

Rising to the challenge

Challenge

PwC's case competition

2015 case competition

Today's dynamic business environment requires analytical thinking, fact-based decision making, and collaborative action. You'll experience it all first hand in *Challenge*, our campus case competition.

The *Challenge* case competition models real-world business scenarios focusing on the strategic issues currently being faced by companies all over the world. It is open to all freshmen and sophomores and does not require detailed knowledge of business concepts or accounting.

Within a two-week period of time, you will work with a small team of students to review a business case, develop a solution, and create a presentation. Your team will then deliver your solution to a group of PwC professionals. Success is measured by three key criteria: critical thinking, collaboration, and communication. You will come away with valuable insights into our profession, our firm, and the issues faced by global business leaders.

How it works

In early fall, PwC will be on campus to formally promote the competition. Our *Challenge* project leader, PwC staff, and former competitors will be available to provide you with additional information and answer all of your questions. The event promotion will be followed by our campus rally, where all teams competing on your campus will meet with a PwC representative who will explain this year's case challenge. Your team will have two weeks to formulate a solution to present to a panel of PwC professionals.

What's in it for me?

There are personal and financial rewards. It's intellectually satisfying to team with friends to discuss and solve real world issues. It's personally gratifying to meet a demanding goal. Plus, gaining recognition from members of the business community for your teamwork, critical thinking and communication skills will bring about longer-term professional rewards.

Each member of a winning campus team will receive \$200 and consideration for the national finals. A panel of national partners and managers will select the top national finalists and the additional teams will be selected by voters across the US as part of a nationwide social media contest. Each member of a national finalist team will receive \$2,000 and a trip to the national finals event in Washington DC in January to meet with PwC professionals and other firm leaders.

Who can compete?

Your team must consist of four or five members with the following composition:

- Teams may have no more than one prior national finalist.
- At least two members of each team must have the intent to apply, applied or are currently enrolled in the Business School.
- Teams are encouraged to include a member with the intent major/minor in STEM*

** Relevant STEM Majors/Minors include, but are not limited to: Data/Business Analytics, Engineering, Computer Science, Information Systems, Technology Management, Management Information Systems and Security.*

Eligible participants

- 1st (Freshman) and 2nd (Sophomore) year students in a 4 year program
- 1st (Freshman), 2nd (Sophomore) and 3rd (Junior) year students in a 5 year program
- Juniors in process of applying for a 5th year program

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Visit www.pwc.com/challenge for additional details about this fall's competition.

