



# Faculty of Business and Economics University of Melbourne India Case Competition

**The University of Melbourne India Case Competition is for high school students in grade 11 and 12. Students have the opportunity to compete in teams of 3 to 5 members from the same school to prepare solutions to a business issue.**

All teams are welcome to join. The Case Competition comprises of three stages - the first stage involves all teams of 3 to 5 members submitting a written proposal. Shortlisted teams who progress to the next round will be invited to present their proposal online to a panel of Judges. Teams who progress to the final stage of the competition will be offered competition mentoring from current Bachelor of Commerce students and will then be invited to attend the final event in Delhi to present their submissions to a panel of judges comprised of University of Melbourne academic staff.

## What is the Case Competition topic?

**'Getting to a comprehensive digital marketing strategy for a travel startup'**

Full details regarding the Case Competition statement and questions will be released on 4 August 2023.

## What will you need to do?

You will need to register with a team of 3 to 5 students from the same school before registrations close on 4 August 2023.

The Case Competition statement and question will be released and all participating teams will be required to submit a written Case Competition proposal. This should be in the form of a PowerPoint presentation (up to 10 slides maximum).

## Why should I apply?

By participating in the University of Melbourne India Case Competition you will get the opportunity to:

- Learn about business consultancy and help propose solutions to unique business challenges
- Have the opportunity to connect with your peers from various cities and regions across India
- Learn new business concepts surrounding Digital Marketing such as digital customer experience design, digital marketing metrics and analytics.
- Attend information sessions delivered by University of Melbourne academics and students
- Develop skills that you can use to succeed in your studies
- You and your school will receive participation certificates from The University of Melbourne

## Prizes

The top three teams will receive trophies and prizes up to \$3000 in value. All participants will receive a participation certificate.

## Key Dates

Case competition launch event	27 July 2023
Registration close	4 August 2023
Case released to teams	4 August 2023
Round 1 submission deadline	21 August 2023
1 hour Masterclass (all participants)	28 August 2023
Semi-finalists announced	31 August 2023
Semi-finals (online presentations)	11 September 2023
Finalists announced	15 September 2023
Mentoring for finalist teams	18 September 2023
Finals & Award Ceremony	30 September 2023

## Interested?

You can register your team for the case competition via the QR code. We will be holding an information session for all interested students and school counsellors on Thursday 27 July 2023 at 11:00am (IST).

Register for this event here:

<https://bookings.events.unimelb.edu.au/122Gdw>

## Questions?

Please direct any questions to Alexandra Beasley:  
[bele-ambassadors@unimelb.edu.au](mailto:bele-ambassadors@unimelb.edu.au)

