

Inspiring Success Through Common Core



THE EXECUTIVE LEADERSHIP FOUNDATION
2014 BUSINESS CASE COMPETITION

Sponsored by Exxon Mobil Corporation



THE EXECUTIVE LEADERSHIP FOUNDATION®

OVERVIEW

The Executive Leadership Council (ELC) is the preeminent member organization for the development of global black leaders. The Council'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-cycle of their careers thereby strengthening their companies, organizations, and communities.

The Executive Leadership Foundation (ELF) was established in 1989 as an affiliate of The Executive Leadership Council, Inc. to promote and implement charitable and educational activities designed by the membership of the Council. The 501(c)(3) affiliate supports education programs and provides scholarships to deserving students interested in business and global corporate careers.

Since 2002, the ELC/ELF has hosted the Business Case Competition. Our corporate partner and sponsor is the Exxon Mobil Corporation, which has provided generous support for the past five 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, nearly 300 student teams from colleges and universities across the country have participated and our winners include Duke University (2013), the University of Houston (2012), Carnegie Mellon University (2011), the University of Michigan (2009-2010), Baruch College (2008), the University of Pennsylvania (2006-2007), the University of Michigan (2005), Harvard University (2004), the University of Pennsylvania (2003), and Harvard University (2002).

2014 CASE TOPIC

This year's competition will challenge teams to analyze the Common Core Standards initiative (<http://www.corestandards.org/>) and its impact on developing a domestic workforce that is talented, diverse, and prepared to compete in a global marketplace. Registered teams will receive the full case on January 21, 2014. Team submissions will be due February 28, 2014.

AWARDS

The first place team will receive a \$35,000 scholarship cash award and will be recognized during the Executive Leadership Foundation's 2014 Recognition Gala in October before an audience of more than 2,000 corporate, education and government 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.

Our Finals event will be hosted by ExxonMobil at their Fairfax, Virginia campus Thursday, May 1 and Friday, May 2, 2014. Travel and lodging will be provided by The Executive Leadership Foundation.

ELIGIBILITY

The Executive Leadership Foundation's 2014 Business Case Competition is open to graduate MBA and MA 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

December 9, 2013: Online registration opens
January 17, 2014: Online registration closes
January 21, 2014: Team captains receive case
February 28, 2014: Deadline for case submissions
March 2014: 1st round judging process
April 4, 2014: Team captains notified of 1st round results
May 1-2, 2014: Competition Finals
October 30, 2014: First place team attends ELF 2014 Recognition Gala

CONTACT

For questions or more information, contact:

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