



**JOIN US IN SPRING 2021** for the annual Business Analytics Competition and Conference at Manhattan College (BAC@MC). **This year's competition will be held virtually.** We aim to continue to provide an exciting opportunity for undergraduate students studying Business Analytics (or related fields), to test their knowledge, hone their skills, and remotely network with other participating teams and professionals from around the world. Competing students will not only engage in the art & science of decision-making, but also practice their ability to draw business insights 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 must have a faculty advisor from their home institution. Student teams will register for the competition under the name of their faculty advisor.

## ROUND ONE COMPETITION

This year's BAC@MC will feature a two-round competition. During the first round, each student team, working from their home institution, will analyze the supplied dataset to develop solutions to the proposed problems and questions. The dataset and questions for the competition will be made available to registered teams on January 29, 2021. **Each team will need to submit a poster and a six-minute video by April 22, 2021.** The poster should summarize the team's analysis and solutions to competition questions. The purpose of the accompanying video is to allow team members to briefly describe and highlight the important findings presented on their poster. On April 30<sup>th</sup>, the first day of the competition, all teams will convene in a general session for the conference keynote talk. After the keynote, team members will need to be available to answer questions from the poster session (Round One) judges.

## ROUND TWO COMPETITION

On May 1<sup>st</sup>, the second day of the competition, all teams will convene in a general session to attend the second keynote talk. After the keynote, the competition finalists (based on Round One scores) will be announced. Each team chosen as a finalist will be given an hour and a half to prepare a 10-minute slide-based summary of their findings, which they will present to the Round Two judges (a group of analytics practitioners and industry leaders). Teams may choose to focus on a specific part of their analysis from Round One or on a particular aspect of their conclusions or recommendations. **This round will not require additional data analysis.**

## JUDGING

Faculty advisors will act as the judging panel for the first round of the competition. During this round, each faculty advisor will view the poster and recorded video of each competing team and can ask questions of the team's members. Scoring sheets will be provided to all judges. Advisors will not evaluate their own team. For the second round of the competition, a panel of business analytics practitioners and leaders will evaluate the finalist teams. These judges will complete a scoring sheet for each team. A team's overall score will be determined by a combination of their Round One and Round 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 be recognized as honorable mentions.



## MANHATTAN COLLEGE

### PARTICIPANTS

Student team members and their faculty advisor must attend the virtual conference. Non-participating students and faculty are welcome to attend but must register for the conference.

#### TENTATIVE PROGRAM

##### Friday 4/30

**Welcome**

**Keynote Speaker**

**Round One Competition Poster Presentation and Judging**

**Break**

**Round One Competition Poster Presentation and Judging**

**Meet Your Competition (Virtual Social Event)**

##### Saturday 5/1

**Keynote Speaker**

**Announcement of Finalists**

**Prep Time for Finalists**

**Round Two Competition Presentation and Judging**

**Award Ceremony**

### REGISTRATION

Conference registration begins December 14, 2020, and extends until March 12, 2021. Cost and additional information will be provided on the conference website listed below.

### IMPORTANT DATES

December 14, 2020	Conference Registration Opens
January 29, 2021	Competition Data Made Available to Registered Competing Teams
March 12, 2021	Deadline — Competing Team Registration
April 22, 2021	Deadline — Competing Team Poster and Video Submission

**April 30 – May 1, 2021 Virtual Competition and Conference**

#### CONTACT

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