sport.

The teams reaching the semi-finals and finals compete against university teams from all around the world and will be judged by an international panel of academic and professional experts.

The CSC is set up following the “Harvard Case Incident Method” and will educate the students by problem-based learning. The methodology and format used in this CSC have been successfully applied by the German Olympic Academy and the Johannes Gutenberg University Mainz and various other German universities for 20 years and are now being expanded to universities around the world in partnership with the IOC Olympic Studies Centre.

The CSC is organised so that a university professor* can use the case study in “regular” classes (strategic management or similar).

2. WHO CAN PARTICIPATE?

The CSC is open to any university with at least one master’s class with students with the following profile:

- The master’s level students must be studying or be familiar with management issues, especially with a link to sport, such as sports management, sports economics, sports governance or similar fields.
- They must have some knowledge of strategic management to properly apply the methods and tools needed for the tasks, such as stakeholder analysis, benchmarking, market analysis, evaluation and marketing, etc.

* In this competition we mean by “professor”, any professor, teacher, or lecturer teaching a class.

- At least one student from each team must be able to present in English (for the semi-finals and finals).
- The students must be enrolled in a master's programme when starting the CSC but may participate in the semi-final and final after completing their exams.
- Each participating university class needs to create three to five teams, each with three to six students. A minimum of three teams is obligatory, and a maximum of five teams is allowed. Should your university class be bigger than 30 students, please mention it in the comment box in the registration form. The Organisers will get back to you.

3. WHY PARTICIPATE?

By participating in the CSC, the students will be exposed to the following learnings:

- applying theoretical concepts in practice
- identifying relevant and credible sources
- conducting research
- analytical, conceptual and strategic thinking related to challenging topics
- managing priorities
- developing scenarios and solutions and decision-making in conditions of uncertainty
- formulating practical suggestions from concepts
- teamwork
- acting professionally
- presenting in English
- time management/handling pressure
- written and oral presentation skills (media competency)
- intercultural and international communication and exposure
- knowledge about the Olympic Movement and its values.

In addition to the learnings, other elements of the CSC that may contribute to the students' motivation and experience are:

- real life and topics linked to the current challenges of the Olympic Movement
- competition between teams and other universities from around the world
- clear and equal rules and a level playing field
- external assessment and feedback in rounds 2-5
- international and intercultural experience
- team effort
- a participation certificate signed by the Organisers

4. ORGANISATION OF THE COMPETITION

The CSC is organised in five rounds (three preliminary rounds, semi-finals and finals). University classes can register to the full competition or to only the preliminary rounds. For the preliminary rounds they can also choose to compete exclusively within the class or to compete with other universities classes in rounds 2 and 3). In each round, the students have to solve a task and give a presentation. To do so, the students may use only publicly available information and sources and are not permitted to contact sports federations or other organisations.

Students play to represent an agency that serves as a consultant for an organisation belonging to the Olympic Movement. During the presentations, the students are required to imitate a real business situation and show related skills (public speaking, choice of language, dress code, etiquette and politeness, communication and presentation tools, etc.).

Once the application to participate in the CSC is received and accepted by the Organisers, the professor will receive a link and a password to download the tasks. The professor will also receive a video to help introduce the CSC to the students and help them to prepare. The professor is responsible for further preparing and guiding the students. Neither the tasks, nor the video shall be shared by the professor to any person not involved in the CSC.

GENERAL RULES FOR ROUNDS 1 TO 3

- Rounds 1-3 are mandatory for all teams, there is no elimination in these rounds.
- All three rounds together should be equivalent to a minimum of 2 ECTS credits (60-hour workload) and approx. 10 hours' teaching time.
- In round 1, the competition is held within each university class.
- Based on the information provided by the university class, the Organisers will propose to match each class with two other universities classes for rounds 2 and 3. This is done to enrich the experience for the students, as they will also present in front of the other class and get feedback and questions from the other professor (please refer to the "Matching process" section).
- Once the universities classes are matched by the Organisers, it is the responsibility of the professor to coordinate the playing of rounds 2 and 3.
- If a university class cannot be matched with other university classes for any logistical reason, then the university class can still play rounds 2 and 3 alone.
- Round 1 may be held in the native language of the university class. For rounds 2 and 3, if the university classes do not share the same native language, they may be held in English or in an agreed upon other language.
- Only the best team (1st) from each university enters round 4;
- The points system is constructed so that students with a bad start can still win, while compelling students with many points to continue to work hard.
- Consistent grading is ensured as each professor assesses her/his own students. The assessments can be used as grades if the class is in the university curriculum.

