

Information Pack

BlueShift - QUT Business School Case Competition for high school students

2020 Key Dates

Wednesday 15 January	Registrations open
Monday 2 March	Case released
Monday 27 April (Midday)	Written submission due and final registrations close
Tuesday 5 May	Finalists announced
Saturday 23 May	Champions round

Welcome

Welcome and congratulations on registering your team to compete in BlueShift, QUT Business School's business case competition for high school students. This information pack provides an overview of the competition, and details of how the competition works.

By participating in BlueShift, your team has the opportunity to apply the theory you've learnt in class to a problem faced by a real Australian business. As you research the industry and delve into the issues facing this business, you'll develop professional presentation and creative problem-solving skills, and get a taste for what it's really like to work in the exciting world of business.

Team roles

Your team should consist of a Team Mentor and three or four student team members.



Team Mentor: The team mentor must be an adult associated with your school (e.g. Teacher, student teacher, parent) and will provide support and guidance throughout the competition. Your mentor can guide and coach you, but they must not do the work for you.

Team Leader: The team leader acts as the first point of contact between QUT and the team. The team leader should be a student member of your team and someone who is responsible for checking the team email address to ensure any competition communication is received. Each team, working with the team mentor, should decide how the team is structured and will function. The team leader function may extend to a larger leadership role, or act simply as the contact point for communication.

Team Members: Students enrolled in grade 11 or 12 in the year of the competition.

How it works

1. Teams register online at www.qut.edu.au/business/blueshift-competition
2. All registered teams receive their BlueShift business case and instructions via email
3. Teams have until midday on Monday 27 April to develop a written submission and send it via email to blueshift@qut.edu.au.
4. All written submissions will be assessed by a panel of QUT Business School academic staff and current QUT students. The top teams will be chosen to compete in the BlueShift Finals. All teams will be informed of the outcome via email.
5. Finalist teams come to QUT Gardens Point and present their solutions in person to a panel of judges from QUT Business School and the business community.

BlueShift Preliminary Round Instructions

The preliminary round of the BlueShift competition is a written submission in response to the BlueShift Business Case Study. This part of the competition is completed entirely online and all teams will have access to resources online.

- Once the team is registered, they will receive the following documents via:
 - The BlueShift Business Case Study
 - BlueShift Criteria Sheet
 - BlueShift Workbook
 - BlueShift Submission Cover Sheet
- It is the responsibility of the team leader to check their email to receive the business case study and to notify QUT Business School if they have not received these documents by 5pm on the day that the Competition opens.
- Teams will have until Monday 27 April to prepare a written submission in response to the business case.
- Written submissions are to be submitted to QUT via email, at blueshift@qut.edu.au by 12 noon on the competition closing date.
- Any submissions received after 12 noon on the competition closing date are not valid and will not be considered. In order to allow for any possible delays, we recommend you aim to email your submission on the morning of the closing date, rather than leave it to the last minute.
- No responsibility is accepted for late, lost or misdirected entries. All written submissions become the property of QUT Business School.
- All written submissions must be accompanied by a completed BlueShift Submission Cover Sheet, signed by all team members. If the Cover Sheet is not included, the submission is not eligible.

Tips for your written submission

- Your written submission needs to clearly address the task outlined in the BlueShift Business Case Study provided by QUT Business School
- Written submissions should be emailed in Microsoft Word or PDF format. All other file formats will not be considered. Use A4 pages, with minimum 10 point font, and minimum 1.5cm margins.
- Use a clear structure with headings and sub-headings.
- Acknowledge all sources using in-text references or footnotes. Include a reference list.
- Your submission can include text, tables, diagrams and images. You should think about how to best present information clearly and concisely.
- When developing your solution:
 - Be creative and original
 - Clearly link your analysis to your recommendations
 - Make a persuasive case for why and how the business should implement your recommendation

- Further tips can be found on the BlueShift website
<https://www.qut.edu.au/business/about/events/blueshift/preparing-for-the-competition>

BlueShift Finals Instructions

Team selected to go on to the BlueShift Finals will be required to present their business case solution in person to a panel of judges. This will require your team to travel to QUT Gardens Point campus on a Saturday to compete.

