



## SUPPLY CHAIN MANAGEMENT CASE COMPETITION GUIDELINES

### 1. OVERVIEW

The Supply Chain Management Case Competition for Community Colleges is an academic challenge organized by the **University of North Texas (UNT)** and sponsored by **Shoppa's Material Handling**.

Teams will analyze a **real-world supply chain problem** and present their solutions. The goals of the competition are to:

- Enhance students' understanding of supply chain management.
- Challenge students to demonstrate their knowledge of the **flow of goods, information, and finances**.
- Expose students to topics such as **logistics, procurement, inventory control, distribution**, and enabling **technologies and strategies**.
- Support student education through **scholarships** and **practical experience**.

### 2. EVENT DETAILS

- **Date:** Saturday, April 18, 2026
- **Time:** 8:30 a.m. – 4:00 p.m.
- **Location:** Business Leadership Building, University of North Texas (UNT)

#### Event Format (Approximate Time Allocation):

- **Quarter-day:** Tutorial on the case problem
- **Half-day:** Team work session to analyze and develop solutions
- **Quarter-day:** Team presentations and Q&A

Teams will be assessed on:

- Realistic recognition and framing of the problem
- Assessment of alternatives
- Quality and feasibility of recommendations
- Ability to respond effectively to judges' questions

### 3. ELIGIBILITY & REGISTRATION

- **Team Composition:**
  - Teams must consist of **2 to 5 members**.
  - All members must represent the **same community college**.
  - Each team member must be enrolled in **at least one course** in the **Spring 2026** semester.
- **Registration Fee:**
  - **\$125 per team** (non-refundable except under conditions listed in Section 7).



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### 4. COMPETITION RULES

#### 4.1 INDEPENDENT WORK

- Teams **must complete all work independently**.
- It is **not acceptable** to:
  - Ask specific or general questions related to the case of anyone outside the team.
  - Have anyone outside the team **read, listen to, watch, or provide feedback** on the presentation.
  - **Contact the case authors** for clarification or assistance.
- Advisors and coaches **are not team members** and may not contribute to the analysis or presentation content.

#### 4.2 CERTIFICATION OF WORK

- Each team and its **faculty sponsor/advisor** must certify that all work on the case and presentation was completed **only** by the team members.
- A **certification form** will be provided with the case materials.
- The signed certification form must be submitted to the **case competition director (or representative)** at the time of presentation.

#### 4.3 RESOURCES, SOURCES & PLAGIARISM

- The use of **computer devices is permitted**, but the team must provide their own devices.
- A **WiFi connection** will be provided.
- Teams must **document all sources** of information used in their analysis and recommendations.
- The **list of sources** does **not** need to be part of the oral presentation, but **must** be included in the files submitted with the presentation.
- Proper citation is required to **guard against plagiarism**.

### 5. PRESENTATION GUIDELINES

- **Total Time per Team: Up to 25 minutes**
  - **Presentation:** Maximum of **15 minutes**
  - **Q&A with Judges:** Approximately **10 minutes**
- **Participation:**
  - Each team member is expected to **take part in the oral presentation**.
- **Presentation Aids:**
  - Teams may use **note cards or cue cards**.
- **Attire:**
  - Teams should be dressed in **business professional** attire.



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### 6. JUDGING CRITERIA

Judges will evaluate both the **content** and the **delivery** of the presentations. The competition is designed to refine key business skills, including:

- Research
- Analysis
- Presentation and communication
- Creativity
- Teamwork

Solutions should be:

- **Viable for real-world implementation**
- Supported by logical reasoning, data, and sound supply chain principles

#### Judging Panel:

- Judges will consist of:
  - Industry professionals
  - Professors
  - Other business leaders knowledgeable about the case and relevant supply chain issues

#### Q&A Session:

- Judges will ask questions related to the team's analysis and recommendations.
- There may not always be a strictly "right" or "wrong" answer.
- Teams are evaluated on their ability to:
  - Demonstrate the **depth of their analysis**
  - **Concisely articulate** well-reasoned responses
  - Defend their recommendations logically and professionally

#### Key Scoring Factors Include:

- Understanding of the case background
- Real-world viability of the proposed strategy
- Professionalism of the presentation
- Logical flow and organization of the presentation



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### 7. REFUND POLICY

- If a team is **unable to participate** after paying the registration fee, the team will be considered **ineligible**, and **no refund** will be provided.
- If the **entire event is canceled** due to unforeseeable circumstances, teams may **request a full refund** of the registration fee.

### 8. JUDGING RUBRIC (100 POINTS TOTAL)

1. **Case Setup and Research – 20 Points**
  - Demonstrates a thorough understanding of the case challenge.
  - Provides a clear overview of the situation using **primary and secondary research**.
2. **Target Marketing, Positioning, Strategy and Objectives – 25 Points**
  - Clearly identifies and describes the **target market(s)** for proposed strategies.
  - Develops appropriate **positioning** and overall **strategy**.
  - Establishes **measurable objectives** aligned with the case.
3. **Tactical Implementation – 25 Points**
  - Tactical plans are logically based on the research and situation analysis.
  - **Timelines and budgets** are clearly presented and feasible.
4. **Metrics – 10 Points**
  - Identifies appropriate **performance measures** to track.
  - Defines **benchmarks** to determine the success of the proposed strategy and tactics.
5. **Presentation and Q&A – 20 Points**
  - Presentation is **professional, clear, and engaging**.
  - Visuals and structure support understanding and impact.
  - Team members effectively and confidently address judges' questions.