



**JOIN US IN MAY 2023** for the eighth 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 1, 2023. 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 1, 2023. Team members will present their posters at the May 23 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 23, 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 24.

## 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 among the finalists will be recognized during the award ceremony and will receive monetary awards:

**FIRST PLACE: \$5,000, SECOND PLACE: \$2,500, THIRD PLACE: \$1,000.**

Additional teams (among finalists and non-finalists) will be recognized as honorable mentions.

## 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, May 22

**Afternoon**                      **Registration and welcome**  
**Network Reception: Meet and Greet @MC**

#### Tuesday, May 23

**Morning**                        **Breakfast**  
**Keynote Speaker**  
**Phase One Competition: Poster presentations and judging**

**Noon**                              **Lunch**

**Afternoon**                      **Start of Phase Two Competition**

#### Wednesday, May 24

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

**Noon**                              **Lunch**

**Afternoon**                      **Phase Two Competition: Slide presentations and judging (cont'd)**

**Evening**                        **Dinner and Award Ceremony**

#### Thursday, May 25

**Morning**                        **Checkout for those who elected for extra night (extra fee applies)**

## REGISTRATION

Conference registration begins December 1, 2022, and extends until March 20, 2023. Registration fees and additional information will be provided on the conference website ([manhattan.edu/bac](http://manhattan.edu/bac)).

## ACCOMMODATION

On-campus accommodation in residence halls will be made available to competing students. For non-competing participants, a list of reasonably priced nearby hotels will be posted on the conference website ([manhattan.edu/bac](http://manhattan.edu/bac)).

## IMPORTANT DATES

December 1, 2022	Conference Registration Opens
February 1, 2023	Competition Data Made Available to Registered Competing Teams
March 20, 2023	Competing Teams Registration Deadline
May 1, 2023	Competing Teams Poster Submission

### CONTACT

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