



**JOIN US IN MAY 2018** for the fourth 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 5, 2018. Student teams, working at their home institutions, will analyze the supplied 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 7, 2018. Team members will present their posters at the May 22 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 22, 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 23.

## 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.**

An additional team will be recognized as honorable mention for best poster.



**MANHATTAN  
COLLEGE**

## 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 5/21

Afternoon: Registration and welcome  
New York City excursion

#### Tuesday 5/22

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

Noon: Lunch

Afternoon: Start of Phase Two Competition

Evening: Reception

#### Wednesday 5/23

Morning: Breakfast  
Phase Two Competition presentations and judging

Noon: Lunch

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

Evening: Dinner and award ceremony

#### Thursday 5/24

Morning: Checkout

## REGISTRATION

Conference registration begins December 4, 2017 and extends until March 16, 2018. 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 4, 2017	Open Conference Registration
February 5, 2018	Phase One Competition — data made available to registered competing teams
March 16, 2018	Deadline — competing team registration
May 7, 2018	Deadline — competing team poster submission

**May 21-23, 2018 Conference, Phase Two Competition and Award Ceremony at Manhattan College**

### CONTACT

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