

The 2010 Aspen Institute Center for Business Education Case Competition

Sponsored by

The Carol and Lawrence Zicklin Center for Business Ethics Research



The Initiative for Global Environmental Leadership (IGEL)



The Wharton School of the University of Pennsylvania



Competition will focus on the social, environmental and ethical challenges those business leaders in mainstream, for-profit companies, this competition provides an opportunity for future business executives to explore the significant and positive influence that business can have on society.

www.AspenCaseCompetition.org

Competition Highlights

First Round on campus – April 9-12, 2010

Final Round in New York City – April 30, 2010 (\$40,000 prize pool)

Student Teams:

- Teams are made up of **four** MBA students. *There must be at least one first-year student per team.*
- **Six teams** will be allowed to compete at Wharton for the on-campus First Round on a first come first serve basis.
- **Friday, March 26** is the deadline to form and post teams on WebCafé.
- The link for the Aspen Case Competition on WebCafé is:
<https://webcafe.wharton.upenn.edu/eRoom/centers/aspen>

First Round:

- On **Friday, April 9th** the teams will retrieve the case on WebCafé.
- The due date for teams to post their recommendations and analysis on WebCafé is **Monday, April 12th**, 10:00 a.m. local time. First round of submissions will be reviewed by panel of Faculty judges.
- Each school announces its First round winners on **Friday, April 16th**.
- **Each first place team in First Round will receive a Trophy and recognition on the 2010 Business & Society International Case Competition website.**

Final Round:

- First Round winning team's written analyses are reviewed by a panel of academic judges.
- On **Thursday, April 22** five teams are selected to advance to the Final Round.
- The Final Round takes place on **Friday, April 30th** in **New York**. In this round, the five competing teams present to a panel of corporate judges in front of an audience of invited corporate and philanthropic friends of the Aspen Institute.
- The winning team is announced immediately following an invitation-only cocktail reception.
- **The winning team receives a grand prize of \$20,000 and \$3,000 to donate to a charity of their choice**
- **Second Place receives \$10,000**
- **Third Place receives \$5,000 and other teams each receive \$1000**