



2018 BUSINESS CASE COMPETITION

OVERVIEW

The Executive Leadership Council (ELC) is the preeminent member organization for the development of global black leaders. The ELC's mission is to increase the number of successful black executives, both domestically and internationally, by adding value to their development, leadership, and philanthropic endeavors throughout the life-cycles of their careers, thereby strengthening their companies, organizations, and communities.

The Executive Leadership Council promotes and implements charitable and educational activities designed by the membership of the Council. The ELC supports education programs and provides scholarships to deserving students interested in business and global corporate careers.

EXXONMOBIL BUSINESS CASE COMPETITION

Since 2002, The ELC has hosted the Business Case Competition. Our corporate partner and sponsor is the Exxon Mobil Corporation, which has provided generous support for the past nine years. Each year, students from around the country submit case studies on current business challenges. The top three finalist teams present their work before a panel of corporate, non-profit, academic, and policy leaders.

To date, over 350 student teams from colleges and universities across the country have participated and our winners include Columbia University (2017), Northwestern University (2016), Emory University (2015 and 2014), Duke University (2013), the University of Houston (2012), Carnegie Mellon University (2011), the University of Michigan (2010-2009), Baruch College (2008), the University of Pennsylvania (2007-2006), the University of Michigan (2005), Harvard University (2004), the University of Pennsylvania (2003), and Harvard University (2002).

2018 CASE TOPIC

This year's competition will challenge teams to develop a comprehensive strategy for the recruitment, development, and retention of high potential black leaders for a global F100 company. Registered teams will receive the full case, with complete details, by February 9, 2018. Team submissions will be due March 12, 2018.

AWARDS

The first place team will receive a \$35,000 scholarship cash award and will be recognized during The Executive Leadership Council's 2018 Recognition Gala in October before an audience of more than 2,000 corporate, education, civic, and community leaders. The second place team will receive a \$20,000 scholarship cash award with the third place team receiving \$15,000.

JUDGING PROCESS

A panel of corporate, non-profit, academic, and policy leaders will serve as judges and review the team submissions. Based on first round scores, the top three teams will be invited to our Finals to present their cases to determine final rankings. Teams will be notified of first round scores by March 30, 2018.

Our Finals event will be hosted by ExxonMobil in Houston, April 9-10, 2018. All travel and lodging will be provided by The Executive Leadership Council.

ELIGIBILITY

The Executive Leadership Council's 2018 Business Case Competition is open to graduate MBA, MA, and MS students. Teams may consist of up to four students and each team must include at least two students who are black, with one of the black students serving as team captain. There is no registration fee or cost to participate.

IMPORTANT DATES

January 30, 2018:	Online registration opens
February 9, 2018:	Team captains receive case
March 12, 2018:	Deadline for case submissions
March 30, 2018:	Team captains notified of 1st round results Competition
April 9-10, 2018:	Finals in Houston, TX
October 11, 2018:	First place team attends The ELC's 2018 Recognition Gala

CONTACT

For questions or more information, contact:

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