Round 1 (max. 20 points, to be played in the two weeks after receiving the task):

University teams play within their class. This first round helps the student teams to learn how it works and the professor to make the first assessments.

Students have two weeks to work on this task. The student teams have to deliver a written paper and an oral presentation (five minutes). After the presentation, the students have to answer the questions from their professor who is playing at being the client. No questions from other teams are allowed. The university professor grades the students and provides feedback.

The winning team of this first round will have first pick of the organisation they wish to consult, and so on. This is an additional incentive for the students to win.

Round 2 (max. 30 points, to be played in the two weeks after receiving the task):

University A class is matched with university B class by the Organisers. The task should be provided by the professors to all students of both universities at the same time.

The teams of universities A and B (max. five teams each) submit a written paper, give a presentation (five minutes) and receive questions (five minutes) from the university professors of both universities classes (no question from other teams are allowed).

The presentation sessions shall be scheduled for two hours (for all teams).

Each university class professor grades his/her own students and provides feedback. The grades of the other university professor should be shared with his/her peer. It is up to each professor to decide if he/she wants to use his/her partner professor's feedback for grading the teams.

Round 3 (max. 50 points, to be played in the two weeks after receiving the tasks):

University A class plays again together with university B class (or if possible is matched with another university C class).

Otherwise the process is the same as in round 2.

GENERAL RULES FOR ROUNDS 4 AND 5

- The competition is held in English.
- The tasks are provided by the Organisers 10-14 days before the round is played.
- All teams compete starting each round with zero points.
- The students present in front of an independent jury.
- General feedback is given at the end of each round by the jury and special feedback to each team can also be given by the university professor).
- Based on the participation of 10 teams, the programme should last three hours. Its schedule should include a 10-minute presentation followed by five minutes for feedback from the jury per team and a last part of 20 minutes for the jury to convene and agree on the final selection.

Round 4 (semi-finals):

- The best team from each university class qualifies for round 4 and competes against the best team from another university.
- The competitions are played virtually in front of an independent jury of university professors (not including those from competing classes).
- Depending on the number of universities participating, each semi-final is composed of a maximum of 10 teams. The best teams from each semi-final qualify for round 5.
- The 10 best overall teams reach the final (round 5).

Round 5 (finals):

- The 10 qualified teams from round 4 compete in front of an international jury of academics and professional experts for the first, second and third place in the competition.
- The competition is to be held virtually by the end of March 2022 (exact date to be confirmed).
- All students who have participated in the competition can attend virtually and listen to all the presentations and feedback.

5. MATCHING PROCESS

After each application deadline, the participating universities classes will be matched for round 2 and 3 by the Organisers. The following three criteria will be taken into consideration for the matching process:

1. **Playing time available:** Each participating university class should indicate a minimum of an eight-week window to enable the Organisers to find a matching university class (the larger the playing window offered, the better the chance to get matched). Universities classes hence choose either narrow or wider playing windows.
2. **Playing language and time zone.**
3. Particular effort will be made to **mix nationalities.**

The matching in rounds 2 and 3 is purely educational, as it gives the students an opportunity to present in front of others, receive questions from the other university professors and compare themselves with students from other universities.

If no other university class match your window and/or your selected language, you may have to play rounds 2-3 alone. The experience will be less fun and instructive, as rounds 1 to 3 will be organised only within the students' own class, but it will also be accepted as a way to be selected for the next round. There is no disadvantage or advantage for the classes that play alone.

After the matching is done, the Organisers will facilitate the contact data for the matched universities being exchanged and the matches getting announced. The professors of the two matched universities classes are then responsible for coordinating the presentation time and feedback between them.

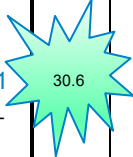
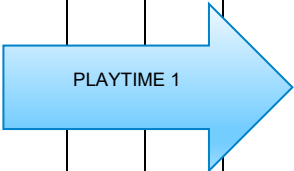

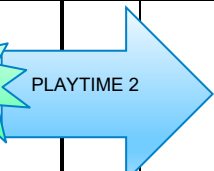

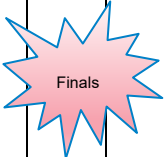
For round 4, the matching of university teams will be a maximum of 10 teams per semi-final and will be organised by continent/time-zone and/or by draw.

6. WHEN TO APPLY AND PLAY

Applications are accepted twice a year.

