

# RUTGERS

Rutgers Business School  
Newark and New Brunswick

## Rutgers Business School New Jersey County College Case Competition (NJC<sup>4</sup>)



## Benefits for students who compete in the NJC<sup>4</sup>

- Ability to apply their academic knowledge to a real world business case.
- Enhance their presentation and communications skills.
- Add a great accomplishment to their résumé.
- Network with RBS-Newark faculty/administrators, RBS students, fellow county college faculty and students, and industry leaders.
- Win a RBS scholarship.

# Rules

- Teams must consist of 4 to 7 members.
- No more than 2 members may have participated in a previous **NJC**<sup>4</sup> competition
- At least 3 team members must be business majors; economics and other majors are encouraged to participate.
- Each team may have no more than 50% first-year students (0-30 earned credits).
- Each team will present their case with supporting qualitative and financial data at their home school
- The top team from each county college will attend the **NJC**<sup>4</sup> championship competition at Rutgers Business School, Newark, NJ.

## Rules (continued)

- Using the information in the case write-up and their classroom knowledge, students will make business decisions on factors such as price point, marketing strategy, and management practices.
- When presenting their case at **NJC**<sup>4</sup>, students will present their decisions, rationale, analysis results, and overarching business strategy to a panel of judges. Judges will score teams on business rationale/strategic consistency, quality of the analysis and research, and quality of the presentation.
- Mandate of one faculty advisor per county college team.
- Presentations are 10-20 minutes in length followed by a 10 minute Q&A.

# Sample Suggested Presentation Content

## State Assumptions

- What decision(s) did you select?
- Reasons for choice
- Reasons for not choosing other options

## Have an implementation plan

- What resources will it take
- What is your timeline
- What are the expected challenges and mitigations

## SWOT/Risk Analysis

- Top 3 market risks & benefits considered

## Competitive Analysis

- How does the product compete in the market

## Sensitivity Analysis

- Explore the “What If”



# Criteria for Success

## Viability (20%)

- Could the plan be implemented?
- Are there proper assumptions for why a decision was made?

## Deliverables and Depth of Research (40%)

- Were all of the challenges in the case description addressed (demand management, marketing, customer relations, financials)
- How reliability and reasonableness are your forecasts, your financial analysis?
- Does the solution “maximize value while minimizing risk?”
- How extensive was the research that was used to develop the action plan?

## Quality of the Presentation to the Management Board (40%)

- Did the presentation convince the Management Board of the team’s recommendation? Was it professional?
- Were the supporting materials presented in a clear, concise, and informative manner?

# FAQ

## **Who is eligible to compete in this competition?**

Any matriculated student from one of the invited New Jersey County Colleges is eligible to participate.

## **What, if any, experience should students have to compete in this event?**

No prior business or case competition experience is necessary to compete in NJC<sup>4</sup>. This competition is designed as a learning/networking experience and to introduce students to the basics of a business case.

## **When will the case be released to students?**

The case and other supporting materials will be released February 7<sup>th</sup> at the kickoff meeting.



# FAQ continued

## **Can we adjust our presentation?**

You can adjust your slides and presentation up until you present at your county college. If your team is chosen to represent your school at Rutgers, your slides must be submitted to Rutgers Business School – Newark “as is” - no adjustments are allowed. You may adjust your oral presentation at any time.

## **When must our presentation material be submitted to Rutgers Business School-Newark?**

All presentation materials must be submitted via email, to Kathy Wagner at [wagnerka@business.rutgers.edu](mailto:wagnerka@business.rutgers.edu) no later than Friday March 28th, 2025.

## **How is the competition scored and how are the teams ranked?**

Each presentation will be scored using a common rubric by a panel of RBS-Newark faculty and corporate partners.



# Important Dates

- Thurs, February 6, 2025: Deadline for school/team registration
- Fri, Feb 7, 2025 3pm: Virtual Kick Off Meeting, Release of Case Study [LINK](#)
- Friday, March 28, 2025: Submission of final presentation to RBS-Newark & Press Release Forms Due
- Friday, April 4, 2025:** 9am- 1:00pm Case Presentations -Teams will be given a 45 min timeslot in advance  
1:00-2:00pm Award Ceremony and Lunch

# Awards

## 1<sup>st</sup> Place

- \$1000.00 RBS-Newark Scholarship per team member



## 2<sup>nd</sup> Place

- \$500.00 RBS-Newark Scholarship per team member

We are currently seeking corporate partners to sponsor and contribute cash prizes for 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place teams in addition to the scholarship funds above.

Additional information can be found at...

Please visit the RBS NJC<sup>4</sup> Website:

<http://www.business.rutgers.edu/njc4>