



**JOIN US IN MAY 2020** for the sixth Business Analytics Competition & Conference at Manhattan College (BAC@MC). This event provides an exciting opportunity for undergraduate students studying Business Analytics (or related fields) to test their knowledge, hone their skills, and network with other students and professionals in New York City. Competing students will not only engage in the art & science of decision-making but also practice their ability to draw business insight from a comprehensive analysis of relevant data.

## STUDENT TEAMS

The competition is open to undergraduate student teams consisting of **two to four members**. Each team member must be enrolled in an undergraduate program at the accredited higher education institution that the team member will represent. Each team needs to have a faculty advisor from their home institution. Student teams will register for the competition under the name of their faculty advisor.

## PHASE ONE COMPETITION

BAC@MC features a two-phase competition. Both phases require student teams to analyze, and glean business insight from a competition-specific dataset. Data and questions for the first phase of the competition will be made available to registered teams on February 3, 2020. Student teams, working at their home institutions, will analyze the dataset to develop solutions to the phase-one questions. **Each team will need to prepare and submit a poster** summarizing their analysis and answers to the questions by May 4, 2020. Team members will present their posters at the May 19 conference poster session. The poster session will be attended by the judging panel and other conference participants.

## PHASE TWO COMPETITION

After the poster presentations on May 19th, teams will be provided with **additional questions and data** on the same or similar theme and will be asked to present their solutions to the judging panel on May 20.

## JUDGING

Faculty advisors attending the conference will constitute the set of phase one (poster session) judges. Phase one scores will be based on the ratings given by faculty advisors (advisors will not be asked to evaluate their own team). The presentations in phase two of the competition will be evaluated by a panel of practitioners representing various industries who value business analytics. A team's overall score will be determined by a combination of their phase one and phase two scores.

The top three teams will be recognized during the award ceremony and will receive monetary awards:

**FIRST PLACE: \$2,000, SECOND PLACE: \$1,000, THIRD PLACE: \$500.**

**Additional teams will receive honorable mentions.**



**MANHATTAN  
COLLEGE**

O'Malley School of Business

## PARTICIPANTS

Students who participate in the competition and their faculty advisor must attend the conference. The conference will be held on the Manhattan College campus in New York City. Non-participating students and faculty are welcome to attend, but must register for the conference.

### TENTATIVE PROGRAM

#### Monday 5/18

**Afternoon:** Registration and welcome  
New York City excursion

#### Tuesday 5/19

**Morning:** Breakfast  
Keynote Speaker  
Phase One Competition poster presentation and judging

**Noon:** Lunch

**Afternoon:** Start of Phase Two Competition

**Evening:** Reception

#### Wednesday 5/20

**Morning:** Breakfast  
Phase Two Competition presentations and judging

**Noon:** Lunch

**Afternoon:** Phase Two Competition presentations and judging (cont.)

**Evening:** Dinner and award ceremony

#### Thursday 5/21

**Morning:** Checkout

## REGISTRATION

Conference registration begins December 2, 2019 and extends until March 13, 2020. Cost and additional information will be listed on the conference website listed below.

## ACCOMMODATION

On-campus accommodation in residence halls will be made available to competing students. In addition, we are in the process of identifying a list of nearby hotels that offer reasonable rates for non-competing participants. The list will be posted on the conference website listed below.

## IMPORTANT DATES

December 2, 2019	Open Conference Registration
February 3, 2020	Phase One Competition — data made available to registered competing teams
March 13, 2020	Deadline — competing team registration
May 4, 2020	Deadline — competing team poster submission

**May 18-20, 2020 Conference, Phase Two Competition and Award Ceremony at Manhattan College**

### CONTACT

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