For the **2021/2022 competition**, the deadlines to apply are as follows:

- until **30.6.2021**: Rounds 1 to 3 to be played in a window of approx. 8 weeks from **31.8.-30.11.2021**
- until **15.11.2021** Rounds 1 to 3 to be played in a window of approx. 8 weeks from **1.12.21 -15.2.2022**.

		2021						2022						
		June	July	August	September	October	November	December	January	February	March	April	May	June
Rounds 1 - 3	Playtime 1 (01.08.21 – 30.11.21)													
	Playtime 2 (01.12.21 – 15.02.22)													
Round 4	Semi Finals (25.02.21 – 10.03.21)													
Round 5	Finals Fixed date end of March													

To apply, the professor or his substitute must fill out the [registration form for universities](#).

Once the university class is accepted, the students must fill out the [student registration form](#).

As of the next edition, the programme will run from March to March (+1) one year later. Rounds 1 to 3 can be played anytime between April until February (+1) one year later, which means that the universities are free to choose in which period they want to play.

7. UNIVERSITIES' RESPONSIBILITIES

The professor of the participating university class is responsible for overseeing the registration, establishing the teams/playing times (rounds 1 to 3) and coordinating the playing time and digital platform used for rounds 2 and 3 with its matched partner university.

Ultimately, the respective university professor (together with one back-up colleague) is the point of contact for the Organisers throughout the year (together with one back-up colleague).

Each university professor must:

- ✓ fill in the [registration form](#)
- ✓ identify a second professor or contact person who can replace him/her if needed in the contact with the Organisers
- ✓ plan a minimum two-hour preparation time with each participating class to explain the rules, build the teams, etc.
- ✓ plan when to play round 1 in class (max. 1½ hours needed)
- ✓ share the task for each round with the students (round 1) and matched university (rounds 2 and 3) in due time (around two weeks before playing)
- ✓ coordinate, plan and play rounds 2 and 3 with its matched university class (around two hours each round)
- ✓ ensure that all the technical aspects are arranged (room, video conference system, etc.)
- ✓ make sure feedback time with the students is planned after each round
- ✓ assess their own students in round 1 and, if agreed, assess the matched university class students in rounds 2 and 3 and exchange feedback with the other university class professor
- ✓ submit the results of the winning team with their full names to the Organisers (after round 3)
- ✓ the university professor may be invited to be a jury member in round 4.

8. COMMUNICATION/SOCIAL MEDIA RULES

The students, professors and participating universities classes are encouraged to communicate about their participation in the CSC, using the official graphic provided by the Organisers. Any communication in connection with the CSC shall, nonetheless, comply with the terms and restrictions of this Section 8.

We encourage participants to use the hashtags **#OSCCSC** and **#OSCCSC21** for social media posts to connect with other participants.

Students may not publish any information about the content of the tasks or solutions on the internet or social media, as other student teams will be participating at different times.

Communication by the Universities:

The Universities participating in the CSC may communicate (on their website, social media platforms or otherwise) about their participation in the CSC using the official graphic provided by the Organisers.

Note, that communications may not create or suggest any kind of association (commercial, official, institutional or otherwise) between the Organisers, the IOC and/or the Olympic Games, on one side, and a University or any third party, on the other side.

The Universities are not granted any marketing rights or any right of association in any way with the Organisers, the IOC, the Olympic Games or the Olympic Movement and are not authorised to use any Olympic properties (incl. symbol, emblem(s), trademark(s), logo(s), or other designation(s)) or to conduct any communication that may suggest any such association.

In case any content published by the Universities contains personal data of third parties, the Universities shall inform the third parties about the intended use of such content and obtain if required the necessary consent.

Should a University fail to comply with the above rules, the Organisers reserve their rights (i) to request the concerned University to immediately delete any communication related to the CSC, and/or (ii) to exclude the team(s) of the concerned University from the CSC.

Communication by the participants:

The participants are not authorised to use the Olympic properties (symbol, emblem(s), logo(s) or other designation(s), save as expressly authorised by the Organisers).

If participants (i.e.: students and professors) wish to take pictures or videos during the CSC for the purpose of education and learning or make references to the CSC on their personal owned and/or controlled digital platforms, they may do so provided that it (i) is for the purpose of promoting the CSC, (ii) is not used for any other promotional and/or commercial purpose, (iii) does not create or suggest any kind of association between the participant(s) or any third party, on one side, and the Organisers, the IOC, the Olympic Games or the Olympic Movement, on the other side, and (iv)

respects the rights of third-parties, including their right to privacy or private information and intellectual property rights, any applicable laws, regulations and rules and does not expose the Organisers, or any third party, or bring them into disrepute.