- Finalist Team leaders will be notified of their Team's acceptance into the Finals via email and phone.
- Finalist Teams will then have two weeks to prepare an oral presentation of their BlueShift Business Case written submission, to be accompanied by PowerPoint slides as a visual aid. Finals will be held on campus at QUT Gardens Point on a Saturday. All members of the finalist team must be present to compete.
- You need to register online to confirm your attendance and participation in the BlueShift Finals. You will receive a registration link via email. Family and friends are invited to attend and support your team at the BlueShift Finals. You will need to ensure all additional attendees are also registered to attend.
- The BlueShift Finals will run from 10:00am to 4:00pm. All teams are expected to participate for the full session.
- Finalist Teams are asked to arrive at the BlueShift Finals no later than 10:00am and submit a USB with their PowerPoint slides to the Competition Organiser.
- Any teams that arrive after the starting time may not be able to compete in the Finals. The decision to exclude a team from competing in the Finals due to late arrival is at the absolute discretion of the Competition Organiser. If a Finalist Team is not ready when they are called to present they forfeit their place in the Finals Competition.
- In the first round (Finals Round One) of the BlueShift Finals the Finalist Teams will be allocated into three groups. The allocation and presentation order will take place by random draw. The Finalist Teams in each group will present to a panel of judges and one team from each group will be chosen to go on to the second round.
- The second round (Finals Champion Round) of the BlueShift Finals will consist of the three winning teams from Finals Round One. These three teams will present the same presentation to a panel of judges. The judges will then choose an Overall BlueShift Champion Team (first place), a First Runner Up Team (second place) and a Third Runner Up Team (third place).

Tips for your Finals Presentation

- Try to capture the main points of your written submission in your presentation. As with your written submission, remember to be creative and original, clearly link your analysis to your recommendations and make a persuasive case for why and how the business should implement your recommendation
- Your PowerPoint presentation should include relevant images and text to reinforce your message.
- All Finalist Teams' presentations must be in PowerPoint format. No other format or presentation software will be accepted. If the presentation is provided in a format other than PowerPoint, the Finalist Team will be given the option to present entirely without visual aids or to forfeit their place in the BlueShift Finals.
- No videos or audio files are permitted within the PowerPoint presentation. If any video files or audio files are included, these will be removed by the Competition Organisers prior to presentation.
- Finalist Teams will present for a maximum of 15 minutes followed by approximately 5 minutes question and answer time with the judges. Warnings will be given when there are five minutes remaining; when there is one minute remaining, and when time is up. Marks will be deducted for going over the allocated fifteen minutes presentation time.
- Further tips can be found on the BlueShift website
<https://www.qut.edu.au/business/about/events/blueshift/preparing-for-the-competition>

Prizes

Each member of the Overall Champion Team will receive:

- A QUT Business School Scholarship valued at \$2,000
- \$250 (EFTPOS CARD)
- Prize pack including vouchers and products from our sponsors

The Champion Team's school will also receive a \$3,000 cash prize from QUT Business School.

Each member of the First Runner Up Team will receive:

- \$100 (EFTPOS CARD)
- Prize pack including vouchers and products from our sponsors

Each member of the Second Runner Up Team will receive:

- \$50 (EFTPOS CARD)
- Prize pack including vouchers and products from our sponsors

About QUT Business School



International recognition, established links with the business community and a reputation for producing highly employable graduates has made QUT Business School one of the most respected business faculties in Australia. Our triple accreditation ensures we deliver on the highest quality international standards of business education.

Our relationships with local, national and international business communities provide opportunity for you to participate in real-world projects, industry-focused learning, case analysis and extensive networking. With expert lecturers and opportunities for work experience in our relevant and practical courses, QUT Business School will ensure you are well equipped for your career in Australia and overseas.

<http://www.qut.edu.au/business>

2020 Competition Sponsors

Primary Sponsors



Accommodation Partner



We're here for the future

At CareSuper, we're committed to helping people imagine their future.

In fact, right now, we're helping hundreds of thousands of Australians on their journey to achieving the long-term financial security they've always dreamed about.

And we're proud to be supporting the entrepreneurial spirit of the next generation of

Australian business professionals, through our primary sponsorship of the QUT BlueShift Business Case Competition.

We can only imagine what the future will bring for these bright and talented students, but when it comes, we'll be there to help.





comparethemarket™

Compare the Market, a leading online comparison service, helps millions of Australians research and buy insurance and other personal finance products. Since launching in Australia in 2012, Compare the Market continues to empower consumers with tools to find great deals across insurance, energy plans, home loans, credit cards and more.



Iglu offers cool student accommodation in two awesome locations, both conveniently located to QUT Gardens Point. Students can share an apartment or live in their own studio – all fully furnished.

Both properties boast unbeatable facilities, 24x7 onsite support and have everything on the doorstep – transport, shopping, restaurants and much more.

Learn more at <http://www.iglu.com.au/>.