

BUSINESS CASE:  
EVALUATION FORM



This business case explores contestants' application of business thinking to the case of RAF2021 produced vehicles.

Criteria			
<b>Analytical thinking</b>	25%	<p>The ability to structurally approach the solution of a complex business problem, correctly dividing it into streams (into directions within which the solution of the problem may lie);</p> <p>As a rule, the team should divide the case into some large blocks, which, in turn, are further divided and so on to the level of specific problems. A good structure corresponds to the MECE principle (mutually exclusive, collectively exhaustive), that is, it covers all possible solutions, but each individual stream does not intersect with others.</p>	<p><b>Evaluation criteria:</b></p> <ol style="list-style-type: none"> <li>1) <i>Problem(s) identification and statement – contestants must identify problem/ problems faced by RAF2021);</i></li> <li>2) <i>Goal(s) identification – contestants must identify goal/ goals set by RAF2021;</i></li> <li>3) <i>Data characteristics and quality - used wide range as well as exact, error-free and enough information in order to solve the case study;</i></li> <li>4) <i>Use of a specific framework, model or methodology for analysis;</i></li> <li>5) <i>Breadth of analysis;</i></li> <li>6) <i>Depth of analysis;</i></li> <li>7) <i>Knowledge (application) of economic concepts;</i></li> <li>8) <i>Level of business sense.</i></li> </ol>
<b>Conceptual thinking</b>	25%	<p>The ability to build correct hypotheses based on the resulting structure, made by analysis. Here the team checks how ideas respond to the necessary request and correctly address these or other problems of the company, the team also makes sure that these solutions are feasible and have a common and business sense;</p>	<p><b>Evaluation criteria:</b></p> <ol style="list-style-type: none"> <li>1) <i>Generate alternatives for case study – based on analysis generate possible alternatives for the case of RAF2021. Contestants must provide more than one decent solution. Presenting few undesirable alternatives to make the selected alternative the most attractive one is not acceptable;</i></li> <li>2) <i>Select the best alternative – based on evaluation of RAF2021 limited choices and constraints as well as keeping in mind factors on which business decision must be selected. The alternative selected as the most appropriate solution for the RAP2021 must be measured, related to the problem statement and issues described in the case study. The method to evaluate alternatives use “pros and cons method” (method with more pros than cons must be selected);</i></li> <li>3) <i>Recommendations must be ones to solve RAF2021 problem – decision taken must be justified and one solving the problem of the</i></li> </ol>

			<p>case study. Proposed recommendations must be realizable;</p> <p>4) Clear structure;</p> <p>5) Ability to think outside the box.</p>
<b>Quantitative thinking</b>	25%	No case can be solved without simple but fast calculations and more complex models that illustrate certain analyses.	<p><b>Evaluation criteria:</b></p> <ol style="list-style-type: none"> <li>1) <i>Technical aspects – used/ create specialized assumptions, formulas, algorithms, routines, scenarios, etc. to identify users/ users' groups and its needs, RAF2021 business challenges and opportunities, definition of the type of vehicle RAF2021 to produce, develop sale strategy of the vehicle, etc.;</i></li> <li>2) <i>Multiple data sources – statistical tables, questionnaires/ surveys, materials from interviews (e.g. political, academic, industry, etc.), etc.;</i></li> <li>3) <i>Aggregation of information – gathering information from different sources, sites, etc.;</i></li> <li>4) <i>Data characteristics and quality (historical and/ or new) – new data (can represent wide variety of data types, volumes are large for the topics of the case study, etc.) and historical data (risks of errors, appropriate documentation, critical quality control, etc.);</i></li> <li>5) <i>Data management – provisions for data during each step of the data path (from the initial study design- data collection- assessing- analysing- presenting);</i></li> <li>6) <i>Reasonable assumptions and logic – results use qualitative evidence gathered through case study methodology to reach conclusion;</i></li> <li>7) <i>Aggregation of information.</i></li> </ol>
<b>Communication skills</b>	25%	The ability to correctly build a presentation and to answer questions.	<p><b>Evaluation criteria:</b></p> <ol style="list-style-type: none"> <li>1) <i>Introduction with the team;</i></li> <li>2) <i>Are the case questions stated clearly and explicitly?</i></li> <li>3) <i>Are arguments for and against various resolutions of case study questions presented?</i></li> <li>4) <i>Timing;</i></li> <li>5) <i>Professional communication with jury and among team members;</i></li> <li>6) <i>Layout and structure of the presentation.</i></li> </ol>
<b>100%</b>		<b>Total result</b>	