Furthermore, the participants' communication in connection with the CSC shall not contain material/content, be made in a context, or depict or promote activity, that is obscene, violent, discriminatory, illegal, offensive, threatening, or otherwise contrary to the Olympic values of excellence, respect and friendship. In case the pictures or videos contain personal data of third parties, the participants shall inform the third parties about the intended use of such pictures and videos and obtain if required the necessary consent to the third-parties.

The participants authorise the Organisers, and any third parties authorised by the Organisers, to repost and/or share on their digital platforms the contents and posts of the participants related to the CSC. The participants agree that the content they post, share or publish on digital platforms in connection with the CSC can be removed at the first request of the Organisers, where such content does not comply with the terms of this Section 8, of the concerned social media platform(s) and/or of applicable laws.

Should a participant fail to comply with the above rules, the Organisers reserve their rights (i) to request the concerned participant to immediately delete any communication related to the CSC, and/or (ii) to exclude such participant from the CSC, without prejudice to any other remedy that the Organisers may have at their disposal (by law or otherwise).

Communication by the Organisers about the Universities and/or the participants:

The Universities grant the Organisers all necessary licenses, consents and permissions to use their names and logo for (i) the purpose of promoting the CSC, including future editions (including in digital platforms, websites and any other media); (ii) internal or archival purposes; and/or (iii) otherwise for the purpose of promoting the activities of the Organisers, the Olympic Movement and/or the Olympic values.

The participants may be filmed, photographed and/or recorded at the occasion of the CSC by the Organisers for educational, learning and promotional purposes. The participants authorise the Organisers to use their image (including their image, likeness, name, voice, etc.) for (i) the purpose of promoting the CSC (including future editions); (ii) internal and/or archival purposes; and/or (iii) otherwise for the purpose of promoting the activities of the Organisers, the Olympic Movement and/or the Olympic values.

In particular, the participants understand and accept that the semi-final and final rounds of the CSC might be recorded and displayed live to all the CSC participants (and the video might remain accessible online) and that they might (as well as their presentations) appear on such videos. The Organisers might share a link to access the recorded videos of the semi-final and final rounds to all Universities and participants (including of future editions) who shall agree not to forward such link to any third party.

In addition, the participants understand and agree that other participants might film, photograph or record them for their own uses in accordance with the terms of the subsection "Communication by participants" above. The Universities and the participants authorise the Organisers and any third parties authorised by the Organisers, to repost and/or share on their digital platforms the contents and posts of the Universities related to the CSC.

9. PRESENTATIONS

The content produced and developed by the participants within the framework of the CSC (in particular the presentations) shall remain the property of the participants. However, the participants reaching the semi-final and final rounds grant the Organisers all necessary licenses, consent and permissions for the Organisers to use their presentations (including all content contained thereto) for (i) the purpose of promoting the CSC (including future editions); (ii) educational, internal and/or archival purposes; and/or (iii) otherwise for the purpose of promoting the activities of the Organisers, the Olympic Movement and/or the Olympic values.

The participants reaching the semi-final and final rounds understand and agree that their presentations (in whole or in part) might be displayed live and then remain available online. The participants shall therefore ensure that their presentations do not, and that their use by the Organisers for the purposes mentioned above will not, infringe on the rights (in particular intellectual property and image rights) of any third party.

In case the content produced and developed by the participants within the framework of the CSC (in particular the presentations) contains personal data of third parties, the participants shall inform the third-parties about the intended use of such content and obtain if required the necessary consent.

10. SECRETARIAT

All information, including the application form, regarding the CSC can be found at www.ioc.org/studies.

For organisational questions, please contact

Prof. Dr. Holger Preuss,
Johannes von Gutenberg University, Mainz
E-Mail: cs_competition@uni-mainz.de

11. LEGAL DISCLAIMER

By participating in the CSC, the participants and Universities acknowledge and agree that the Organisers and their affiliates (including their respective directors, representatives, officers, employees, agents, partners, subcontractors and licensors) shall in no way be responsible or liable for any losses, costs, expenses or damages suffered by the participants and/or the Universities in connection with the CSC.

The participation of the Universities and the participants in the CSC (including the rules and terms applicable to the CSC) shall be governed by, and interpreted in accordance with, the laws of Switzerland (without reference to principles of conflicts of laws).